

Public First Poll for Federation of Small Businesses

Fieldwork: 30th Mar - 1st Apr 2022
Interview method: Online Survey
Population represented: UK Adults
Sample size: 1010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact polling@publicfirst.co.uk

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78 What do you think are the biggest problems small businesses currently face?Please select up to three 158

(1.A) Which do you think are the most important issues facing the country at this time? Please select up to three

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Number of people on welfare	8%	7%	10%	8%	7%	8%	5%	9%	13%	7%	8%	12%	0%	10%	8%	4%	4%	4%
Cost of living	73%	68%	75%	76%	76%	71%	74%	75%	85%	75%	71%	58%	79%	71%	76%	74%	66%	84%
Threat of terrorism	7%	9%	5%	3%	4%	14%	8%	9%	4%	8%	4%	12%	13%	10%	4%	7%	13%	3%
Access to good pensions	7%	6%	6%	5%	10%	7%	8%	4%	2%	8%	9%	5%	3%	6%	7%	7%	9%	5%
Quality / cost of public transport	5%	9%	5%	4%	3%	12%	4%	5%	10%	2%	1%	3%	0%	2%	6%	5%	8%	9%
State of Britain's Armed Forces	5%	3%	3%	4%	5%	3%	9%	4%	7%	5%	6%	10%	11%	9%	3%	4%	4%	1%
Quality of the NHS	46%	41%	46%	56%	50%	42%	41%	50%	47%	47%	47%	35%	51%	48%	48%	49%	22%	42%
State of the economy	43%	40%	47%	40%	38%	39%	43%	53%	31%	40%	52%	52%	43%	50%	41%	53%	19%	39%
Quality of and access to schools / universities	4%	6%	3%	5%	2%	4%	5%	5%	8%	2%	6%	4%	5%	3%	7%	5%	0%	2%
Threat of climate change	27%	26%	25%	29%	34%	23%	31%	24%	13%	22%	31%	31%	29%	24%	26%	40%	10%	27%
Levels of immigration	16%	15%	15%	16%	18%	21%	8%	17%	28%	17%	21%	9%	6%	23%	11%	7%	35%	11%
Availability of housing	16%	27%	12%	14%	18%	12%	18%	9%	13%	15%	13%	14%	9%	10%	22%	7%	10%	21%
Level of taxation	16%	11%	22%	20%	9%	19%	13%	17%	20%	16%	15%	17%	31%	15%	18%	13%	27%	19%
Levels of crime	12%	14%	9%	10%	8%	12%	13%	9%	8%	21%	7%	21%	14%	12%	12%	11%	29%	12%
None of the above	2%	2%	3%	1%	2%	2%	4%	0%	0%	1%	0%	5%	0%	0%	1%	0%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which do you think are the most important issues facing the country at this time? Please select up to three

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Number of people on welfare	8%	9%	7%	7%	8%	11%	9%	6%	7%	9%	7%	7%	9%	11%	9%	7%	3%
Cost of living	73%	68%	79%	70%	71%	75%	77%	78%	69%	67%	77%	76%	74%	65%	76%	75%	32%
Threat of terrorism	7%	9%	6%	10%	10%	6%	8%	6%	5%	8%	6%	9%	7%	8%	9%	6%	11%
Access to good pensions	7%	6%	7%	4%	7%	3%	3%	9%	12%	9%	7%	3%	6%	9%	7%	5%	10%
Quality / cost of public transport	5%	5%	4%	10%	7%	5%	4%	4%	1%	5%	4%	8%	4%	13%	2%	5%	8%
State of Britain's Armed Forces	5%	7%	3%	6%	6%	3%	4%	6%	7%	6%	6%	4%	5%	5%	5%	5%	6%
Quality of the NHS	46%	41%	51%	35%	36%	43%	44%	57%	57%	51%	45%	44%	43%	45%	44%	49%	33%
State of the economy	43%	46%	41%	32%	38%	41%	46%	48%	53%	46%	48%	39%	40%	38%	43%	47%	9%
Quality of and access to schools / universities	4%	4%	4%	12%	7%	3%	2%	1%	3%	6%	4%	4%	3%	8%	4%	4%	6%
Threat of climate change	27%	28%	25%	20%	21%	26%	33%	32%	28%	32%	31%	22%	21%	23%	23%	31%	10%
Levels of immigration	16%	17%	15%	10%	16%	15%	14%	17%	22%	16%	14%	16%	18%	25%	18%	12%	7%
Availability of housing	16%	14%	18%	23%	18%	16%	14%	12%	13%	14%	15%	14%	21%	12%	17%	16%	10%
Level of taxation	16%	19%	14%	20%	16%	25%	14%	12%	12%	18%	17%	20%	11%	19%	20%	13%	13%
Levels of crime	12%	12%	13%	12%	18%	15%	14%	4%	9%	8%	16%	12%	12%	13%	13%	12%	4%
None of the above	2%	2%	2%	3%	5%	2%	1%	1%	0%	0%	0%	3%	5%	0%	0%	2%	38%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) At the next General Election how important or unimportant will a party's position on the following be to you when deciding who to vote for? : Small businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	21%	30%	17%	14%	18%	17%	11%	18%	25%	28%	17%	28%	28%	22%	23%	18%	14%	18%
Somewhat important	39%	34%	37%	43%	34%	43%	47%	57%	32%	31%	45%	29%	34%	42%	39%	35%	43%	32%
Neither important nor unimportant	26%	20%	30%	28%	31%	27%	21%	19%	27%	29%	28%	29%	26%	26%	24%	35%	32%	24%
Somewhat unimportant	7%	8%	8%	6%	10%	6%	12%	2%	8%	7%	8%	6%	5%	7%	9%	4%	0%	9%
Very unimportant	3%	4%	6%	2%	3%	4%	1%	1%	7%	3%	1%	4%	8%	2%	4%	4%	0%	8%
Don't know	4%	4%	2%	6%	5%	3%	8%	2%	2%	2%	2%	5%	0%	1%	2%	3%	11%	10%
Total Important:	60%	64%	55%	58%	51%	61%	58%	75%	56%	59%	62%	56%	62%	64%	62%	53%	57%	50%
Total Unimportant:	11%	12%	14%	8%	13%	10%	14%	3%	15%	10%	8%	10%	12%	9%	13%	8%	0%	17%
Net:	49%	52%	41%	49%	39%	51%	44%	72%	41%	49%	53%	46%	50%	55%	49%	45%	57%	33%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Small businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	21%	20%	22%	28%	24%	25%	24%	16%	10%	21%	19%	19%	23%	37%	20%	18%	5%
Somewhat important	39%	41%	38%	34%	33%	32%	37%	40%	55%	41%	39%	43%	34%	34%	42%	38%	35%
Neither important nor unimportant	26%	24%	27%	23%	24%	25%	29%	27%	26%	26%	29%	23%	26%	17%	26%	28%	32%
Somewhat unimportant	7%	9%	6%	9%	9%	10%	4%	9%	5%	8%	9%	5%	7%	8%	6%	8%	0%
Very unimportant	3%	4%	3%	2%	5%	5%	2%	4%	2%	4%	2%	2%	6%	2%	4%	3%	0%
Don't know	4%	3%	4%	4%	5%	4%	4%	3%	2%	0%	2%	8%	5%	2%	1%	5%	29%
Total Important:	60%	61%	59%	61%	57%	57%	61%	56%	65%	62%	58%	62%	56%	71%	62%	56%	40%
Total Unimportant:	11%	12%	9%	12%	13%	14%	6%	14%	7%	12%	11%	7%	13%	10%	11%	11%	0%
Net:	49%	48%	50%	50%	44%	42%	55%	43%	58%	51%	48%	56%	44%	62%	52%	44%	40%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Data protection

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	29%	36%	22%	22%	28%	24%	13%	37%	35%	35%	33%	43%	33%	31%	32%	24%	22%	22%
Somewhat important	32%	33%	31%	34%	30%	37%	39%	36%	42%	26%	25%	24%	38%	32%	34%	31%	31%	31%
Neither important nor unimportant	26%	20%	30%	34%	27%	26%	30%	22%	9%	28%	29%	28%	21%	26%	24%	32%	31%	32%
Somewhat unimportant	7%	6%	12%	5%	7%	6%	7%	4%	6%	8%	7%	1%	5%	7%	8%	9%	5%	4%
Very unimportant	3%	2%	4%	1%	4%	4%	3%	1%	6%	1%	4%	2%	4%	3%	1%	3%	0%	2%
Don't know	3%	2%	2%	4%	5%	3%	8%	0%	1%	2%	2%	2%	0%	1%	1%	0%	11%	9%
Total Important:	61%	69%	53%	56%	58%	61%	52%	73%	77%	61%	58%	67%	71%	63%	67%	55%	53%	53%
Total Unimportant:	10%	8%	15%	6%	11%	10%	10%	5%	12%	10%	11%	3%	9%	10%	9%	12%	5%	6%
Net:	52%	61%	37%	50%	47%	51%	43%	69%	65%	51%	46%	64%	62%	53%	58%	43%	47%	47%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Data protection

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	29%	27%	32%	33%	32%	27%	30%	26%	30%	27%	24%	30%	38%	39%	31%	27%	15%
Somewhat important	32%	31%	33%	31%	29%	31%	31%	31%	37%	37%	35%	32%	24%	31%	34%	32%	5%
Neither important nor unimportant	26%	27%	25%	22%	26%	29%	25%	29%	26%	25%	29%	26%	24%	20%	26%	27%	53%
Somewhat unimportant	7%	10%	4%	6%	9%	6%	5%	11%	5%	7%	7%	6%	6%	7%	6%	7%	4%
Very unimportant	3%	3%	2%	4%	1%	4%	4%	1%	2%	3%	4%	1%	3%	2%	2%	4%	0%
Don't know	3%	2%	3%	4%	3%	3%	5%	2%	0%	0%	1%	5%	5%	2%	2%	3%	23%
Total Important:	61%	58%	65%	63%	61%	58%	61%	57%	67%	64%	59%	62%	61%	70%	64%	59%	20%
Total Unimportant:	10%	13%	6%	10%	10%	10%	9%	12%	7%	11%	11%	6%	9%	8%	8%	11%	4%
Net:	52%	45%	59%	54%	51%	47%	52%	45%	60%	53%	48%	56%	52%	61%	56%	48%	16%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Climate change

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	39%	39%	41%	31%	45%	36%	37%	39%	26%	39%	38%	53%	36%	30%	49%	52%	24%	31%
Somewhat important	33%	39%	31%	33%	23%	36%	35%	38%	47%	30%	30%	18%	39%	36%	30%	32%	23%	34%
Neither important nor unimportant	17%	18%	14%	27%	15%	13%	21%	12%	12%	22%	14%	12%	15%	18%	16%	13%	4%	20%
Somewhat unimportant	4%	1%	6%	3%	5%	6%	1%	8%	2%	2%	5%	3%	5%	7%	1%	3%	8%	3%
Very unimportant	6%	1%	8%	1%	8%	6%	3%	2%	11%	6%	11%	10%	5%	7%	4%	1%	30%	4%
Don't know	2%	2%	1%	4%	5%	4%	3%	1%	1%	1%	2%	2%	0%	1%	0%	0%	11%	8%
Total Important:	71%	78%	71%	64%	67%	72%	72%	77%	73%	69%	68%	72%	75%	67%	79%	84%	47%	65%
Total Unimportant:	10%	3%	14%	4%	13%	11%	4%	10%	14%	8%	16%	14%	10%	14%	5%	3%	38%	7%
Net:	62%	75%	57%	60%	55%	60%	68%	66%	59%	61%	52%	58%	65%	52%	73%	81%	8%	57%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) At the next General Election how important or unimportant will a party's position on the following be to you when deciding who to vote for? : Climate change

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	39%	39%	39%	39%	34%	35%	42%	41%	41%	39%	39%	36%	41%	40%	37%	41%	13%
Somewhat important	33%	32%	34%	31%	35%	36%	30%	31%	33%	35%	37%	33%	26%	35%	35%	31%	28%
Neither important nor unimportant	17%	15%	18%	21%	19%	17%	14%	16%	15%	16%	14%	19%	19%	11%	18%	17%	36%
Somewhat unimportant	4%	4%	4%	2%	5%	3%	3%	5%	4%	5%	4%	3%	3%	3%	4%	4%	0%
Very unimportant	6%	9%	2%	3%	3%	7%	8%	6%	6%	6%	5%	5%	7%	9%	6%	5%	0%
Don't know	2%	1%	3%	4%	3%	2%	4%	0%	0%	0%	1%	5%	3%	1%	1%	3%	23%
Total Important:	71%	70%	73%	69%	70%	70%	72%	72%	74%	74%	75%	69%	67%	75%	72%	72%	41%
Total Unimportant:	10%	13%	6%	5%	8%	11%	11%	11%	10%	10%	9%	8%	11%	12%	10%	9%	0%
Net:	62%	57%	66%	64%	61%	60%	61%	61%	64%	64%	66%	61%	57%	63%	61%	63%	41%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Housing

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	36%	50%	32%	28%	33%	26%	33%	34%	45%	39%	27%	43%	48%	29%	51%	31%	29%	26%
Somewhat important	36%	31%	35%	33%	41%	32%	36%	39%	36%	38%	45%	30%	31%	41%	31%	40%	22%	35%
Neither important nor unimportant	19%	15%	19%	28%	16%	24%	17%	20%	11%	16%	21%	22%	12%	21%	13%	21%	35%	26%
Somewhat unimportant	4%	2%	7%	4%	3%	11%	7%	3%	0%	3%	4%	0%	9%	6%	2%	6%	0%	3%
Very unimportant	3%	1%	5%	2%	4%	2%	1%	2%	6%	2%	2%	3%	0%	2%	2%	2%	14%	2%
Don't know	2%	1%	1%	4%	2%	5%	5%	1%	1%	2%	2%	2%	0%	1%	1%	0%	0%	8%
Total Important:	72%	81%	68%	61%	74%	58%	69%	73%	82%	77%	72%	73%	79%	70%	82%	71%	51%	61%
Total Unimportant:	7%	3%	12%	6%	7%	13%	9%	5%	6%	5%	5%	3%	9%	8%	4%	9%	14%	5%
Net:	65%	78%	55%	55%	67%	45%	60%	68%	75%	73%	67%	71%	70%	63%	78%	62%	37%	56%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Housing

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	36%	31%	41%	46%	39%	33%	39%	26%	33%	33%	35%	32%	44%	38%	39%	35%	11%
Somewhat important	36%	38%	35%	36%	31%	38%	34%	38%	39%	37%	40%	37%	30%	42%	34%	37%	8%
Neither important nor unimportant	19%	22%	16%	7%	21%	21%	18%	24%	19%	20%	17%	22%	16%	14%	20%	17%	54%
Somewhat unimportant	4%	5%	4%	5%	4%	5%	1%	6%	5%	6%	6%	2%	2%	4%	4%	4%	4%
Very unimportant	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	1%	2%	4%	2%	2%	3%	6%
Don't know	2%	2%	3%	3%	3%	1%	5%	2%	1%	0%	1%	5%	3%	1%	1%	3%	17%
Total Important:	72%	69%	76%	82%	70%	71%	73%	64%	73%	71%	74%	69%	74%	80%	73%	72%	19%
Total Unimportant:	7%	8%	5%	7%	6%	7%	4%	10%	8%	9%	8%	4%	6%	6%	7%	7%	10%
Net:	65%	60%	70%	74%	64%	64%	69%	54%	65%	61%	67%	66%	67%	74%	66%	65%	9%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Electoral reform

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	18%	29%	15%	15%	17%	14%	13%	17%	23%	20%	12%	25%	22%	13%	25%	20%	30%	13%
Somewhat important	25%	26%	24%	25%	24%	20%	25%	36%	19%	19%	37%	12%	21%	22%	32%	28%	14%	16%
Neither important nor unimportant	33%	27%	32%	35%	31%	38%	38%	27%	36%	40%	24%	38%	36%	37%	28%	27%	25%	41%
Somewhat unimportant	11%	8%	14%	11%	11%	14%	10%	8%	5%	13%	14%	3%	4%	15%	7%	9%	5%	9%
Very unimportant	8%	5%	10%	8%	11%	5%	7%	9%	12%	5%	7%	13%	9%	10%	4%	17%	16%	7%
Don't know	6%	5%	5%	6%	7%	10%	8%	2%	6%	2%	6%	8%	9%	3%	3%	0%	11%	14%
Total Important:	43%	55%	39%	40%	41%	34%	38%	53%	41%	40%	49%	37%	43%	35%	57%	47%	43%	29%
Total Unimportant:	18%	13%	24%	19%	21%	18%	16%	17%	17%	18%	21%	17%	12%	25%	11%	26%	21%	16%
Net:	25%	42%	15%	21%	20%	16%	21%	36%	24%	22%	27%	21%	31%	11%	46%	21%	23%	13%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Electoral reform

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	18%	18%	19%	15%	22%	20%	23%	16%	14%	20%	15%	18%	21%	27%	18%	17%	9%
Somewhat important	25%	25%	25%	29%	27%	27%	25%	20%	22%	28%	25%	21%	24%	23%	26%	25%	15%
Neither important nor unimportant	33%	31%	34%	29%	39%	31%	33%	32%	32%	28%	33%	37%	33%	28%	34%	32%	45%
Somewhat unimportant	11%	11%	10%	11%	5%	7%	6%	19%	15%	12%	14%	9%	6%	11%	9%	12%	0%
Very unimportant	8%	11%	5%	4%	4%	7%	7%	10%	13%	11%	9%	4%	7%	5%	8%	9%	5%
Don't know	6%	4%	8%	10%	4%	8%	6%	3%	4%	1%	4%	10%	8%	7%	4%	6%	26%
Total Important:	43%	43%	43%	45%	48%	47%	47%	36%	36%	48%	40%	40%	45%	50%	44%	42%	24%
Total Unimportant:	18%	22%	15%	16%	9%	14%	14%	29%	28%	23%	23%	13%	14%	16%	18%	20%	5%
Net:	25%	21%	29%	29%	39%	33%	34%	8%	8%	25%	18%	26%	32%	34%	26%	21%	20%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Education

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	38%	47%	30%	37%	27%	36%	26%	41%	40%	46%	38%	47%	43%	37%	47%	33%	47%	25%
Somewhat important	36%	36%	40%	34%	35%	35%	45%	41%	38%	28%	32%	27%	40%	39%	32%	44%	12%	37%
Neither important nor unimportant	17%	10%	20%	19%	22%	20%	14%	16%	13%	16%	22%	18%	13%	18%	13%	18%	24%	23%
Somewhat unimportant	4%	5%	5%	1%	9%	3%	7%	1%	3%	6%	1%	3%	5%	4%	5%	1%	5%	3%
Very unimportant	3%	1%	4%	3%	3%	2%	5%	0%	4%	2%	5%	2%	0%	2%	2%	3%	0%	4%
Don't know	2%	2%	1%	6%	4%	4%	3%	0%	1%	2%	3%	2%	0%	1%	0%	1%	11%	7%
Total Important:	74%	82%	70%	71%	62%	71%	71%	83%	78%	74%	69%	74%	82%	75%	79%	77%	59%	63%
Total Unimportant:	7%	6%	9%	4%	12%	5%	12%	1%	7%	8%	7%	5%	5%	6%	7%	4%	5%	7%
Net:	66%	76%	61%	68%	51%	66%	60%	82%	70%	66%	62%	70%	78%	70%	72%	72%	54%	56%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Education

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	38%	35%	40%	47%	35%	44%	32%	30%	38%	41%	35%	38%	36%	39%	40%	36%	18%
Somewhat important	36%	35%	37%	28%	33%	32%	40%	41%	40%	37%	37%	35%	33%	37%	40%	33%	23%
Neither important nor unimportant	17%	20%	14%	12%	23%	15%	18%	19%	16%	17%	17%	18%	17%	16%	14%	19%	32%
Somewhat unimportant	4%	6%	3%	7%	6%	4%	2%	5%	3%	3%	7%	2%	5%	4%	3%	5%	4%
Very unimportant	3%	2%	3%	2%	2%	4%	2%	4%	2%	1%	2%	2%	5%	3%	2%	3%	0%
Don't know	2%	2%	3%	4%	2%	2%	5%	0%	1%	0%	2%	5%	3%	1%	0%	3%	23%
Total Important:	74%	70%	77%	74%	67%	76%	72%	72%	78%	78%	73%	73%	69%	76%	80%	69%	41%
Total Unimportant:	7%	8%	6%	9%	8%	8%	5%	9%	5%	5%	8%	4%	11%	7%	5%	9%	4%
Net:	66%	62%	71%	65%	59%	68%	68%	63%	74%	74%	64%	69%	59%	69%	75%	61%	37%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Energy

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	58%	57%	55%	45%	65%	56%	54%	69%	69%	64%	49%	53%	70%	65%	62%	50%	51%	46%
Somewhat important	28%	28%	31%	33%	26%	30%	21%	20%	17%	30%	36%	26%	30%	28%	23%	39%	24%	32%
Neither important nor unimportant	9%	11%	9%	13%	6%	9%	17%	11%	4%	5%	10%	11%	0%	7%	11%	8%	18%	13%
Somewhat unimportant	1%	1%	1%	4%	0%	0%	3%	0%	2%	1%	0%	5%	0%	0%	3%	1%	0%	0%
Very unimportant	1%	0%	2%	0%	0%	2%	0%	0%	5%	0%	2%	3%	0%	0%	1%	1%	0%	1%
Don't know	2%	2%	2%	4%	3%	3%	4%	0%	4%	0%	3%	2%	0%	0%	0%	0%	6%	8%
Total Important:	86%	85%	86%	78%	92%	86%	76%	89%	86%	94%	85%	80%	100%	92%	85%	89%	76%	78%
Total Unimportant:	2%	2%	3%	4%	0%	2%	3%	0%	7%	1%	2%	7%	0%	1%	4%	2%	0%	1%
Net:	84%	84%	83%	74%	92%	84%	73%	89%	79%	93%	84%	72%	100%	91%	81%	87%	76%	77%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Energy

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	58%	56%	60%	39%	47%	59%	66%	62%	68%	57%	58%	56%	61%	53%	63%	57%	39%
Somewhat important	28%	31%	25%	34%	28%	30%	20%	31%	27%	32%	31%	27%	23%	32%	28%	28%	15%
Neither important nor unimportant	9%	9%	10%	18%	18%	6%	9%	5%	3%	9%	9%	10%	10%	11%	7%	10%	23%
Somewhat unimportant	1%	1%	1%	3%	3%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	2%	0%
Very unimportant	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%	0%	1%	2%	2%	1%	1%	0%
Don't know	2%	2%	3%	5%	2%	2%	4%	1%	0%	0%	1%	5%	3%	1%	1%	3%	23%
Total Important:	86%	87%	85%	73%	75%	90%	86%	93%	95%	88%	88%	83%	84%	85%	90%	85%	54%
Total Unimportant:	2%	3%	2%	4%	4%	3%	1%	0%	1%	3%	2%	2%	3%	2%	1%	3%	0%
Net:	84%	85%	83%	69%	71%	87%	85%	93%	94%	86%	86%	81%	81%	83%	89%	81%	54%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Immigration

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	33%	40%	32%	25%	38%	27%	25%	43%	37%	34%	22%	36%	33%	42%	26%	24%	76%	23%
Somewhat important	33%	25%	30%	42%	25%	37%	38%	41%	41%	33%	36%	23%	30%	36%	34%	30%	13%	28%
Neither important nor unimportant	21%	18%	26%	24%	24%	26%	16%	8%	15%	20%	24%	22%	20%	17%	22%	29%	4%	23%
Somewhat unimportant	7%	10%	6%	1%	6%	2%	11%	5%	3%	6%	7%	8%	17%	2%	9%	8%	0%	15%
Very unimportant	4%	3%	5%	3%	4%	4%	3%	2%	3%	5%	6%	7%	0%	2%	7%	5%	0%	3%
Don't know	3%	4%	2%	5%	3%	4%	7%	0%	1%	2%	4%	4%	0%	1%	1%	3%	6%	8%
Total Important:	65%	65%	61%	66%	63%	64%	63%	84%	78%	66%	58%	59%	63%	78%	61%	54%	89%	50%
Total Unimportant:	11%	13%	11%	4%	9%	7%	15%	8%	5%	11%	13%	15%	17%	4%	16%	14%	0%	18%
Net:	55%	52%	50%	62%	54%	57%	48%	76%	72%	55%	45%	44%	46%	74%	45%	40%	89%	32%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Immigration

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	33%	31%	35%	25%	27%	36%	32%	34%	39%	34%	30%	28%	38%	43%	34%	30%	11%
Somewhat important	33%	32%	33%	34%	29%	33%	37%	34%	31%	32%	34%	38%	29%	33%	36%	31%	27%
Neither important nor unimportant	21%	19%	22%	18%	26%	19%	18%	21%	21%	19%	22%	21%	21%	13%	19%	24%	31%
Somewhat unimportant	7%	9%	4%	10%	9%	7%	5%	6%	5%	8%	7%	6%	5%	6%	5%	8%	8%
Very unimportant	4%	6%	2%	5%	6%	2%	4%	4%	3%	6%	6%	1%	3%	5%	4%	4%	0%
Don't know	3%	3%	4%	7%	4%	3%	4%	1%	1%	1%	2%	5%	4%	1%	1%	4%	23%
Total Important:	65%	63%	68%	60%	56%	69%	69%	68%	70%	66%	64%	66%	67%	75%	70%	61%	38%
Total Unimportant:	11%	15%	6%	15%	15%	9%	9%	10%	8%	14%	12%	8%	8%	11%	10%	12%	8%
Net:	55%	48%	62%	45%	40%	60%	59%	59%	62%	52%	51%	58%	59%	65%	60%	49%	29%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) At the next General Election how important or unimportant will a party's position on the following be to you when deciding who to vote for? : Trade

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	26%	28%	25%	15%	21%	27%	19%	40%	33%	29%	22%	27%	40%	31%	29%	18%	25%	20%
Somewhat important	44%	44%	44%	49%	41%	42%	49%	41%	40%	42%	49%	34%	46%	48%	40%	51%	42%	36%
Neither important nor unimportant	21%	21%	20%	24%	26%	20%	23%	20%	15%	21%	20%	31%	8%	17%	23%	25%	17%	27%
Somewhat unimportant	3%	4%	6%	2%	4%	4%	3%	0%	3%	3%	5%	2%	5%	2%	5%	2%	4%	2%
Very unimportant	2%	1%	3%	2%	2%	2%	2%	0%	5%	4%	2%	3%	0%	1%	2%	1%	0%	4%
Don't know	3%	3%	2%	8%	6%	5%	4%	0%	4%	1%	3%	2%	0%	1%	1%	2%	11%	12%
Total Important:	70%	71%	68%	65%	63%	69%	68%	80%	73%	71%	71%	61%	87%	79%	69%	70%	67%	56%
Total Unimportant:	6%	5%	9%	4%	6%	6%	5%	0%	8%	7%	6%	5%	5%	3%	7%	3%	4%	6%
Net:	64%	66%	59%	60%	57%	63%	64%	80%	65%	64%	64%	56%	82%	76%	62%	67%	63%	49%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Trade

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	26%	27%	25%	16%	27%	27%	27%	30%	27%	31%	23%	25%	24%	37%	27%	23%	8%
Somewhat important	44%	45%	42%	45%	43%	36%	45%	48%	47%	46%	47%	47%	36%	36%	45%	46%	21%
Neither important nor unimportant	21%	19%	23%	22%	22%	27%	20%	15%	21%	17%	24%	17%	27%	20%	22%	20%	48%
Somewhat unimportant	3%	4%	3%	7%	3%	4%	2%	3%	2%	3%	4%	4%	4%	2%	4%	4%	0%
Very unimportant	2%	3%	2%	4%	2%	3%	2%	2%	1%	3%	1%	1%	4%	3%	2%	3%	0%
Don't know	3%	2%	4%	6%	3%	3%	4%	1%	2%	1%	1%	6%	5%	2%	1%	4%	23%
Total Important:	70%	72%	68%	61%	70%	63%	72%	78%	74%	77%	70%	72%	60%	73%	72%	69%	29%
Total Unimportant:	6%	7%	5%	11%	5%	6%	4%	6%	3%	5%	5%	5%	8%	5%	5%	7%	0%
Net:	64%	65%	63%	50%	64%	57%	67%	72%	71%	72%	65%	67%	52%	68%	66%	63%	29%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Defence

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	33%	39%	36%	24%	30%	27%	29%	42%	36%	39%	23%	40%	27%	43%	32%	22%	39%	21%
Somewhat important	38%	36%	36%	47%	38%	40%	37%	38%	40%	32%	41%	34%	47%	41%	36%	50%	31%	29%
Neither important nor unimportant	18%	15%	17%	23%	23%	17%	21%	15%	10%	16%	21%	12%	17%	11%	20%	22%	19%	28%
Somewhat unimportant	4%	4%	6%	1%	4%	4%	4%	3%	5%	6%	6%	6%	4%	2%	7%	4%	0%	6%
Very unimportant	3%	5%	1%	1%	2%	9%	1%	2%	5%	5%	7%	5%	0%	1%	4%	2%	0%	6%
Don't know	3%	2%	4%	4%	3%	3%	7%	0%	4%	3%	2%	2%	6%	1%	1%	0%	11%	10%
Total Important:	71%	74%	72%	71%	68%	67%	66%	80%	76%	71%	64%	74%	74%	85%	68%	72%	70%	50%
Total Unimportant:	8%	9%	7%	2%	6%	13%	5%	5%	10%	10%	13%	11%	4%	4%	11%	6%	0%	13%
Net:	63%	66%	65%	68%	63%	54%	61%	75%	66%	61%	51%	63%	70%	81%	57%	66%	70%	38%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Defence

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	33%	33%	33%	29%	29%	32%	32%	34%	41%	37%	30%	31%	35%	39%	38%	29%	23%
Somewhat important	38%	38%	39%	33%	34%	41%	34%	44%	42%	40%	39%	41%	33%	34%	40%	38%	28%
Neither important nor unimportant	18%	17%	18%	21%	21%	18%	19%	16%	13%	16%	18%	15%	21%	14%	15%	20%	26%
Somewhat unimportant	4%	5%	4%	10%	4%	3%	4%	3%	3%	5%	7%	4%	1%	5%	5%	4%	0%
Very unimportant	3%	5%	2%	2%	6%	4%	4%	2%	2%	3%	4%	2%	5%	5%	2%	4%	0%
Don't know	3%	2%	4%	5%	6%	2%	7%	1%	0%	0%	2%	7%	4%	4%	1%	4%	23%
Total Important:	71%	71%	72%	63%	63%	72%	66%	78%	82%	76%	69%	71%	68%	72%	77%	67%	51%
Total Unimportant:	8%	10%	6%	12%	10%	7%	9%	6%	5%	7%	11%	6%	6%	10%	6%	9%	0%
Net:	63%	61%	67%	51%	53%	65%	57%	72%	78%	69%	58%	65%	62%	62%	71%	58%	51%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Healthcare

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	63%	58%	61%	60%	67%	55%	56%	72%	64%	72%	59%	65%	75%	66%	69%	61%	51%	50%
Somewhat important	25%	32%	25%	25%	21%	34%	25%	23%	22%	20%	24%	21%	20%	25%	24%	31%	16%	28%
Neither important nor unimportant	8%	8%	12%	9%	9%	6%	13%	5%	7%	5%	12%	6%	5%	8%	6%	7%	17%	14%
Somewhat unimportant	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	2%	0%	0%	1%	0%	5%	0%
Very unimportant	1%	1%	2%	1%	1%	2%	0%	0%	3%	2%	3%	4%	0%	1%	1%	1%	0%	1%
Don't know	2%	2%	1%	4%	3%	3%	4%	0%	4%	0%	2%	2%	0%	1%	0%	0%	11%	7%
Total Important:	88%	90%	86%	85%	88%	89%	82%	95%	86%	91%	83%	86%	95%	91%	92%	92%	67%	78%
Total Unimportant:	2%	1%	2%	1%	1%	2%	1%	0%	3%	4%	3%	6%	0%	1%	2%	1%	5%	1%
Net:	86%	89%	84%	84%	87%	87%	81%	95%	84%	87%	80%	80%	95%	90%	90%	91%	62%	76%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) At the next General Election how important or unimportant will a party’s position on the following be to you when deciding who to vote for? : Healthcare

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	63%	59%	67%	53%	55%	58%	63%	68%	76%	65%	64%	58%	62%	64%	69%	60%	27%
Somewhat important	25%	28%	23%	28%	27%	27%	24%	24%	21%	25%	28%	25%	22%	23%	24%	26%	22%
Neither important nor unimportant	8%	10%	6%	12%	12%	11%	9%	6%	2%	8%	7%	11%	9%	9%	6%	9%	28%
Somewhat unimportant	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Very unimportant	1%	2%	1%	2%	3%	2%	1%	0%	1%	1%	1%	1%	4%	2%	1%	2%	0%
Don't know	2%	1%	3%	4%	2%	2%	4%	1%	0%	0%	1%	5%	3%	2%	0%	2%	23%
Total Important:	88%	87%	89%	80%	83%	85%	87%	92%	97%	90%	92%	83%	84%	86%	93%	86%	49%
Total Unimportant:	2%	2%	2%	4%	3%	3%	1%	0%	1%	2%	1%	1%	4%	3%	1%	2%	0%
Net:	86%	84%	88%	76%	80%	82%	86%	91%	96%	88%	91%	82%	81%	84%	92%	84%	49%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) At the next General Election how important or unimportant will a party's position on the following be to you when deciding who to vote for? : Pensions

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1005	126	141	84	82	70	81	85	46	121	90	57	22	376	269	81	19	110
Weighted	1004	139	128	81	91	70	91	81	40	111	91	51	30	369	273	77	21	105
Very important	40%	36%	35%	42%	48%	33%	39%	40%	48%	43%	40%	45%	39%	48%	41%	33%	21%	28%
Somewhat important	37%	38%	39%	29%	31%	39%	34%	48%	43%	40%	31%	33%	35%	38%	40%	43%	38%	26%
Neither important nor unimportant	15%	17%	15%	16%	12%	19%	19%	11%	2%	13%	17%	11%	21%	11%	11%	18%	23%	25%
Somewhat unimportant	4%	6%	6%	6%	6%	2%	4%	0%	0%	2%	6%	3%	4%	2%	7%	4%	0%	7%
Very unimportant	2%	2%	3%	1%	1%	2%	0%	1%	6%	2%	4%	2%	0%	1%	1%	2%	7%	3%
Don't know	3%	2%	3%	6%	3%	5%	4%	0%	1%	0%	2%	6%	0%	1%	1%	0%	11%	10%
Total Important:	77%	74%	74%	71%	79%	73%	72%	88%	91%	83%	71%	78%	74%	85%	80%	76%	59%	54%
Total Unimportant:	6%	7%	9%	7%	7%	4%	4%	1%	6%	4%	10%	4%	4%	3%	8%	6%	7%	10%
Net:	71%	67%	65%	65%	72%	69%	68%	87%	85%	79%	60%	74%	70%	83%	72%	70%	52%	44%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) At the next General Election how important or unimportant will a party's position on the following be to you when deciding who to vote for? : Pensions

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1005	469	533	147	129	169	176	166	218	294	287	176	244	117	379	487	22
Weighted	1004	495	506	141	169	169	173	141	211	271	262	219	248	124	380	477	24
Very important	40%	36%	44%	21%	30%	32%	40%	51%	60%	40%	37%	39%	43%	43%	45%	36%	9%
Somewhat important	37%	39%	34%	44%	35%	38%	42%	34%	29%	40%	37%	38%	31%	38%	34%	38%	34%
Neither important nor unimportant	15%	16%	14%	19%	22%	21%	9%	12%	8%	14%	20%	12%	14%	11%	13%	16%	30%
Somewhat unimportant	4%	5%	4%	8%	9%	4%	3%	0%	1%	4%	4%	5%	3%	6%	3%	4%	4%
Very unimportant	2%	2%	1%	3%	1%	3%	2%	2%	1%	1%	1%	1%	4%	2%	2%	2%	0%
Don't know	3%	2%	3%	5%	3%	2%	5%	1%	0%	0%	1%	6%	4%	1%	1%	3%	23%
Total Important:	77%	75%	78%	65%	65%	69%	81%	85%	89%	80%	74%	77%	74%	80%	80%	75%	43%
Total Unimportant:	6%	7%	5%	11%	10%	7%	4%	2%	3%	6%	5%	6%	8%	8%	6%	6%	4%
Net:	71%	68%	74%	54%	56%	62%	77%	84%	87%	75%	70%	71%	67%	73%	74%	69%	39%

Note:

BASE: Eligible voters

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) When you think of a typical small business in your community, what type of business first comes to mind? Please select up to three of the following

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Don't know	6%	7%	5%	8%	9%	9%	14%	1%	0%	4%	4%	10%	4%	2%	6%	8%	12%	14%
Hospitality such as pubs, cafes, restaurants	57%	54%	64%	59%	47%	48%	51%	64%	48%	55%	61%	65%	64%	56%	60%	56%	60%	57%
Trade services such as plumbers, electricians	46%	41%	54%	48%	51%	50%	45%	40%	41%	44%	42%	53%	46%	56%	42%	41%	49%	39%
Grocery stores	41%	47%	30%	45%	38%	40%	37%	48%	52%	48%	39%	35%	36%	47%	38%	34%	12%	39%
Retail such as clothes shops, furniture shops (not groceries)	36%	43%	35%	32%	33%	40%	22%	37%	44%	33%	45%	24%	37%	36%	40%	32%	39%	31%
Small companies based in an office	19%	22%	17%	13%	22%	21%	27%	24%	25%	14%	16%	14%	19%	20%	24%	15%	14%	11%
Small factories or supplier	18%	14%	19%	16%	19%	19%	24%	18%	26%	21%	14%	18%	13%	22%	17%	12%	33%	13%
Professional services such as accounting firms, consultancy	13%	20%	16%	13%	9%	10%	8%	12%	7%	8%	15%	14%	37%	13%	12%	12%	13%	13%
Other (please specify)	2%	2%	2%	1%	1%	4%	1%	3%	0%	0%	1%	2%	0%	2%	0%	5%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) When you think of a typical small business in your community, what type of business first comes to mind? Please select up to three of the following

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Don't know	6%	5%	7%	6%	9%	5%	9%	3%	6%	5%	4%	7%	10%	2%	3%	8%	51%
Hospitality such as pubs, cafes, restaurants	57%	53%	60%	58%	60%	52%	50%	59%	60%	58%	58%	53%	57%	55%	65%	52%	11%
Trade services such as plumbers, electricians	46%	48%	45%	34%	38%	47%	41%	55%	59%	54%	47%	48%	37%	48%	49%	45%	18%
Grocery stores	41%	43%	40%	35%	37%	46%	46%	44%	40%	36%	42%	47%	40%	48%	40%	40%	37%
Retail such as clothes shops, furniture shops (not groceries)	36%	33%	38%	38%	38%	35%	32%	38%	33%	33%	41%	36%	32%	41%	40%	32%	11%
Small companies based in an office	19%	20%	19%	28%	17%	16%	20%	17%	19%	22%	22%	17%	16%	20%	22%	18%	4%
Small factories or supplier	18%	22%	15%	19%	13%	18%	19%	23%	20%	18%	14%	23%	20%	18%	19%	19%	3%
Professional services such as accounting firms, consultancy	13%	15%	12%	12%	18%	17%	9%	11%	13%	24%	12%	9%	7%	21%	14%	11%	10%
Other (please specify)	2%	1%	2%	0%	0%	3%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) And of those, which is the MAIN type of business to first come to mind when thinking of a typical small business in your community? Please select only ONE

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Hospitality such as pubs, cafes, restaurants	28%	24%	27%	29%	25%	18%	29%	34%	28%	26%	32%	28%	44%	28%	28%	35%	13%	25%
Retail such as clothes shops, furniture shops (not groceries)	12%	11%	12%	12%	15%	16%	7%	10%	16%	10%	18%	10%	12%	11%	14%	12%	13%	11%
Grocery stores	19%	21%	18%	22%	14%	15%	16%	25%	19%	28%	18%	15%	8%	20%	18%	15%	0%	21%
Small companies based in an office	4%	6%	0%	2%	5%	2%	10%	2%	1%	5%	0%	7%	6%	5%	5%	5%	0%	0%
Small factories or supplier	6%	5%	7%	4%	5%	7%	5%	7%	18%	5%	3%	8%	5%	6%	5%	3%	22%	5%
Trade services such as plumbers, electricians	19%	16%	22%	19%	22%	25%	16%	13%	12%	19%	21%	18%	17%	23%	17%	13%	32%	17%
Professional services such as accounting firms, consultancy	4%	7%	5%	3%	0%	4%	3%	4%	3%	2%	4%	2%	5%	3%	5%	3%	8%	1%
Other (please specify)	1%	1%	1%	0%	0%	4%	0%	3%	0%	0%	0%	2%	0%	1%	0%	4%	0%	2%
Don't know	8%	10%	7%	8%	14%	10%	14%	2%	3%	4%	5%	11%	4%	2%	9%	10%	12%	18%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) And of those, which is the MAIN type of business to first come to mind when thinking of a typical small business in your community? Please select only ONE

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Hospitality such as pubs, cafes, restaurants	28%	24%	31%	32%	34%	22%	25%	24%	28%	28%	33%	24%	25%	24%	31%	27%	8%
Retail such as clothes shops, furniture shops (not groceries)	12%	11%	13%	13%	10%	15%	11%	14%	11%	13%	16%	10%	9%	14%	13%	12%	0%
Grocery stores	19%	20%	18%	18%	18%	18%	26%	19%	17%	13%	21%	21%	22%	19%	19%	18%	34%
Small companies based in an office	4%	5%	3%	6%	4%	5%	3%	3%	3%	4%	5%	4%	2%	5%	3%	4%	0%
Small factories or supplier	6%	8%	4%	6%	4%	6%	6%	11%	4%	7%	3%	7%	8%	6%	6%	6%	0%
Trade services such as plumbers, electricians	19%	20%	17%	10%	13%	22%	15%	21%	27%	21%	16%	19%	19%	23%	19%	18%	7%
Professional services such as accounting firms, consultancy	4%	4%	3%	8%	7%	3%	1%	2%	3%	7%	2%	4%	2%	6%	4%	3%	0%
Other (please specify)	1%	1%	1%	0%	0%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Don't know	8%	7%	9%	8%	12%	6%	11%	5%	6%	7%	4%	9%	13%	2%	3%	11%	51%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) How many employees would a company have to have to be a “small business” in your view?

	Total	Region												2019				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
No more than 5 employees	11%	7%	13%	10%	14%	13%	10%	13%	17%	12%	11%	2%	5%	10%	11%	13%	11%	12%
No more than 10 employees	28%	19%	30%	33%	38%	24%	26%	35%	24%	23%	26%	27%	31%	30%	25%	27%	32%	32%
No more than 25 employees	27%	27%	31%	27%	24%	23%	34%	20%	12%	26%	28%	27%	40%	28%	25%	22%	9%	29%
No more than 50 employees	15%	15%	13%	17%	13%	14%	12%	15%	26%	21%	16%	13%	14%	17%	16%	14%	21%	8%
No more than 100 employees	5%	8%	3%	1%	3%	10%	3%	9%	4%	5%	6%	9%	0%	6%	6%	3%	8%	3%
No more than 150 employees	1%	1%	2%	0%	0%	0%	2%	2%	2%	2%	1%	0%	0%	1%	2%	1%	4%	0%
No more than 200 employees	2%	7%	2%	0%	0%	0%	0%	0%	1%	2%	3%	0%	0%	1%	1%	7%	8%	2%
No more than 250 employees	1%	2%	2%	0%	0%	1%	0%	1%	2%	0%	2%	1%	0%	0%	1%	2%	0%	0%
No more than 500 employees	0%	0%	0%	2%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
No more than 1000 employees	1%	3%	1%	0%	0%	1%	1%	2%	0%	0%	1%	3%	0%	0%	1%	3%	0%	0%
There are companies with more than 1000 employees that I would still consider a “small business”	1%	2%	1%	0%	0%	2%	0%	0%	5%	0%	3%	4%	5%	1%	1%	0%	0%	1%
Don't Know	7%	9%	3%	11%	6%	9%	11%	4%	5%	9%	4%	13%	5%	4%	10%	8%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) How many employees would a company have to have to be a “small business” in your view?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
No more than 5 employees	11%	11%	11%	7%	10%	10%	11%	12%	14%	10%	9%	10%	14%	16%	11%	10%	3%
No more than 10 employees	28%	26%	29%	24%	18%	27%	25%	33%	37%	25%	34%	21%	28%	21%	29%	28%	25%
No more than 25 employees	27%	28%	26%	22%	21%	28%	33%	28%	27%	30%	26%	31%	21%	17%	29%	28%	5%
No more than 50 employees	15%	15%	16%	22%	14%	17%	17%	13%	11%	17%	15%	17%	14%	19%	16%	15%	4%
No more than 100 employees	5%	7%	3%	6%	11%	6%	3%	4%	2%	6%	4%	5%	6%	10%	4%	5%	0%
No more than 150 employees	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%	2%	0%	2%	3%	1%	1%	0%
No more than 200 employees	2%	2%	2%	1%	6%	1%	1%	1%	0%	2%	2%	3%	0%	6%	1%	1%	5%
No more than 250 employees	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	2%	1%	0%
No more than 500 employees	0%	1%	0%	0%	2%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%
No more than 1000 employees	1%	1%	1%	0%	1%	4%	1%	1%	0%	3%	1%	0%	0%	1%	1%	1%	0%
There are companies with more than 1000 employees that I would still consider a “small business”	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	0%	2%	1%	3%	1%	1%	6%
Don't Know	7%	6%	9%	9%	12%	6%	7%	4%	6%	3%	6%	7%	15%	1%	4%	9%	52%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Would you consider a sole trader (i.e. where one individual runs and owns the entire business) to be a small business?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Yes	78%	76%	75%	74%	80%	73%	73%	85%	91%	80%	81%	75%	74%	85%	75%	80%	76%	75%
No	12%	11%	10%	12%	11%	16%	16%	8%	4%	15%	13%	10%	22%	9%	13%	12%	0%	13%
Don't know	10%	13%	15%	14%	10%	11%	11%	7%	5%	5%	6%	15%	5%	6%	12%	8%	24%	12%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Would you consider a sole trader (i.e. where one individual runs and owns the entire business) to be a small business?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Yes	78%	81%	75%	68%	65%	81%	81%	84%	85%	84%	82%	74%	70%	85%	84%	74%	24%
No	12%	12%	12%	18%	18%	10%	11%	11%	7%	11%	11%	16%	11%	7%	9%	15%	23%
Don't know	10%	7%	13%	14%	17%	9%	7%	5%	8%	5%	7%	10%	19%	8%	8%	10%	53%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Would you say small or large businesses are more important for the following in the UK?: Providing jobs

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	20%	24%	26%	17%	18%	19%	14%	19%	18%	14%	19%	26%	34%	20%	23%	27%	21%	11%
Large businesses	64%	59%	62%	59%	60%	66%	64%	68%	69%	71%	74%	57%	45%	70%	61%	58%	62%	58%
Don't Know	16%	17%	12%	24%	22%	15%	22%	13%	13%	15%	7%	17%	22%	10%	16%	15%	17%	32%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Would you say small or large businesses are more important for the following in the UK?: Providing jobs

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	20%	23%	18%	19%	20%	18%	17%	26%	22%	23%	16%	19%	23%	25%	18%	20%	15%
Large businesses	64%	64%	64%	69%	59%	59%	64%	62%	68%	65%	70%	63%	55%	65%	70%	61%	14%
Don't Know	16%	13%	19%	12%	21%	23%	19%	12%	10%	12%	14%	18%	22%	9%	12%	19%	71%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Would you say small or large businesses are more important for the following in the UK?: Helping people get into work

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	26%	27%	25%	20%	20%	25%	18%	20%	29%	28%	32%	34%	52%	27%	24%	30%	23%	21%
Large businesses	56%	56%	61%	57%	56%	53%	57%	61%	64%	58%	52%	50%	35%	58%	57%	54%	61%	50%
Don't Know	18%	18%	14%	23%	24%	22%	25%	19%	7%	15%	16%	16%	13%	15%	19%	16%	16%	29%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Would you say small or large businesses are more important for the following in the UK?: Helping people get into work

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	26%	29%	23%	30%	22%	20%	24%	31%	28%	29%	24%	27%	23%	31%	28%	24%	8%
Large businesses	56%	55%	58%	56%	59%	57%	55%	54%	56%	58%	59%	54%	52%	57%	58%	57%	22%
Don't Know	18%	16%	20%	14%	19%	23%	21%	15%	15%	13%	16%	19%	25%	11%	15%	20%	70%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Would you say small or large businesses are more important for the following in the UK?: Growing the local economy

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	57%	48%	59%	52%	56%	64%	58%	61%	52%	56%	57%	67%	64%	61%	56%	57%	36%	56%
Large businesses	27%	38%	27%	25%	24%	22%	23%	26%	27%	27%	29%	25%	23%	28%	29%	27%	41%	15%
Don't Know	16%	14%	14%	24%	20%	14%	19%	12%	21%	17%	14%	8%	13%	11%	14%	17%	23%	29%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Would you say small or large businesses are more important for the following in the UK?: Growing the local economy

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	57%	59%	54%	51%	51%	49%	58%	63%	66%	56%	59%	61%	52%	60%	61%	54%	25%
Large businesses	27%	28%	27%	39%	28%	29%	22%	24%	24%	31%	26%	25%	26%	30%	27%	28%	9%
Don't Know	16%	13%	19%	10%	21%	22%	20%	13%	10%	13%	15%	14%	22%	10%	12%	18%	66%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) Would you say small or large businesses are more important for the following in the UK?: Innovation

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	37%	36%	38%	33%	38%	38%	36%	46%	34%	35%	40%	36%	27%	40%	43%	33%	38%	25%
Large businesses	41%	44%	42%	39%	33%	42%	34%	33%	35%	50%	39%	51%	48%	46%	35%	46%	39%	34%
Don't Know	22%	20%	20%	28%	29%	20%	30%	21%	31%	15%	21%	14%	25%	14%	22%	22%	23%	41%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) Would you say small or large businesses are more important for the following in the UK?: Innovation

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	37%	38%	36%	39%	33%	35%	36%	39%	40%	39%	35%	39%	36%	43%	44%	31%	17%
Large businesses	41%	46%	35%	43%	44%	35%	40%	40%	41%	48%	44%	38%	31%	46%	40%	41%	16%
Don't Know	22%	16%	28%	18%	22%	30%	24%	21%	19%	13%	21%	23%	33%	10%	17%	27%	67%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Would you say small or large businesses are more important for the following in the UK?: Pride in the local community

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	76%	68%	79%	76%	79%	85%	70%	84%	71%	76%	79%	81%	75%	84%	73%	80%	75%	71%
Large businesses	9%	16%	7%	6%	2%	4%	10%	3%	14%	13%	9%	10%	17%	7%	12%	8%	7%	7%
Don't Know	15%	16%	14%	18%	19%	11%	20%	13%	15%	12%	12%	9%	8%	10%	15%	12%	18%	22%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Would you say small or large businesses are more important for the following in the UK?: Pride in the local community

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	76%	77%	76%	75%	64%	67%	77%	86%	88%	79%	79%	75%	72%	81%	79%	76%	20%
Large businesses	9%	11%	7%	12%	19%	13%	4%	2%	4%	11%	6%	13%	6%	12%	11%	7%	11%
Don't Know	15%	12%	16%	13%	17%	19%	19%	12%	8%	10%	14%	12%	21%	7%	10%	17%	70%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Would you say small or large businesses are more important for the following in the UK?: Providing unique services and products

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	72%	55%	76%	74%	75%	77%	72%	75%	73%	72%	75%	79%	65%	79%	69%	70%	70%	68%
Large businesses	14%	32%	10%	8%	9%	12%	8%	12%	12%	18%	13%	8%	14%	12%	19%	15%	12%	7%
Don't Know	14%	13%	14%	18%	16%	11%	20%	13%	15%	9%	12%	13%	21%	9%	12%	15%	18%	25%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Would you say small or large businesses are more important for the following in the UK?: Providing unique services and products

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	72%	71%	72%	61%	61%	65%	72%	79%	87%	78%	75%	66%	66%	64%	77%	72%	20%
Large businesses	14%	16%	12%	28%	22%	15%	9%	8%	6%	14%	12%	20%	12%	27%	14%	12%	5%
Don't Know	14%	13%	15%	11%	17%	20%	19%	12%	7%	7%	13%	15%	22%	9%	9%	16%	75%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Would you say small or large businesses are more important for the following in the UK?: Increasing consumer choice

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	41%	39%	42%	38%	39%	39%	37%	46%	38%	36%	52%	41%	50%	42%	43%	46%	42%	28%
Large businesses	40%	45%	44%	32%	38%	41%	41%	33%	44%	46%	33%	47%	14%	43%	39%	40%	40%	36%
Don't Know	19%	16%	14%	30%	23%	21%	21%	20%	18%	18%	15%	12%	35%	14%	18%	14%	18%	36%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Would you say small or large businesses are more important for the following in the UK?: Increasing consumer choice

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	41%	45%	37%	41%	37%	29%	41%	45%	50%	48%	41%	41%	33%	43%	45%	38%	19%
Large businesses	40%	39%	41%	44%	39%	44%	36%	41%	37%	40%	42%	37%	40%	46%	41%	39%	0%
Don't Know	19%	16%	22%	14%	24%	27%	23%	14%	13%	12%	17%	22%	27%	11%	13%	23%	81%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Would you say small or large businesses are more important for the following in the UK?: Keeping traditional craft and skills alive (e.g. wood turning, cheese making, etc)

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	78%	65%	80%	72%	84%	80%	81%	79%	81%	77%	85%	79%	84%	86%	75%	77%	64%	73%
Large businesses	10%	21%	10%	9%	4%	7%	4%	6%	9%	11%	8%	6%	8%	8%	12%	11%	18%	4%
Don't Know	12%	13%	9%	19%	12%	13%	15%	15%	11%	11%	7%	15%	8%	7%	13%	12%	18%	24%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Would you say small or large businesses are more important for the following in the UK?: Keeping traditional craft and skills alive (e.g. wood turning, cheese making, etc)

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	78%	79%	77%	75%	59%	75%	77%	89%	91%	81%	80%	78%	74%	68%	85%	78%	20%
Large businesses	10%	11%	8%	15%	22%	10%	5%	4%	3%	11%	8%	12%	7%	24%	8%	7%	14%
Don't Know	12%	10%	15%	9%	19%	15%	19%	7%	6%	8%	13%	10%	19%	8%	8%	15%	66%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Would you say small or large businesses are more important for the following in the UK?: Improving the quality of goods, products and services

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Small businesses	37%	34%	43%	37%	33%	35%	31%	38%	33%	37%	44%	32%	34%	36%	39%	36%	26%	25%
Large businesses	42%	47%	38%	34%	44%	43%	44%	42%	47%	45%	35%	58%	31%	49%	42%	42%	44%	35%
Don't Know	21%	19%	19%	29%	23%	21%	24%	21%	20%	19%	21%	10%	34%	14%	19%	21%	29%	40%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Would you say small or large businesses are more important for the following in the UK?: Improving the quality of goods, products and services

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Small businesses	37%	36%	37%	40%	37%	38%	34%	38%	34%	38%	36%	42%	31%	47%	38%	34%	3%
Large businesses	42%	46%	39%	47%	38%	34%	42%	45%	48%	50%	42%	37%	39%	41%	45%	42%	21%
Don't Know	21%	18%	23%	13%	24%	27%	24%	17%	18%	13%	22%	21%	30%	12%	17%	24%	77%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) What would most encourage you to visit businesses on your local high street more? Please select up to three

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Don't know	8%	10%	8%	13%	10%	8%	11%	6%	4%	6%	4%	9%	13%	4%	7%	13%	12%	17%
A wider variety of shops and businesses	60%	55%	62%	57%	68%	63%	67%	48%	69%	64%	57%	61%	56%	66%	57%	59%	50%	62%
Fewer vacant premises on the high street	39%	33%	39%	38%	38%	34%	45%	39%	44%	34%	53%	40%	45%	43%	38%	43%	20%	33%
More accessible or cheaper parking	38%	32%	40%	43%	36%	35%	36%	47%	36%	43%	30%	43%	34%	44%	41%	32%	48%	30%
Less anti-social behaviour (e.g. graffiti, loitering)	25%	17%	30%	23%	23%	31%	24%	28%	29%	20%	30%	25%	26%	28%	23%	20%	44%	18%
If the streets were cleaner/more pleasant to walk through	22%	23%	19%	18%	15%	23%	23%	17%	25%	25%	26%	25%	30%	20%	28%	12%	20%	18%
Better availability of bank branches on the high street	20%	25%	15%	22%	14%	13%	16%	25%	19%	24%	19%	20%	18%	24%	19%	12%	24%	13%
Better public transport	19%	23%	15%	23%	19%	23%	16%	23%	10%	17%	13%	24%	25%	16%	28%	16%	11%	16%
More sustainable transport options (e.g. e-scooters, cycle lanes, electric car chargers)	12%	23%	12%	7%	12%	17%	4%	9%	12%	9%	8%	17%	10%	7%	14%	10%	14%	9%
Other (please specify)	2%	2%	3%	3%	2%	1%	0%	3%	2%	4%	5%	2%	0%	3%	2%	5%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) What would most encourage you to visit businesses on your local high street more? Please select up to three

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Don't know	8%	7%	9%	8%	12%	10%	9%	7%	5%	6%	9%	6%	13%	3%	3%	11%	55%
A wider variety of shops and businesses	60%	57%	63%	47%	48%	58%	64%	64%	76%	62%	64%	55%	59%	50%	63%	63%	14%
Fewer vacant premises on the high street	39%	37%	41%	30%	27%	33%	45%	45%	51%	44%	40%	37%	35%	32%	42%	40%	17%
More accessible or cheaper parking	38%	35%	41%	31%	38%	33%	35%	44%	44%	48%	33%	44%	27%	39%	42%	36%	14%
Less anti-social behaviour (e.g. graffiti, loitering)	25%	25%	24%	28%	28%	29%	31%	17%	17%	20%	24%	31%	25%	29%	29%	21%	13%
If the streets were cleaner/more pleasant to walk through	22%	23%	20%	32%	18%	28%	20%	18%	17%	21%	21%	20%	25%	24%	23%	21%	14%
Better availability of bank branches on the high street	20%	21%	18%	16%	16%	20%	16%	23%	26%	22%	19%	22%	16%	25%	22%	17%	12%
Better public transport	19%	20%	18%	28%	25%	17%	18%	13%	14%	18%	18%	20%	20%	22%	22%	17%	11%
More sustainable transport options (e.g. e-scooters, cycle lanes, electric car chargers)	12%	16%	8%	21%	21%	16%	7%	7%	3%	14%	8%	15%	11%	23%	11%	10%	9%
Other (please specify)	2%	3%	2%	0%	3%	0%	2%	7%	3%	3%	3%	1%	2%	3%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Have you ever thought about starting your own business?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
No, I have not considered starting my own business	59%	46%	60%	55%	60%	58%	61%	63%	65%	58%	70%	57%	81%	65%	52%	59%	51%	63%
Yes, I have considered starting my own business	26%	39%	27%	28%	19%	30%	20%	22%	26%	26%	22%	23%	11%	21%	32%	29%	31%	22%
Yes, I have started my own business	11%	12%	11%	10%	15%	5%	13%	11%	7%	14%	8%	13%	4%	11%	13%	13%	12%	8%
Don't know	4%	2%	2%	7%	6%	7%	6%	3%	1%	2%	1%	8%	5%	3%	4%	0%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Have you ever thought about starting your own business?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
No, I have not considered starting my own business	59%	59%	60%	34%	45%	53%	67%	75%	76%	57%	66%	51%	63%	46%	53%	70%	21%
Yes, I have considered starting my own business	26%	27%	25%	49%	38%	35%	20%	12%	7%	24%	22%	35%	23%	37%	32%	19%	15%
Yes, I have started my own business	11%	11%	10%	9%	12%	7%	8%	11%	16%	18%	9%	9%	7%	18%	15%	6%	4%
Don't know	4%	3%	5%	8%	5%	4%	5%	2%	1%	1%	3%	5%	7%	0%	1%	4%	60%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) You said that you have considered starting your own business but have not started one. What are the reasons for this? Please select all that apply

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	253	47	38	23	16	22	16	17	12	29	18	13	2	75	81	23	5	27
Weighted	263	56	35	22	19	21	19	18	10	28	20	12	3	78	87	22	6	24
I'm not that interested in starting a business	8%	9%	0%	11%	5%	11%	6%	14%	0%	10%	10%	0%	44%	3%	10%	4%	0%	11%
I don't have the right finances to do it yet	48%	47%	59%	35%	59%	55%	51%	57%	47%	37%	47%	45%	0%	49%	45%	49%	70%	63%
I am not confident enough to do so	39%	41%	41%	51%	45%	39%	56%	19%	69%	14%	36%	49%	0%	37%	37%	41%	14%	65%
I don't know how to begin	33%	42%	13%	45%	37%	29%	34%	31%	47%	14%	37%	41%	44%	30%	32%	29%	70%	43%
It is not a good time in the economy to start a new business	32%	28%	37%	26%	38%	49%	42%	20%	51%	32%	18%	30%	0%	38%	25%	42%	0%	47%
I am worried about the administrative implications (e.g. contracts, taxes etc)	29%	50%	19%	24%	20%	31%	16%	37%	38%	15%	19%	36%	44%	26%	36%	15%	41%	44%
The right idea or opportunity hasn't come along yet	26%	26%	14%	36%	29%	28%	46%	23%	23%	11%	31%	53%	0%	28%	27%	16%	34%	35%
I don't have the time to dedicate to it	22%	22%	20%	27%	19%	14%	21%	16%	35%	23%	26%	23%	0%	23%	28%	18%	0%	3%
I still need to complete a course/ obtain licensing to run the kind of business I'm interested in starting	17%	36%	3%	18%	5%	10%	8%	16%	21%	16%	9%	9%	56%	9%	24%	6%	26%	16%
Don't know	1%	0%	0%	5%	7%	0%	0%	0%	0%	5%	0%	0%	0%	2%	3%	0%	0%	0%
Other (please specify)	6%	2%	10%	4%	8%	5%	6%	7%	7%	13%	0%	8%	0%	10%	5%	4%	0%	8%

Note:

BASE: Respondents who have considered starting their own business

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) You said that you have considered starting your own business but have not started one. What are the reasons for this? Please select all that apply

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	253	122	131	72	50	59	34	22	16	71	64	61	56	41	118	91	3
Weighted	263	135	128	70	64	60	34	17	16	66	60	77	59	45	122	92	4
I'm not that interested in starting a business	8%	6%	10%	15%	7%	0%	6%	19%	0%	7%	6%	12%	5%	0%	8%	10%	39%
I don't have the right finances to do it yet	48%	46%	51%	51%	43%	52%	58%	41%	29%	45%	51%	45%	52%	43%	50%	51%	0%
I am not confident enough to do so	39%	37%	41%	39%	38%	46%	38%	31%	27%	34%	38%	39%	44%	36%	35%	48%	0%
I don't know how to begin	33%	26%	40%	37%	40%	31%	35%	11%	10%	33%	31%	29%	37%	31%	28%	39%	36%
It is not a good time in the economy to start a new business	32%	28%	36%	30%	23%	41%	39%	44%	17%	38%	32%	28%	32%	37%	30%	34%	25%
I am worried about the administrative implications (e.g. contracts, taxes etc)	29%	28%	31%	31%	31%	31%	38%	20%	6%	28%	29%	32%	29%	35%	28%	30%	0%
The right idea or opportunity hasn't come along yet	26%	27%	26%	25%	32%	26%	22%	30%	16%	31%	23%	21%	32%	17%	30%	25%	39%
I don't have the time to dedicate to it	22%	21%	22%	28%	22%	20%	28%	5%	7%	26%	21%	22%	16%	17%	19%	26%	39%
I still need to complete a course/ obtain licensing to run the kind of business I'm interested in starting	17%	18%	15%	30%	23%	13%	0%	0%	0%	25%	8%	16%	16%	26%	19%	8%	25%
Don't know	1%	1%	2%	2%	4%	0%	0%	0%	0%	0%	0%	2%	4%	0%	1%	2%	0%
Other (please specify)	6%	6%	5%	4%	0%	0%	9%	9%	53%	4%	6%	8%	6%	3%	10%	2%	0%

Note:

BASE: Respondents who have considered starting their own business

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Have you ever worked for a small business owned by someone else? In this case, we define small business as any company with 50 or less employees.

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Yes, I currently work for one	12%	13%	9%	12%	7%	15%	8%	12%	23%	12%	14%	18%	20%	11%	12%	11%	34%	9%
Yes, I have previously worked for one	38%	38%	35%	40%	36%	46%	31%	41%	26%	41%	38%	37%	39%	40%	41%	36%	28%	36%
No	47%	44%	55%	46%	55%	34%	59%	43%	51%	47%	46%	38%	36%	48%	45%	51%	32%	51%
Don't know	3%	4%	1%	2%	1%	5%	2%	4%	0%	1%	2%	7%	5%	1%	2%	1%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Have you ever worked for a small business owned by someone else? In this case, we define small business as any company with 50 or less employees.

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Yes, I currently work for one	12%	16%	8%	15%	22%	15%	12%	10%	2%	13%	12%	17%	8%	100%	0%	0%	0%
Yes, I have previously worked for one	38%	35%	40%	33%	34%	36%	36%	42%	43%	39%	33%	39%	40%	0%	100%	0%	0%
No	47%	46%	49%	48%	40%	44%	50%	48%	54%	48%	52%	42%	47%	0%	0%	100%	0%
Don't know	3%	3%	3%	4%	4%	4%	3%	1%	1%	1%	3%	2%	5%	0%	0%	0%	100%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Thinking back to your academic or vocational education, do you think that it provided you with the skills required to run a small business?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
It provided all the skills I need	13%	19%	11%	4%	12%	8%	12%	15%	10%	17%	15%	9%	27%	14%	14%	18%	12%	5%
It provided most of the skills I need	15%	25%	11%	14%	9%	17%	8%	13%	13%	18%	13%	19%	9%	15%	15%	20%	28%	13%
It provided some of the skills I need	21%	14%	26%	30%	23%	27%	21%	15%	15%	16%	26%	21%	26%	25%	18%	23%	5%	16%
It provided few of the skills I need	15%	12%	16%	10%	20%	17%	10%	20%	15%	16%	13%	21%	21%	15%	17%	10%	8%	14%
It provided none of the skills I need	21%	13%	24%	20%	21%	16%	30%	18%	28%	25%	21%	20%	13%	19%	23%	19%	33%	26%
Don't know	15%	16%	13%	23%	16%	15%	19%	20%	19%	8%	12%	11%	3%	12%	14%	11%	14%	25%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Thinking back to your academic or vocational education, do you think that it provided you with the skills required to run a small business?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
It provided all the skills I need	13%	17%	10%	15%	17%	15%	11%	8%	13%	17%	7%	15%	13%	37%	11%	10%	4%
It provided most of the skills I need	15%	16%	13%	17%	18%	13%	10%	12%	16%	21%	14%	12%	10%	20%	20%	10%	0%
It provided some of the skills I need	21%	23%	19%	24%	21%	23%	21%	17%	21%	25%	23%	23%	14%	16%	27%	18%	21%
It provided few of the skills I need	15%	15%	15%	17%	14%	13%	9%	25%	15%	15%	18%	15%	14%	7%	18%	16%	3%
It provided none of the skills I need	21%	17%	24%	15%	12%	20%	31%	21%	24%	14%	25%	19%	25%	11%	19%	25%	10%
Don't know	15%	12%	19%	13%	18%	16%	17%	17%	11%	8%	14%	15%	24%	9%	6%	21%	62%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Local small business

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	4%	4%	4%	3%	1%	1%	4%	5%	9%	4%	7%	3%	8%	3%	5%	2%	4%	2%
Multiple times a week	15%	22%	6%	16%	5%	16%	11%	15%	12%	17%	19%	26%	17%	15%	12%	16%	8%	12%
Once a week	17%	14%	15%	15%	18%	24%	14%	20%	27%	20%	14%	14%	32%	17%	18%	17%	13%	15%
Multiple times a month	18%	15%	25%	15%	17%	22%	14%	13%	16%	17%	20%	16%	23%	20%	19%	20%	17%	12%
Once a month	16%	17%	22%	16%	19%	10%	25%	15%	7%	15%	11%	18%	8%	18%	18%	19%	6%	15%
Once every three months	9%	10%	8%	11%	12%	7%	6%	8%	11%	8%	12%	7%	0%	9%	11%	7%	14%	7%
Once every six months	4%	1%	2%	5%	7%	3%	6%	10%	1%	3%	7%	3%	5%	5%	3%	1%	6%	7%
Once a year	2%	4%	3%	1%	4%	1%	0%	1%	0%	1%	2%	0%	0%	2%	0%	1%	0%	5%
Less often than once a year	2%	0%	1%	4%	2%	1%	4%	5%	2%	5%	0%	2%	0%	3%	1%	3%	13%	1%
Never	5%	3%	3%	1%	9%	5%	5%	1%	8%	7%	4%	6%	4%	4%	4%	3%	8%	5%
Don't know	8%	9%	11%	13%	6%	9%	13%	7%	8%	4%	4%	6%	4%	4%	8%	10%	10%	19%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Local small business

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	4%	6%	2%	6%	7%	4%	4%	3%	1%	5%	2%	5%	4%	14%	2%	3%	6%
Multiple times a week	15%	18%	11%	17%	22%	15%	11%	12%	12%	15%	15%	16%	13%	23%	17%	12%	0%
Once a week	17%	17%	18%	17%	11%	17%	18%	20%	21%	19%	17%	16%	18%	18%	17%	18%	4%
Multiple times a month	18%	18%	18%	18%	15%	19%	15%	17%	22%	18%	17%	20%	16%	14%	26%	13%	5%
Once a month	16%	16%	17%	11%	20%	14%	16%	20%	16%	20%	19%	15%	11%	13%	17%	17%	10%
Once every three months	9%	8%	9%	12%	6%	7%	8%	8%	11%	10%	10%	7%	7%	9%	8%	10%	4%
Once every six months	4%	4%	5%	3%	0%	7%	6%	3%	5%	3%	4%	3%	6%	2%	4%	4%	14%
Once a year	2%	1%	3%	1%	0%	2%	2%	3%	2%	3%	2%	2%	1%	0%	2%	2%	5%
Less often than once a year	2%	2%	2%	1%	2%	2%	4%	3%	1%	1%	1%	2%	4%	2%	2%	2%	0%
Never	5%	4%	5%	6%	4%	4%	2%	6%	5%	2%	5%	3%	8%	3%	1%	7%	5%
Don't know	8%	7%	9%	7%	13%	8%	14%	3%	3%	4%	8%	10%	11%	4%	3%	11%	47%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Large businesses in your area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	4%	5%	3%	4%	5%	0%	3%	4%	9%	3%	4%	6%	0%	4%	6%	1%	0%	1%
Multiple times a week	20%	28%	17%	17%	12%	18%	13%	21%	24%	18%	27%	20%	22%	18%	17%	23%	37%	21%
Once a week	26%	24%	24%	25%	20%	28%	27%	17%	34%	30%	26%	33%	31%	29%	26%	27%	18%	17%
Multiple times a month	17%	14%	21%	18%	17%	20%	17%	20%	12%	16%	18%	13%	10%	17%	18%	12%	9%	22%
Once a month	12%	12%	10%	10%	17%	13%	10%	17%	7%	10%	10%	6%	15%	11%	13%	13%	6%	13%
Once every three months	5%	7%	5%	2%	5%	2%	6%	5%	9%	6%	5%	0%	13%	4%	5%	8%	0%	5%
Once every six months	2%	1%	3%	1%	1%	3%	1%	5%	0%	4%	4%	4%	5%	3%	2%	1%	16%	1%
Once a year	1%	1%	1%	4%	1%	2%	3%	2%	0%	1%	1%	0%	0%	2%	1%	1%	0%	2%
Less often than once a year	2%	1%	2%	6%	2%	0%	0%	1%	0%	1%	1%	5%	5%	2%	1%	2%	0%	0%
Never	4%	2%	2%	2%	8%	7%	8%	3%	0%	5%	1%	5%	0%	4%	4%	4%	4%	4%
Don't know	8%	7%	10%	12%	12%	7%	12%	6%	6%	6%	4%	9%	0%	5%	9%	9%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Large businesses in your area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	4%	4%	4%	9%	6%	3%	3%	2%	1%	6%	4%	3%	2%	13%	2%	3%	0%
Multiple times a week	20%	21%	19%	25%	29%	20%	15%	8%	20%	20%	20%	21%	18%	24%	25%	16%	0%
Once a week	26%	26%	25%	25%	20%	27%	22%	30%	30%	30%	24%	27%	22%	26%	27%	26%	6%
Multiple times a month	17%	19%	16%	15%	17%	20%	17%	20%	13%	16%	18%	18%	16%	13%	17%	18%	16%
Once a month	12%	10%	13%	11%	10%	14%	14%	10%	11%	10%	11%	12%	12%	8%	12%	12%	14%
Once every three months	5%	6%	5%	4%	3%	5%	7%	7%	5%	5%	6%	4%	6%	5%	6%	5%	10%
Once every six months	2%	2%	3%	1%	0%	1%	2%	6%	4%	1%	3%	3%	3%	1%	2%	3%	10%
Once a year	1%	2%	1%	1%	0%	0%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	0%
Less often than once a year	2%	1%	3%	1%	1%	0%	1%	3%	4%	3%	0%	1%	2%	1%	2%	2%	0%
Never	4%	5%	3%	1%	2%	3%	3%	7%	6%	2%	3%	2%	7%	3%	2%	5%	5%
Don't know	8%	6%	10%	7%	11%	8%	14%	4%	5%	4%	8%	9%	12%	6%	4%	10%	39%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Online small businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	2%	5%	1%	3%	3%	2%	0%	0%	7%	0%	1%	3%	0%	1%	2%	3%	0%	1%
Multiple times a week	5%	11%	2%	1%	1%	6%	2%	5%	11%	9%	4%	9%	5%	5%	6%	4%	18%	3%
Once a week	6%	5%	6%	5%	6%	7%	6%	7%	2%	5%	3%	8%	13%	6%	6%	6%	7%	2%
Multiple times a month	13%	21%	10%	14%	8%	12%	13%	15%	16%	10%	8%	7%	20%	10%	18%	11%	5%	9%
Once a month	14%	14%	14%	10%	12%	15%	10%	14%	16%	17%	12%	17%	21%	13%	15%	12%	11%	14%
Once every three months	14%	9%	14%	10%	18%	17%	20%	14%	6%	18%	17%	7%	3%	14%	13%	16%	19%	14%
Once every six months	9%	4%	14%	15%	9%	9%	13%	11%	9%	8%	8%	9%	0%	12%	7%	13%	4%	9%
Once a year	4%	4%	3%	3%	6%	5%	2%	3%	1%	2%	8%	6%	0%	4%	3%	1%	0%	6%
Less often than once a year	9%	4%	13%	10%	7%	5%	6%	12%	3%	9%	13%	7%	16%	12%	7%	6%	8%	8%
Never	15%	16%	13%	16%	16%	16%	16%	11%	15%	16%	15%	19%	18%	18%	11%	20%	15%	18%
Don't know	9%	6%	9%	14%	13%	7%	13%	8%	13%	7%	10%	8%	4%	5%	11%	9%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Online small businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	2%	2%	2%	4%	6%	1%	1%	1%	0%	3%	1%	3%	1%	8%	1%	1%	0%
Multiple times a week	5%	6%	4%	12%	14%	2%	2%	3%	1%	8%	2%	7%	6%	14%	5%	4%	0%
Once a week	6%	6%	5%	9%	6%	10%	5%	3%	2%	6%	5%	7%	5%	6%	6%	6%	0%
Multiple times a month	13%	13%	12%	18%	15%	19%	11%	9%	5%	12%	16%	13%	8%	15%	14%	11%	11%
Once a month	14%	15%	13%	15%	12%	18%	14%	10%	14%	17%	12%	11%	15%	18%	15%	12%	12%
Once every three months	14%	11%	16%	14%	15%	13%	11%	15%	15%	13%	14%	16%	14%	11%	16%	13%	13%
Once every six months	9%	9%	10%	6%	3%	5%	14%	14%	14%	10%	11%	10%	8%	5%	13%	8%	4%
Once a year	4%	3%	4%	2%	2%	4%	4%	5%	6%	4%	5%	2%	5%	2%	4%	5%	0%
Less often than once a year	9%	9%	8%	4%	9%	6%	8%	14%	11%	10%	7%	7%	11%	5%	9%	9%	8%
Never	15%	17%	14%	11%	8%	9%	16%	19%	26%	14%	19%	12%	15%	9%	10%	21%	13%
Don't know	9%	8%	10%	6%	11%	11%	15%	7%	6%	4%	8%	13%	13%	7%	6%	11%	39%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Online large businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	2%	5%	2%	0%	1%	0%	0%	1%	5%	1%	2%	6%	3%	0%	3%	3%	7%	2%
Multiple times a week	10%	11%	7%	13%	5%	15%	8%	13%	12%	10%	7%	5%	22%	7%	13%	6%	10%	7%
Once a week	15%	19%	14%	9%	21%	8%	21%	10%	14%	15%	14%	16%	9%	15%	17%	9%	5%	16%
Multiple times a month	22%	22%	23%	15%	22%	19%	28%	18%	16%	24%	22%	22%	16%	24%	21%	21%	21%	17%
Once a month	21%	19%	23%	30%	20%	22%	11%	20%	19%	22%	21%	22%	17%	23%	19%	26%	16%	25%
Once every three months	13%	10%	9%	12%	17%	16%	14%	15%	7%	15%	13%	8%	14%	15%	10%	14%	9%	12%
Once every six months	5%	5%	4%	3%	4%	4%	2%	8%	7%	5%	5%	6%	10%	6%	3%	7%	4%	5%
Once a year	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	4%	0%	0%	1%	1%	0%	4%	0%
Less often than once a year	3%	2%	5%	5%	1%	3%	3%	4%	1%	1%	4%	4%	0%	3%	4%	2%	0%	1%
Never	4%	2%	3%	3%	3%	7%	3%	4%	8%	4%	5%	7%	5%	4%	3%	4%	4%	5%
Don't know	6%	4%	8%	11%	6%	6%	10%	7%	9%	3%	3%	4%	5%	2%	7%	7%	20%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Thinking back to before the pandemic, how often did you shop at or use services from the following?: Online large businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	2%	2%	2%	5%	5%	2%	0%	1%	0%	2%	2%	3%	2%	7%	1%	1%	0%
Multiple times a week	10%	9%	10%	22%	20%	7%	5%	6%	2%	11%	8%	8%	12%	14%	10%	9%	9%
Once a week	15%	16%	14%	20%	20%	21%	8%	10%	12%	19%	14%	16%	10%	19%	14%	15%	10%
Multiple times a month	22%	22%	21%	22%	17%	32%	29%	17%	13%	21%	23%	23%	18%	19%	23%	22%	4%
Once a month	21%	21%	21%	9%	16%	19%	22%	29%	27%	21%	22%	17%	23%	16%	21%	23%	4%
Once every three months	13%	14%	11%	9%	7%	8%	13%	13%	22%	13%	13%	13%	12%	6%	15%	12%	17%
Once every six months	5%	4%	6%	2%	4%	3%	3%	10%	7%	6%	5%	5%	3%	6%	5%	5%	0%
Once a year	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	0%	2%	1%	0%	0%
Less often than once a year	3%	2%	3%	2%	0%	0%	5%	3%	6%	2%	2%	4%	4%	2%	4%	2%	3%
Never	4%	4%	3%	3%	2%	2%	4%	8%	6%	3%	4%	2%	7%	5%	3%	5%	5%
Don't know	6%	5%	8%	6%	7%	7%	10%	3%	4%	2%	5%	9%	10%	4%	3%	7%	49%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Local small business

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	5%	7%	4%	3%	3%	2%	4%	6%	7%	3%	8%	3%	13%	3%	6%	4%	0%	3%
Multiple times a week	12%	18%	9%	18%	4%	14%	10%	15%	8%	7%	12%	20%	6%	14%	11%	9%	10%	10%
Once a week	16%	13%	12%	16%	9%	25%	11%	14%	18%	21%	14%	32%	26%	17%	15%	16%	20%	11%
Multiple times a month	18%	18%	23%	11%	20%	19%	18%	15%	14%	25%	15%	10%	20%	19%	18%	20%	8%	16%
Once a month	16%	14%	15%	14%	28%	10%	16%	17%	14%	14%	21%	11%	12%	17%	17%	19%	22%	14%
Once every three months	8%	8%	9%	7%	8%	4%	8%	12%	7%	10%	6%	5%	10%	6%	8%	8%	5%	12%
Once every six months	5%	5%	6%	1%	4%	5%	3%	4%	2%	3%	9%	4%	5%	4%	4%	3%	11%	4%
Once a year	2%	2%	2%	1%	3%	1%	2%	3%	2%	2%	1%	2%	0%	3%	1%	1%	0%	2%
Less often than once a year	3%	4%	3%	4%	2%	0%	7%	6%	4%	2%	3%	3%	0%	4%	3%	4%	5%	4%
Never	7%	4%	5%	5%	11%	12%	8%	1%	12%	8%	7%	3%	4%	6%	8%	2%	8%	7%
Don't know	9%	6%	10%	20%	9%	9%	14%	7%	11%	5%	4%	6%	4%	6%	8%	15%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Local small business

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	5%	6%	4%	5%	12%	3%	4%	3%	3%	5%	4%	6%	4%	18%	3%	3%	0%
Multiple times a week	12%	13%	11%	18%	11%	12%	13%	14%	8%	15%	9%	14%	11%	16%	13%	11%	10%
Once a week	16%	16%	16%	21%	14%	14%	11%	17%	19%	17%	16%	13%	18%	22%	20%	12%	5%
Multiple times a month	18%	19%	17%	19%	14%	21%	17%	19%	18%	18%	21%	19%	13%	15%	22%	16%	0%
Once a month	16%	15%	17%	7%	20%	16%	17%	18%	17%	16%	18%	19%	12%	12%	14%	19%	10%
Once every three months	8%	8%	8%	9%	5%	11%	8%	3%	9%	9%	7%	6%	9%	3%	9%	8%	10%
Once every six months	5%	4%	5%	8%	3%	3%	4%	5%	6%	5%	6%	5%	3%	2%	5%	4%	10%
Once a year	2%	1%	2%	0%	1%	1%	2%	3%	3%	3%	2%	2%	1%	1%	2%	2%	7%
Less often than once a year	3%	3%	3%	1%	2%	3%	6%	6%	4%	4%	2%	3%	5%	1%	4%	4%	0%
Never	7%	7%	6%	6%	4%	6%	5%	9%	9%	3%	7%	4%	12%	4%	4%	9%	9%
Don't know	9%	7%	10%	6%	14%	9%	14%	3%	5%	6%	8%	10%	12%	6%	3%	12%	39%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Large businesses in your area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	3%	6%	1%	4%	1%	1%	1%	0%	7%	6%	4%	5%	3%	3%	4%	0%	6%	2%
Multiple times a week	15%	19%	11%	12%	9%	14%	13%	22%	17%	15%	21%	16%	8%	14%	13%	16%	21%	17%
Once a week	25%	22%	26%	23%	24%	27%	22%	20%	27%	24%	25%	25%	49%	26%	24%	28%	25%	18%
Multiple times a month	15%	17%	19%	17%	20%	10%	15%	12%	20%	14%	14%	10%	15%	16%	16%	17%	5%	20%
Once a month	14%	11%	15%	14%	18%	14%	8%	16%	11%	18%	13%	14%	3%	16%	15%	7%	14%	11%
Once every three months	7%	9%	7%	4%	5%	10%	6%	7%	1%	7%	7%	5%	9%	7%	6%	7%	0%	8%
Once every six months	4%	2%	5%	0%	3%	5%	8%	4%	2%	5%	5%	4%	4%	3%	6%	3%	4%	2%
Once a year	2%	2%	0%	0%	1%	2%	3%	3%	0%	2%	2%	4%	0%	2%	2%	0%	6%	0%
Less often than once a year	2%	2%	0%	3%	2%	0%	2%	3%	3%	1%	2%	5%	5%	3%	1%	1%	5%	2%
Never	5%	2%	4%	5%	6%	9%	9%	5%	3%	5%	4%	3%	0%	5%	5%	5%	4%	4%
Don't know	9%	8%	12%	19%	11%	7%	14%	8%	7%	3%	3%	9%	5%	5%	9%	15%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Large businesses in your area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	3%	4%	3%	5%	10%	2%	2%	1%	1%	5%	4%	2%	2%	8%	3%	3%	0%
Multiple times a week	15%	16%	13%	25%	20%	15%	13%	8%	10%	15%	12%	16%	17%	22%	17%	12%	11%
Once a week	25%	26%	23%	25%	19%	28%	21%	29%	26%	30%	24%	25%	19%	27%	25%	24%	11%
Multiple times a month	15%	15%	16%	12%	15%	16%	15%	19%	15%	14%	19%	19%	10%	11%	17%	16%	9%
Once a month	14%	12%	15%	13%	10%	17%	14%	11%	16%	13%	17%	12%	12%	12%	14%	14%	9%
Once every three months	7%	6%	8%	6%	4%	4%	11%	11%	6%	7%	7%	6%	7%	5%	7%	7%	9%
Once every six months	4%	4%	4%	3%	4%	3%	4%	6%	4%	4%	4%	5%	3%	3%	7%	2%	0%
Once a year	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%	2%	0%	2%	2%	8%
Less often than once a year	2%	1%	2%	1%	0%	1%	3%	3%	3%	2%	1%	2%	3%	2%	1%	2%	0%
Never	5%	6%	4%	1%	2%	4%	2%	9%	9%	4%	3%	3%	10%	2%	3%	7%	0%
Don't know	9%	8%	10%	7%	15%	9%	15%	3%	5%	6%	7%	9%	15%	9%	5%	11%	44%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Online small businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	2%	3%	1%	2%	3%	3%	0%	2%	6%	1%	1%	3%	0%	1%	3%	0%	0%	0%
Multiple times a week	6%	13%	4%	4%	0%	6%	4%	5%	5%	5%	4%	18%	0%	5%	7%	7%	0%	5%
Once a week	8%	6%	5%	9%	4%	6%	7%	6%	10%	17%	5%	11%	32%	8%	8%	6%	21%	2%
Multiple times a month	13%	18%	11%	8%	13%	10%	14%	16%	9%	14%	9%	9%	5%	14%	16%	8%	5%	9%
Once a month	17%	15%	18%	17%	17%	20%	14%	19%	17%	14%	19%	12%	21%	16%	14%	21%	24%	19%
Once every three months	13%	10%	14%	9%	16%	14%	17%	18%	12%	13%	11%	14%	9%	12%	16%	11%	4%	13%
Once every six months	8%	7%	10%	11%	10%	11%	5%	2%	4%	6%	11%	3%	8%	10%	6%	8%	15%	5%
Once a year	3%	3%	5%	3%	6%	4%	2%	3%	1%	1%	5%	4%	0%	2%	4%	6%	0%	3%
Less often than once a year	7%	6%	4%	10%	5%	5%	8%	11%	6%	7%	10%	4%	8%	11%	4%	6%	5%	6%
Never	13%	11%	11%	10%	16%	12%	12%	11%	9%	18%	21%	11%	13%	15%	11%	11%	13%	18%
Don't know	10%	7%	16%	18%	10%	9%	16%	6%	21%	5%	4%	10%	4%	6%	11%	15%	13%	20%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Online small businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	2%	2%	2%	4%	4%	1%	1%	1%	0%	2%	3%	2%	2%	6%	1%	2%	0%
Multiple times a week	6%	7%	5%	8%	13%	6%	3%	4%	2%	10%	4%	5%	4%	12%	7%	3%	5%
Once a week	8%	10%	7%	17%	12%	12%	4%	5%	3%	7%	7%	10%	10%	16%	6%	8%	14%
Multiple times a month	13%	13%	12%	18%	13%	14%	14%	11%	6%	13%	14%	16%	7%	14%	15%	11%	4%
Once a month	17%	17%	17%	14%	13%	24%	16%	15%	17%	18%	15%	16%	17%	16%	20%	15%	12%
Once every three months	13%	11%	15%	13%	11%	12%	12%	15%	15%	13%	11%	13%	16%	10%	15%	13%	10%
Once every six months	8%	7%	8%	8%	4%	3%	8%	9%	13%	7%	11%	8%	5%	6%	7%	9%	5%
Once a year	3%	3%	4%	0%	5%	3%	3%	7%	3%	3%	4%	3%	3%	2%	4%	3%	0%
Less often than once a year	7%	8%	6%	2%	3%	4%	8%	9%	13%	8%	7%	6%	8%	3%	9%	7%	3%
Never	13%	15%	12%	8%	8%	8%	16%	17%	21%	12%	15%	10%	16%	7%	10%	18%	9%
Don't know	10%	9%	12%	8%	14%	11%	14%	7%	7%	7%	9%	12%	14%	7%	7%	12%	39%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Online large businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	3%	5%	1%	4%	0%	1%	0%	2%	7%	1%	4%	7%	3%	2%	5%	3%	0%	1%
Multiple times a week	10%	14%	4%	11%	5%	8%	13%	10%	19%	13%	8%	8%	22%	10%	9%	7%	25%	14%
Once a week	16%	22%	19%	8%	20%	17%	11%	9%	9%	15%	10%	26%	13%	15%	19%	20%	10%	11%
Multiple times a month	22%	16%	20%	21%	26%	23%	27%	25%	13%	25%	26%	18%	24%	23%	20%	20%	13%	21%
Once a month	20%	19%	25%	21%	24%	16%	20%	20%	14%	20%	16%	16%	13%	20%	20%	22%	22%	17%
Once every three months	11%	10%	8%	7%	18%	15%	8%	9%	12%	12%	10%	8%	11%	13%	7%	8%	9%	13%
Once every six months	5%	3%	7%	3%	1%	2%	8%	7%	8%	3%	12%	2%	10%	4%	5%	5%	4%	6%
Once a year	1%	2%	2%	1%	0%	0%	0%	1%	2%	2%	4%	0%	0%	1%	2%	0%	0%	0%
Less often than once a year	2%	1%	1%	3%	0%	2%	0%	5%	4%	2%	1%	4%	0%	2%	2%	1%	0%	0%
Never	3%	2%	2%	4%	3%	7%	4%	5%	2%	3%	4%	5%	5%	5%	2%	2%	4%	3%
Don't know	8%	6%	11%	17%	4%	9%	10%	7%	9%	3%	4%	7%	0%	3%	9%	12%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) And thinking about since the start of the pandemic, how often do you shop at or use services from the following? : Online large businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	3%	3%	2%	4%	8%	3%	1%	1%	0%	4%	1%	3%	2%	11%	1%	2%	6%
Multiple times a week	10%	11%	10%	21%	18%	10%	7%	6%	3%	13%	12%	8%	9%	16%	12%	8%	7%
Once a week	16%	18%	13%	19%	17%	20%	11%	11%	15%	19%	16%	15%	11%	20%	14%	16%	5%
Multiple times a month	22%	21%	24%	28%	14%	28%	27%	22%	16%	23%	20%	27%	18%	16%	23%	24%	5%
Once a month	20%	19%	20%	13%	14%	19%	18%	25%	27%	18%	20%	19%	22%	12%	22%	20%	17%
Once every three months	11%	11%	10%	6%	7%	6%	13%	13%	16%	10%	13%	10%	10%	4%	13%	10%	13%
Once every six months	5%	5%	6%	3%	5%	5%	4%	7%	8%	4%	6%	5%	6%	7%	6%	5%	5%
Once a year	1%	1%	1%	1%	1%	0%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	0%
Less often than once a year	2%	2%	1%	0%	1%	0%	2%	3%	4%	1%	1%	2%	3%	1%	2%	1%	3%
Never	3%	4%	4%	1%	3%	1%	4%	6%	6%	3%	4%	1%	6%	3%	2%	5%	0%
Don't know	8%	5%	10%	6%	12%	9%	12%	4%	3%	4%	6%	10%	11%	10%	3%	9%	39%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Thinking back to before the pandemic, did you tend to shop more in person or online?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
I used to shop more in person than online	57%	62%	50%	54%	54%	61%	51%	66%	61%	57%	60%	53%	42%	64%	52%	57%	50%	48%
I used to shop as much in person as online	26%	28%	28%	28%	25%	27%	24%	19%	21%	26%	24%	19%	44%	24%	28%	22%	44%	28%
I used to shop more online than in person	12%	6%	15%	11%	15%	7%	17%	11%	8%	15%	11%	24%	0%	9%	15%	17%	0%	15%
Don't know	6%	4%	7%	7%	6%	5%	8%	4%	10%	2%	5%	4%	14%	2%	5%	4%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Thinking back to before the pandemic, did you tend to shop more in person or online?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
I used to shop more in person than online	57%	59%	54%	41%	44%	45%	55%	66%	81%	61%	54%	54%	56%	59%	60%	55%	19%
I used to shop as much in person as online	26%	27%	24%	33%	34%	35%	21%	21%	14%	24%	28%	30%	22%	28%	26%	25%	12%
I used to shop more online than in person	12%	9%	15%	15%	14%	10%	17%	12%	5%	11%	13%	7%	16%	10%	12%	13%	12%
Don't know	6%	4%	7%	11%	8%	10%	7%	1%	0%	4%	5%	8%	6%	3%	1%	7%	57%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) And now, would you say that you tend to shop more in person or online?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
I now shop more in person than online	30%	33%	24%	31%	28%	38%	26%	32%	37%	31%	30%	33%	24%	32%	28%	33%	46%	27%
I shop as much in person as online	30%	33%	34%	30%	31%	24%	29%	30%	19%	26%	31%	32%	27%	32%	29%	25%	26%	34%
I now shop more online than in person	34%	31%	37%	31%	33%	33%	35%	33%	37%	41%	34%	27%	35%	33%	38%	38%	17%	32%
Don't know	6%	4%	5%	8%	8%	5%	9%	4%	7%	2%	5%	8%	13%	3%	5%	3%	11%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) And now, would you say that you tend to shop more in person or online?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
I now shop more in person than online	30%	35%	26%	20%	25%	20%	30%	36%	46%	35%	27%	24%	34%	34%	31%	30%	18%
I shop as much in person as online	30%	32%	28%	35%	33%	36%	24%	27%	25%	27%	31%	36%	26%	40%	33%	26%	11%
I now shop more online than in person	34%	29%	40%	36%	34%	34%	40%	36%	27%	35%	36%	31%	34%	23%	34%	38%	14%
Don't know	6%	5%	7%	8%	8%	9%	7%	1%	2%	3%	5%	8%	7%	3%	2%	6%	57%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) How often do you use online shopping sites?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Every day	5%	11%	2%	7%	0%	2%	9%	7%	8%	5%	3%	3%	5%	6%	5%	7%	15%	2%
Multiple times a week	20%	22%	19%	13%	19%	23%	14%	24%	24%	20%	21%	31%	23%	19%	20%	18%	28%	21%
Once a week	18%	23%	17%	14%	26%	10%	12%	9%	26%	19%	21%	16%	21%	18%	21%	18%	14%	20%
Multiple times a month	24%	21%	25%	26%	18%	28%	27%	26%	11%	27%	24%	22%	30%	25%	26%	21%	6%	19%
Once a month	15%	10%	21%	22%	18%	12%	15%	15%	6%	17%	15%	10%	9%	16%	17%	21%	4%	16%
Multiple times a year	11%	8%	11%	8%	14%	14%	12%	14%	13%	7%	12%	7%	8%	12%	6%	12%	9%	13%
Once a year	1%	1%	0%	1%	1%	2%	1%	0%	3%	1%	0%	0%	0%	1%	1%	1%	0%	2%
Less often	1%	1%	1%	0%	1%	0%	1%	4%	3%	0%	2%	5%	0%	2%	2%	2%	8%	0%
Never	2%	1%	1%	3%	2%	6%	1%	0%	6%	1%	2%	1%	5%	2%	0%	0%	10%	3%
Don't know	3%	1%	1%	5%	1%	5%	6%	2%	0%	3%	1%	5%	0%	1%	2%	1%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) How often do you use online shopping sites?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Every day	5%	6%	4%	6%	14%	5%	3%	2%	2%	8%	3%	5%	6%	16%	4%	4%	6%
Multiple times a week	20%	20%	21%	31%	19%	23%	22%	17%	14%	20%	19%	23%	19%	21%	23%	19%	7%
Once a week	18%	18%	17%	21%	26%	19%	16%	17%	11%	24%	20%	14%	13%	22%	17%	18%	13%
Multiple times a month	24%	21%	27%	18%	20%	30%	24%	25%	25%	23%	26%	29%	18%	18%	25%	25%	13%
Once a month	15%	18%	13%	13%	8%	11%	18%	19%	22%	13%	17%	11%	21%	10%	14%	18%	7%
Multiple times a year	11%	10%	11%	5%	6%	8%	11%	15%	17%	8%	11%	12%	12%	8%	13%	10%	9%
Once a year	1%	1%	1%	0%	0%	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	0%
Less often	1%	2%	1%	0%	1%	1%	1%	2%	3%	1%	1%	0%	3%	2%	1%	1%	0%
Never	2%	1%	2%	1%	1%	0%	1%	2%	5%	1%	1%	2%	3%	1%	1%	3%	0%
Don't know	3%	3%	2%	4%	5%	3%	3%	0%	0%	1%	2%	4%	3%	2%	0%	2%	46%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) When using online shopping platforms, how likely are you to choose to purchase from a small business?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	968	125	140	78	79	64	76	83	44	117	87	54	21	364	263	80	16	107
Weighted	966	138	128	75	88	64	84	80	38	107	89	48	29	358	266	77	17	102
Very likely	16%	16%	11%	12%	14%	12%	13%	17%	15%	17%	21%	29%	22%	15%	18%	13%	14%	9%
Slightly likely	27%	32%	20%	29%	25%	32%	29%	25%	37%	33%	26%	17%	18%	24%	32%	23%	13%	19%
Neither likely or unlikely	38%	34%	41%	42%	41%	38%	39%	41%	34%	34%	31%	41%	44%	41%	34%	36%	51%	47%
Slightly unlikely	11%	12%	15%	11%	10%	12%	10%	12%	3%	7%	9%	7%	12%	12%	10%	11%	15%	11%
Very unlikely	5%	4%	8%	3%	3%	4%	3%	4%	11%	5%	7%	5%	4%	5%	2%	7%	6%	9%
Don't know	3%	2%	4%	4%	6%	2%	6%	1%	0%	4%	5%	0%	0%	3%	4%	11%	0%	4%
Total Likely:	43%	48%	32%	41%	39%	44%	42%	42%	53%	50%	47%	46%	40%	39%	50%	36%	27%	29%
Total Unlikely:	16%	17%	23%	13%	13%	16%	13%	16%	13%	13%	17%	13%	17%	17%	12%	18%	22%	20%
Net:	27%	31%	9%	28%	26%	28%	29%	26%	39%	37%	31%	34%	23%	21%	38%	18%	5%	9%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) When using online shopping platforms, how likely are you to choose to purchase from a small business?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	968	451	514	141	122	166	168	164	207	288	277	168	231	113	375	468	12
Weighted	966	476	486	135	160	166	165	139	200	265	253	208	235	120	376	455	14
Very likely	16%	16%	15%	11%	25%	19%	15%	14%	10%	16%	12%	20%	15%	25%	14%	15%	11%
Slightly likely	27%	26%	29%	43%	30%	30%	29%	21%	15%	25%	29%	31%	25%	36%	30%	23%	8%
Neither likely or unlikely	38%	39%	36%	28%	28%	35%	36%	50%	47%	39%	39%	34%	39%	28%	38%	39%	50%
Slightly unlikely	11%	9%	12%	11%	11%	11%	8%	7%	13%	12%	12%	8%	10%	7%	11%	11%	24%
Very unlikely	5%	7%	4%	7%	2%	2%	6%	6%	8%	5%	5%	5%	5%	3%	4%	7%	0%
Don't know	3%	3%	4%	0%	2%	3%	5%	2%	6%	3%	3%	2%	5%	1%	3%	4%	7%
Total Likely:	43%	42%	44%	54%	56%	49%	45%	35%	25%	41%	41%	51%	41%	61%	44%	39%	19%
Total Unlikely:	16%	16%	16%	18%	14%	13%	13%	13%	22%	17%	17%	13%	15%	10%	15%	18%	24%
Net:	27%	26%	29%	36%	42%	36%	31%	22%	4%	24%	24%	38%	26%	51%	29%	21%	-5%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) When using online shopping platforms, what factors are most important to you in choosing who to buy from? Please select up to three

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	968	125	140	78	79	64	76	83	44	117	87	54	21	364	263	80	16	107
Weighted	966	138	128	75	88	64	84	80	38	107	89	48	29	358	266	77	17	102
Price	84%	76%	86%	92%	89%	84%	81%	85%	85%	84%	88%	82%	74%	86%	82%	83%	93%	93%
Whether it's a small business	6%	16%	5%	2%	2%	4%	4%	3%	6%	6%	6%	11%	16%	3%	10%	7%	0%	3%
Online reviews of the seller	44%	44%	32%	43%	46%	44%	52%	50%	47%	46%	37%	46%	61%	41%	52%	35%	34%	40%
Shipping times	42%	42%	43%	47%	35%	36%	50%	42%	47%	36%	43%	43%	38%	39%	43%	41%	46%	42%
The return policy	33%	30%	40%	30%	33%	27%	30%	26%	41%	35%	36%	35%	41%	39%	30%	37%	32%	26%
Uniqueness of the product/service	31%	35%	28%	25%	24%	39%	30%	31%	37%	27%	34%	35%	31%	32%	31%	32%	40%	26%
Don't Know	2%	2%	3%	1%	3%	2%	5%	3%	2%	2%	1%	0%	0%	2%	2%	3%	0%	3%
The seller's environmental credentials	10%	13%	6%	11%	17%	9%	6%	7%	8%	9%	13%	17%	10%	9%	11%	8%	7%	4%
Other (please specify)	3%	0%	6%	3%	2%	8%	3%	1%	0%	4%	5%	1%	0%	3%	2%	4%	6%	4%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) When using online shopping platforms, what factors are most important to you in choosing who to buy from? Please select up to three

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	968	451	514	141	122	166	168	164	207	288	277	168	231	113	375	468	12
Weighted	966	476	486	135	160	166	165	139	200	265	253	208	235	120	376	455	14
Price	84%	83%	86%	72%	77%	87%	88%	90%	87%	78%	87%	86%	86%	77%	87%	84%	85%
Whether it's a small business	6%	8%	5%	13%	9%	9%	3%	3%	3%	6%	5%	7%	7%	16%	7%	4%	13%
Online reviews of the seller	44%	43%	45%	55%	44%	48%	41%	35%	43%	44%	44%	46%	43%	48%	48%	41%	7%
Shipping times	42%	41%	42%	53%	41%	44%	44%	43%	29%	38%	40%	44%	45%	50%	40%	41%	45%
The return policy	33%	28%	38%	22%	32%	29%	34%	40%	39%	40%	32%	31%	28%	33%	35%	31%	31%
Uniqueness of the product/service	31%	31%	30%	32%	31%	30%	24%	27%	38%	31%	34%	31%	27%	27%	33%	30%	17%
Don't Know	2%	1%	3%	2%	3%	0%	3%	2%	2%	3%	1%	1%	3%	0%	1%	3%	7%
The seller's environmental credentials	10%	9%	11%	14%	15%	10%	9%	7%	8%	12%	10%	10%	9%	15%	9%	10%	11%
Other (please specify)	3%	5%	2%	2%	2%	3%	3%	6%	3%	5%	1%	3%	4%	2%	4%	3%	0%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Have you ever used online review sites when deciding what to buy online?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	968	125	140	78	79	64	76	83	44	117	87	54	21	364	263	80	16	107
Weighted	966	138	128	75	88	64	84	80	38	107	89	48	29	358	266	77	17	102
Yes, I have used online review sites multiple times	56%	59%	56%	53%	49%	63%	53%	56%	60%	53%	52%	68%	60%	58%	57%	58%	77%	49%
Yes, I have used online review sites once	16%	18%	11%	17%	14%	13%	15%	20%	13%	17%	18%	19%	32%	14%	18%	17%	15%	12%
No, I have never used an online review site	23%	15%	26%	24%	32%	18%	25%	20%	25%	28%	26%	13%	3%	25%	19%	19%	8%	32%
Don't know	5%	8%	7%	6%	5%	5%	7%	3%	3%	1%	4%	0%	5%	3%	5%	6%	0%	7%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Have you ever used online review sites when deciding what to buy online?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	968	451	514	141	122	166	168	164	207	288	277	168	231	113	375	468	12
Weighted	966	476	486	135	160	166	165	139	200	265	253	208	235	120	376	455	14
Yes, I have used online review sites multiple times	56%	56%	56%	51%	58%	62%	59%	50%	55%	61%	53%	59%	53%	61%	62%	51%	29%
Yes, I have used online review sites once	16%	17%	16%	26%	23%	14%	14%	10%	12%	18%	20%	14%	12%	19%	17%	15%	19%
No, I have never used an online review site	23%	23%	22%	16%	12%	20%	23%	34%	30%	18%	24%	23%	26%	15%	20%	27%	23%
Don't know	5%	4%	6%	7%	7%	4%	4%	6%	3%	3%	3%	3%	10%	4%	2%	7%	29%

Note:

BASE: Online shoppers

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) And have you ever written a review online for a small business (for either a business you visited in person or online)?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Yes, multiple times	33%	35%	30%	33%	31%	29%	28%	38%	34%	41%	28%	37%	26%	36%	33%	36%	28%	24%
Yes, one time	18%	22%	21%	16%	12%	22%	17%	20%	10%	17%	14%	19%	18%	17%	21%	20%	15%	7%
No	43%	37%	45%	39%	48%	44%	44%	39%	54%	37%	56%	32%	56%	42%	42%	42%	50%	56%
Don't know	6%	6%	3%	12%	9%	5%	11%	4%	3%	5%	2%	13%	0%	5%	3%	2%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) And have you ever written a review online for a small business (for either a business you visited in person or online)?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Yes, multiple times	33%	31%	35%	29%	35%	37%	34%	31%	31%	38%	30%	36%	29%	41%	39%	28%	0%
Yes, one time	18%	19%	16%	27%	27%	22%	12%	12%	10%	18%	18%	19%	17%	18%	23%	13%	16%
No	43%	45%	41%	37%	29%	36%	48%	51%	55%	40%	48%	40%	44%	36%	34%	53%	28%
Don't know	6%	4%	8%	7%	10%	5%	7%	5%	4%	4%	4%	5%	10%	4%	3%	6%	57%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) How much do you personally trust reviews of businesses left online by other customers? Please indicate on a scale of 1 to 5 where 1 indicates “do not trust at all” and 5 indicates “completely trust”

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
1 – Do not trust at all	6%	6%	7%	5%	4%	5%	6%	7%	4%	9%	6%	1%	4%	8%	4%	4%	7%	5%
2	9%	4%	14%	8%	13%	8%	7%	3%	2%	7%	14%	12%	12%	9%	6%	13%	0%	13%
3	37%	37%	35%	41%	44%	39%	35%	34%	36%	39%	33%	34%	27%	42%	36%	35%	41%	35%
4	36%	33%	36%	35%	30%	37%	39%	39%	41%	35%	38%	34%	43%	32%	40%	33%	27%	38%
5 – Completely trust	7%	14%	6%	3%	3%	2%	5%	13%	12%	10%	5%	10%	3%	6%	10%	11%	8%	4%
Don't Know	5%	6%	3%	8%	6%	8%	9%	4%	5%	1%	4%	9%	11%	3%	3%	5%	17%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) How much do you personally trust reviews of businesses left online by other customers? Please indicate on a scale of 1 to 5 where 1 indicates “do not trust at all” and 5 indicates “completely trust”

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
1 – Do not trust at all	6%	7%	4%	2%	3%	1%	6%	11%	10%	4%	6%	7%	6%	6%	6%	6%	0%
2	9%	12%	5%	6%	5%	6%	9%	11%	14%	10%	7%	10%	8%	6%	10%	9%	5%
3	37%	34%	39%	33%	26%	30%	36%	46%	48%	36%	41%	37%	33%	22%	38%	40%	25%
4	36%	36%	36%	46%	42%	45%	34%	25%	26%	35%	40%	33%	36%	41%	37%	35%	9%
5 – Completely trust	7%	6%	9%	8%	14%	11%	8%	3%	1%	11%	3%	9%	8%	19%	7%	5%	4%
Don't Know	5%	4%	6%	4%	9%	7%	6%	5%	2%	4%	4%	4%	9%	6%	2%	6%	56%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Which of the following comes closest to your view on reviews left online by customers of businesses?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
All or nearly all reviews are honest	6%	9%	3%	3%	3%	3%	3%	6%	14%	10%	2%	10%	0%	5%	8%	4%	8%	2%
The majority of reviews are honest	41%	37%	47%	48%	47%	46%	47%	42%	44%	35%	34%	25%	45%	45%	36%	52%	27%	43%
Reviews are about equally honest and dishonest	35%	36%	32%	30%	34%	35%	35%	33%	30%	41%	38%	47%	32%	33%	41%	26%	42%	36%
The majority of reviews are dishonest	7%	5%	10%	8%	6%	7%	5%	8%	4%	6%	12%	5%	18%	10%	5%	8%	7%	5%
All or nearly all reviews are dishonest	1%	2%	2%	0%	1%	1%	1%	3%	0%	1%	4%	0%	0%	0%	2%	0%	0%	3%
Don't Know	9%	10%	6%	11%	9%	8%	9%	7%	8%	7%	10%	12%	5%	6%	7%	11%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Which of the following comes closest to your view on reviews left online by customers of businesses?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
All or nearly all reviews are honest	6%	6%	5%	5%	12%	7%	4%	5%	2%	6%	3%	6%	7%	18%	4%	4%	0%
The majority of reviews are honest	41%	41%	42%	44%	43%	49%	41%	32%	40%	43%	44%	42%	36%	38%	45%	42%	3%
Reviews are about equally honest and dishonest	35%	34%	37%	36%	25%	30%	35%	46%	41%	35%	36%	33%	36%	26%	37%	37%	24%
The majority of reviews are dishonest	7%	10%	5%	6%	8%	6%	7%	7%	9%	6%	8%	9%	7%	10%	7%	7%	5%
All or nearly all reviews are dishonest	1%	1%	2%	2%	3%	1%	1%	1%	1%	2%	0%	2%	2%	1%	2%	1%	4%
Don't Know	9%	8%	10%	8%	9%	7%	13%	9%	7%	7%	7%	8%	12%	7%	5%	9%	63%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) How much do negative reviews influence your likelihood of shopping at a particular store or using a business' services?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
I won't shop at a store/use a service that has any negative reviews	12%	16%	11%	11%	12%	15%	9%	11%	18%	15%	9%	14%	10%	13%	12%	14%	28%	9%
I would still shop at a store/use a service even if it had a couple negative reviews	58%	57%	55%	53%	57%	62%	56%	62%	51%	63%	64%	57%	65%	62%	61%	59%	44%	50%
I would shop at any store/use a service, even if it had all negative reviews	6%	10%	8%	7%	4%	3%	5%	7%	14%	5%	5%	6%	6%	4%	9%	4%	0%	10%
N/A – I do not look at reviews of businesses	13%	8%	13%	16%	22%	11%	15%	14%	12%	14%	15%	10%	5%	14%	10%	10%	21%	19%
Don't know	9%	9%	13%	13%	6%	8%	14%	6%	5%	4%	7%	13%	14%	7%	7%	13%	6%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) How much do negative reviews influence your likelihood of shopping at a particular store or using a business' services?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
I won't shop at a store/use a service that has any negative reviews	12%	9%	16%	7%	19%	10%	14%	12%	12%	11%	13%	14%	12%	19%	11%	12%	8%
I would still shop at a store/use a service even if it had a couple negative reviews	58%	59%	58%	68%	52%	61%	56%	52%	61%	60%	62%	56%	55%	52%	69%	54%	9%
I would shop at any store/use a service, even if it had all negative reviews	6%	8%	5%	10%	10%	9%	3%	7%	2%	9%	7%	5%	6%	11%	5%	6%	9%
N/A – I do not look at reviews of businesses	13%	16%	11%	7%	9%	9%	15%	21%	19%	11%	11%	15%	17%	13%	10%	17%	11%
Don't know	9%	8%	10%	9%	10%	11%	12%	8%	6%	9%	7%	10%	11%	5%	5%	11%	63%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) How much would knowing that a small business is accredited for its responsible business practices (i.e. with a kitemark) influence your willingness to shop there?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
I would be a lot more willing to shop at a small business with accreditations	20%	24%	19%	18%	13%	20%	17%	15%	21%	28%	25%	17%	26%	23%	19%	20%	15%	10%
I would be somewhat more willing to shop at a small business with accreditations	35%	37%	31%	28%	36%	47%	29%	43%	37%	28%	36%	37%	30%	34%	37%	43%	28%	27%
It makes no difference to me if a small business has accreditations or not	29%	22%	36%	32%	33%	17%	32%	25%	27%	35%	29%	31%	21%	33%	29%	26%	50%	33%
I would be somewhat less willing to shop at a small business with accreditations	2%	3%	1%	1%	0%	2%	2%	10%	0%	0%	1%	2%	13%	1%	5%	0%	0%	4%
I would be a lot less willing to shop at a small business with accreditations	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
Don't know	13%	12%	13%	20%	19%	13%	20%	7%	14%	9%	9%	14%	10%	8%	10%	10%	6%	26%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) How much would knowing that a small business is accredited for its responsible business practices (i.e. with a kitemark) influence your willingness to shop there?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
I would be a lot more willing to shop at a small business with accreditations	20%	21%	20%	26%	23%	18%	17%	15%	21%	21%	21%	26%	15%	29%	21%	19%	4%
I would be somewhat more willing to shop at a small business with accreditations	35%	34%	34%	40%	29%	35%	31%	38%	35%	41%	34%	31%	30%	36%	37%	34%	12%
It makes no difference to me if a small business has accreditations or not	29%	32%	27%	15%	26%	27%	33%	35%	37%	27%	34%	24%	31%	25%	33%	28%	10%
I would be somewhat less willing to shop at a small business with accreditations	2%	3%	1%	4%	5%	5%	1%	0%	0%	2%	2%	3%	2%	5%	2%	1%	4%
I would be a lot less willing to shop at a small business with accreditations	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	5%
Don't know	13%	9%	17%	15%	16%	15%	17%	12%	6%	8%	9%	15%	22%	6%	7%	17%	66%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store was located in a low emission zone (i.e. area where a charge applies for using the most polluting petrol or diesel vehicles)

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Would make me less likely to visit a store	25%	21%	30%	18%	26%	23%	34%	26%	37%	25%	23%	20%	15%	32%	23%	21%	24%	18%
Would have no effect	58%	59%	59%	57%	55%	61%	43%	60%	53%	58%	69%	63%	71%	58%	57%	67%	61%	59%
Would make me more likely to visit a store	8%	14%	4%	11%	10%	5%	10%	6%	1%	5%	5%	9%	5%	5%	12%	3%	11%	8%
Don't know	9%	5%	7%	14%	8%	12%	13%	8%	9%	12%	3%	8%	9%	5%	9%	9%	5%	15%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store was located in a low emission zone (i.e. area where a charge applies for using the most polluting petrol or diesel vehicles)

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Would make me less likely to visit a store	25%	29%	22%	22%	20%	24%	20%	33%	32%	27%	23%	29%	22%	33%	29%	21%	9%
Would have no effect	58%	59%	58%	61%	56%	59%	62%	54%	58%	57%	62%	57%	56%	54%	57%	61%	35%
Would make me more likely to visit a store	8%	8%	7%	12%	13%	5%	6%	8%	4%	11%	7%	5%	8%	7%	8%	8%	5%
Don't know	9%	5%	13%	5%	11%	12%	12%	5%	7%	5%	8%	8%	14%	5%	6%	10%	51%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store did not have a website

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Would make me less likely to visit a store	22%	26%	25%	21%	20%	16%	21%	21%	25%	27%	16%	21%	17%	24%	23%	18%	15%	24%
Would have no effect	63%	57%	58%	64%	68%	65%	62%	66%	57%	58%	75%	65%	55%	69%	58%	67%	71%	56%
Would make me more likely to visit a store	8%	10%	8%	8%	3%	10%	6%	8%	8%	7%	5%	7%	18%	4%	13%	8%	0%	5%
Don't know	8%	7%	8%	7%	9%	9%	11%	5%	10%	8%	4%	7%	9%	4%	6%	7%	14%	15%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store did not have a website

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Would make me less likely to visit a store	22%	24%	20%	34%	24%	22%	13%	23%	19%	26%	24%	19%	19%	20%	22%	24%	8%
Would have no effect	63%	65%	60%	43%	52%	60%	71%	69%	75%	61%	65%	65%	60%	60%	67%	62%	23%
Would make me more likely to visit a store	8%	6%	9%	16%	13%	9%	5%	4%	3%	10%	5%	8%	9%	16%	7%	6%	11%
Don't know	8%	5%	10%	7%	11%	9%	11%	4%	3%	4%	6%	8%	13%	5%	4%	9%	58%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store only accepted cash payments

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Would make me less likely to visit a store	36%	47%	48%	41%	34%	33%	26%	33%	38%	32%	26%	30%	21%	37%	39%	42%	14%	34%
Would have no effect	51%	37%	42%	44%	51%	50%	63%	58%	44%	56%	65%	50%	56%	55%	46%	48%	56%	49%
Would make me more likely to visit a store	7%	10%	4%	4%	5%	9%	2%	4%	8%	11%	6%	11%	13%	5%	9%	4%	19%	7%
Don't know	6%	5%	5%	10%	10%	8%	9%	5%	10%	2%	2%	9%	9%	2%	6%	6%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store only accepted cash payments

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Would make me less likely to visit a store	36%	34%	38%	48%	41%	38%	32%	31%	29%	40%	45%	32%	26%	34%	38%	36%	11%
Would have no effect	51%	53%	48%	34%	39%	47%	52%	61%	66%	49%	46%	55%	54%	56%	50%	51%	26%
Would make me more likely to visit a store	7%	8%	6%	9%	12%	6%	8%	5%	3%	7%	5%	7%	8%	8%	9%	5%	4%
Don't know	6%	5%	8%	10%	9%	8%	8%	3%	2%	3%	5%	6%	13%	2%	3%	8%	59%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store only accepted card payments

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Would make me less likely to visit a store	14%	15%	15%	12%	13%	9%	13%	19%	18%	15%	10%	14%	25%	13%	17%	9%	25%	13%
Would have no effect	70%	62%	73%	69%	74%	70%	73%	68%	60%	73%	77%	70%	65%	75%	67%	82%	64%	69%
Would make me more likely to visit a store	10%	18%	6%	11%	6%	14%	6%	10%	15%	9%	10%	10%	0%	10%	13%	5%	0%	7%
Don't know	6%	5%	6%	8%	7%	6%	8%	3%	6%	3%	3%	6%	9%	3%	3%	5%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store only accepted card payments

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Would make me less likely to visit a store	14%	19%	10%	14%	10%	23%	12%	18%	10%	10%	11%	19%	19%	17%	18%	11%	0%
Would have no effect	70%	69%	71%	65%	65%	61%	75%	71%	80%	74%	75%	67%	63%	67%	69%	74%	37%
Would make me more likely to visit a store	10%	9%	11%	16%	17%	6%	6%	8%	8%	14%	9%	8%	7%	14%	11%	9%	3%
Don't know	6%	3%	8%	5%	7%	9%	7%	3%	2%	2%	5%	5%	11%	2%	2%	6%	60%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store was not accessible by public transport

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Would make me less likely to visit a store	35%	45%	30%	21%	33%	31%	36%	39%	47%	37%	32%	34%	32%	33%	42%	26%	23%	35%
Would have no effect	52%	36%	60%	64%	54%	54%	51%	51%	43%	50%	63%	53%	54%	61%	43%	64%	58%	45%
Would make me more likely to visit a store	6%	13%	4%	6%	3%	9%	4%	5%	2%	10%	2%	5%	5%	4%	11%	5%	0%	7%
Don't know	7%	6%	6%	10%	10%	6%	10%	5%	8%	3%	3%	8%	9%	3%	5%	5%	19%	13%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) To what extent would the following impact your likelihood of visiting a small business, if at all?: If the store was not accessible by public transport

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Would make me less likely to visit a store	35%	35%	34%	40%	38%	31%	25%	38%	37%	31%	38%	33%	37%	36%	35%	35%	22%
Would have no effect	52%	54%	51%	42%	40%	56%	61%	54%	59%	58%	52%	55%	44%	52%	55%	53%	10%
Would make me more likely to visit a store	6%	6%	6%	10%	11%	5%	5%	3%	3%	7%	5%	6%	6%	8%	7%	5%	4%
Don't know	7%	4%	9%	7%	11%	7%	9%	5%	2%	4%	4%	6%	12%	3%	3%	8%	64%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) To what extent do you agree or disagree with the following?: It is difficult to find small retailers online

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	8%	12%	6%	6%	6%	8%	6%	8%	12%	6%	3%	16%	14%	5%	10%	11%	10%	5%
Somewhat agree	34%	35%	35%	30%	30%	28%	31%	32%	49%	35%	37%	45%	43%	33%	38%	34%	25%	33%
Neither agree nor disagree	32%	36%	34%	45%	35%	30%	23%	32%	23%	30%	35%	22%	26%	36%	25%	30%	35%	37%
Somewhat disagree	13%	9%	14%	6%	10%	19%	21%	14%	7%	13%	15%	11%	7%	13%	15%	11%	12%	8%
Strongly disagree	5%	4%	3%	2%	8%	5%	7%	6%	5%	8%	4%	7%	5%	5%	7%	4%	5%	6%
Don't Know	8%	4%	8%	11%	12%	10%	12%	8%	5%	8%	7%	0%	5%	7%	6%	9%	14%	11%
Total Agree:	42%	47%	42%	36%	36%	37%	37%	40%	61%	41%	40%	61%	57%	39%	48%	46%	34%	38%
Total Disagree:	18%	13%	17%	8%	18%	24%	28%	20%	12%	21%	18%	17%	12%	19%	21%	15%	17%	14%
Net:	25%	34%	24%	28%	18%	13%	9%	20%	49%	20%	22%	43%	45%	20%	26%	31%	17%	24%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) To what extent do you agree or disagree with the following?: It is difficult to find small retailers online

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	8%	9%	7%	16%	10%	9%	8%	6%	2%	10%	7%	7%	8%	16%	8%	6%	4%
Somewhat agree	34%	34%	36%	44%	38%	31%	32%	27%	36%	35%	37%	35%	31%	41%	37%	32%	13%
Neither agree nor disagree	32%	34%	30%	22%	31%	33%	33%	40%	32%	33%	28%	33%	34%	29%	30%	34%	32%
Somewhat disagree	13%	11%	14%	11%	13%	15%	12%	12%	12%	10%	14%	17%	10%	9%	14%	13%	4%
Strongly disagree	5%	5%	6%	3%	2%	7%	6%	6%	7%	5%	5%	2%	8%	2%	6%	6%	4%
Don't Know	8%	7%	8%	5%	6%	5%	10%	9%	11%	7%	9%	6%	9%	3%	6%	9%	43%
Total Agree:	42%	43%	42%	59%	49%	40%	39%	33%	37%	45%	44%	42%	38%	57%	45%	38%	17%
Total Disagree:	18%	16%	19%	14%	15%	22%	18%	18%	19%	15%	19%	19%	19%	11%	19%	19%	8%
Net:	25%	27%	23%	45%	34%	18%	21%	15%	18%	30%	25%	23%	20%	46%	25%	20%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) To what extent do you agree or disagree with the following?: I find it easier to support small businesses if they have an online presence

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	17%	21%	13%	7%	10%	20%	20%	17%	28%	15%	14%	23%	21%	14%	23%	15%	11%	13%
Somewhat agree	41%	42%	45%	33%	39%	41%	35%	44%	42%	43%	47%	29%	42%	40%	38%	46%	34%	42%
Neither agree nor disagree	29%	24%	21%	43%	29%	28%	22%	28%	23%	32%	32%	37%	33%	32%	28%	23%	24%	26%
Somewhat disagree	6%	5%	9%	9%	9%	3%	10%	6%	0%	5%	3%	8%	0%	8%	6%	7%	4%	6%
Strongly disagree	3%	3%	4%	3%	5%	2%	3%	3%	4%	3%	3%	3%	0%	4%	1%	1%	8%	4%
Don't Know	5%	5%	7%	6%	7%	7%	9%	2%	3%	3%	1%	0%	5%	2%	3%	8%	18%	8%
Total Agree:	57%	63%	59%	40%	50%	60%	56%	61%	70%	58%	61%	52%	63%	54%	61%	61%	45%	55%
Total Disagree:	9%	8%	13%	11%	14%	5%	13%	9%	4%	8%	6%	11%	0%	12%	7%	8%	13%	10%
Net:	48%	56%	45%	28%	36%	56%	43%	52%	66%	50%	55%	42%	63%	42%	54%	53%	33%	45%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) To what extent do you agree or disagree with the following?: I find it easier to support small businesses if they have an online presence

	Gender		Age						Social Grade				Worked for a small business				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	17%	16%	18%	30%	23%	18%	17%	7%	8%	17%	18%	17%	15%	25%	17%	15%	7%
Somewhat agree	41%	41%	41%	42%	46%	42%	38%	42%	37%	41%	39%	42%	40%	42%	43%	41%	9%
Neither agree nor disagree	29%	29%	28%	17%	22%	27%	27%	39%	37%	26%	28%	30%	31%	27%	29%	29%	33%
Somewhat disagree	6%	6%	6%	4%	4%	3%	8%	6%	11%	8%	7%	5%	4%	1%	6%	8%	3%
Strongly disagree	3%	4%	2%	3%	0%	4%	3%	4%	5%	4%	3%	2%	4%	2%	2%	4%	5%
Don't Know	5%	4%	6%	4%	6%	6%	8%	3%	3%	3%	5%	5%	7%	3%	4%	4%	44%
Total Agree:	57%	57%	58%	72%	69%	60%	55%	49%	45%	58%	57%	59%	55%	67%	60%	55%	16%
Total Disagree:	9%	10%	8%	7%	4%	7%	10%	10%	16%	12%	10%	7%	7%	3%	8%	12%	7%
Net:	48%	46%	50%	65%	65%	53%	45%	39%	29%	46%	47%	52%	48%	65%	51%	43%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) To what extent do you agree or disagree with the following?: I have made an effort to buy from small businesses since the pandemic

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	13%	16%	10%	7%	9%	13%	9%	16%	14%	15%	14%	19%	20%	13%	16%	8%	10%	5%
Somewhat agree	33%	31%	28%	35%	34%	35%	38%	38%	33%	38%	32%	31%	21%	32%	36%	37%	23%	30%
Neither agree nor disagree	32%	32%	34%	39%	27%	27%	30%	32%	34%	29%	29%	37%	46%	35%	27%	33%	25%	33%
Somewhat disagree	12%	14%	15%	9%	17%	14%	9%	12%	8%	10%	15%	12%	4%	13%	14%	10%	21%	15%
Strongly disagree	5%	4%	9%	3%	10%	4%	5%	0%	4%	5%	8%	2%	8%	5%	4%	6%	17%	7%
Don't Know	4%	4%	4%	7%	2%	6%	9%	2%	7%	3%	3%	0%	0%	2%	3%	6%	5%	9%
Total Agree:	46%	47%	38%	43%	43%	48%	47%	54%	47%	53%	45%	50%	42%	45%	52%	45%	33%	36%
Total Disagree:	18%	17%	24%	11%	28%	19%	14%	12%	12%	15%	23%	13%	12%	18%	18%	16%	38%	23%
Net:	29%	30%	15%	31%	16%	29%	33%	42%	36%	38%	22%	37%	30%	27%	35%	28%	-6%	13%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) To what extent do you agree or disagree with the following?: I have made an effort to buy from small businesses since the pandemic

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	13%	12%	14%	19%	20%	12%	12%	9%	8%	17%	12%	15%	9%	22%	14%	10%	4%
Somewhat agree	33%	32%	35%	37%	34%	34%	30%	34%	33%	33%	31%	39%	32%	38%	39%	29%	8%
Neither agree nor disagree	32%	33%	31%	19%	27%	37%	32%	38%	37%	32%	32%	32%	31%	25%	30%	35%	32%
Somewhat disagree	12%	15%	10%	15%	10%	11%	12%	11%	15%	12%	15%	6%	15%	9%	11%	14%	13%
Strongly disagree	5%	5%	5%	6%	2%	3%	8%	5%	6%	3%	7%	4%	6%	3%	4%	7%	5%
Don't Know	4%	2%	6%	4%	7%	4%	7%	3%	2%	3%	3%	4%	7%	3%	2%	5%	38%
Total Agree:	46%	44%	49%	56%	54%	45%	42%	43%	40%	49%	42%	54%	42%	61%	53%	39%	12%
Total Disagree:	18%	20%	15%	21%	12%	14%	20%	17%	21%	16%	22%	11%	21%	12%	15%	21%	18%
Net:	29%	23%	34%	34%	42%	31%	22%	27%	20%	34%	20%	43%	21%	49%	38%	18%	-6%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) If you had to guess, on average, how soon after a supplier makes a delivery to a business does the supplier get paid for their goods and/or services?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
The supplier gets paid immediately after they deliver	12%	13%	10%	12%	9%	9%	10%	18%	20%	11%	10%	21%	13%	13%	15%	9%	5%	8%
The supplier gets paid within a few days after they deliver	13%	18%	14%	13%	12%	12%	11%	15%	18%	14%	11%	8%	12%	10%	17%	15%	13%	11%
The supplier gets paid within a week after they deliver	10%	11%	7%	15%	9%	11%	9%	5%	8%	11%	10%	10%	21%	8%	13%	10%	20%	7%
The supplier gets paid within a few weeks after they deliver	10%	11%	10%	4%	7%	10%	9%	10%	4%	13%	11%	16%	22%	9%	10%	8%	4%	13%
The supplier gets paid within a month after they deliver	17%	12%	20%	20%	21%	15%	24%	13%	13%	16%	22%	14%	20%	23%	13%	23%	21%	14%
The supplier gets paid within three months after they deliver	8%	4%	11%	5%	12%	8%	8%	11%	11%	8%	10%	4%	0%	12%	6%	15%	3%	3%
The supplier gets paid within six months after they deliver	1%	0%	0%	0%	0%	1%	1%	0%	0%	2%	1%	1%	0%	1%	1%	0%	0%	0%
The supplier gets paid within a year after they deliver	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	28%	30%	29%	33%	30%	34%	27%	26%	27%	26%	25%	27%	12%	24%	25%	21%	33%	44%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) If you had to guess, on average, how soon after a supplier makes a delivery to a business does the supplier get paid for their goods and/or services?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
The supplier gets paid immediately after they deliver	12%	12%	13%	15%	16%	15%	14%	7%	8%	12%	8%	15%	14%	22%	12%	11%	0%
The supplier gets paid within a few days after they deliver	13%	14%	13%	28%	18%	16%	9%	9%	5%	13%	12%	18%	11%	15%	15%	12%	7%
The supplier gets paid within a week after they deliver	10%	9%	11%	21%	16%	11%	6%	5%	3%	9%	9%	13%	10%	12%	12%	8%	9%
The supplier gets paid within a few weeks after they deliver	10%	13%	8%	12%	9%	15%	5%	12%	9%	11%	10%	10%	9%	9%	10%	10%	20%
The supplier gets paid within a month after they deliver	17%	19%	16%	8%	10%	10%	25%	21%	28%	22%	17%	18%	13%	16%	20%	16%	5%
The supplier gets paid within three months after they deliver	8%	10%	6%	1%	1%	3%	6%	15%	20%	13%	10%	4%	6%	3%	10%	8%	3%
The supplier gets paid within six months after they deliver	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%
The supplier gets paid within a year after they deliver	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	28%	23%	33%	15%	29%	30%	36%	31%	26%	20%	32%	22%	38%	22%	20%	35%	56%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Now imagine a business was paying a supplier for goods or services. How long do you think the business should take to pay the suppliers after the products or services are delivered?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
The business should pay the supplier as soon as they deliver on purchase	26%	24%	24%	20%	28%	25%	31%	35%	30%	19%	22%	39%	36%	25%	25%	21%	43%	25%
The business should not take longer than a few days to pay the supplier	19%	26%	18%	13%	12%	14%	20%	22%	19%	27%	17%	17%	22%	18%	21%	21%	8%	20%
The business should not take longer than a week to pay the supplier	16%	15%	13%	19%	20%	17%	18%	14%	18%	16%	18%	14%	19%	18%	17%	19%	9%	11%
The business should not take longer than a few weeks to pay the supplier	11%	7%	12%	18%	8%	12%	8%	8%	6%	8%	15%	16%	12%	12%	11%	11%	4%	9%
The business should not take longer than a month to pay the supplier	11%	9%	17%	12%	13%	12%	8%	6%	10%	12%	14%	4%	12%	15%	9%	17%	5%	8%
The business should not take longer than a three months to pay the supplier	1%	1%	2%	0%	0%	2%	1%	3%	0%	2%	2%	1%	0%	2%	1%	1%	0%	1%
The business should not take longer than six months to pay the supplier	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	1%
The business should be able to take longer than six months to pay the supplier	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	15%	17%	15%	17%	17%	18%	14%	13%	16%	15%	12%	8%	0%	10%	15%	10%	24%	25%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Now imagine a business was paying a supplier for goods or services. How long do you think the business should take to pay the suppliers after the products or services are delivered?

	Gender		Age						Social Grade				Worked for a small business				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
The business should pay the supplier as soon as they deliver on purchase	26%	24%	28%	26%	28%	28%	32%	18%	24%	23%	24%	29%	30%	41%	23%	26%	7%
The business should not take longer than a few days to pay the supplier	19%	19%	19%	30%	25%	19%	10%	21%	14%	17%	18%	25%	19%	13%	21%	20%	7%
The business should not take longer than a week to pay the supplier	16%	18%	15%	15%	11%	20%	16%	19%	18%	18%	18%	13%	15%	11%	22%	13%	13%
The business should not take longer than a few weeks to pay the supplier	11%	11%	11%	10%	9%	8%	6%	16%	14%	14%	13%	9%	6%	11%	10%	11%	16%
The business should not take longer than a month to pay the supplier	11%	13%	9%	5%	6%	8%	11%	15%	20%	17%	10%	10%	7%	10%	14%	10%	0%
The business should not take longer than a three months to pay the supplier	1%	1%	2%	1%	1%	1%	2%	1%	3%	3%	1%	2%	1%	2%	1%	2%	0%
The business should not take longer than six months to pay the supplier	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	5%
The business should be able to take longer than six months to pay the supplier	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	15%	12%	17%	12%	21%	16%	23%	10%	7%	8%	16%	12%	23%	12%	8%	18%	52%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

(61.A) To what extent do you support or oppose more controls in place to stop business from paying other businesses late? Please indicate on a scale of 1 to 5 where 1 indicates “strongly support” and 5 indicates “strongly oppose”

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
1 – strongly support more controls	33%	22%	32%	32%	32%	33%	33%	38%	34%	36%	37%	49%	27%	41%	28%	27%	26%	26%
2	22%	20%	24%	17%	25%	25%	26%	21%	18%	21%	27%	15%	10%	24%	20%	28%	11%	23%
3 – neutral	26%	28%	25%	28%	24%	25%	21%	24%	28%	29%	22%	20%	39%	21%	29%	18%	39%	29%
4	6%	12%	5%	8%	3%	6%	6%	6%	2%	2%	7%	2%	17%	5%	9%	12%	8%	4%
5 – strongly oppose more controls	5%	9%	5%	3%	1%	2%	4%	8%	8%	5%	2%	6%	4%	4%	7%	4%	0%	3%
Don't Know	8%	9%	9%	12%	14%	9%	9%	4%	11%	6%	5%	8%	3%	5%	7%	11%	16%	15%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) To what extent do you support or oppose more controls in place to stop business from paying other businesses late? Please indicate on a scale of 1 to 5 where 1 indicates “strongly support” and 5 indicates “strongly oppose”

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
1 – strongly support more controls	33%	34%	32%	20%	21%	31%	33%	40%	49%	37%	30%	31%	33%	29%	40%	30%	14%
2	22%	23%	21%	20%	17%	18%	22%	27%	27%	25%	23%	23%	16%	17%	23%	23%	5%
3 – neutral	26%	25%	26%	32%	35%	26%	23%	26%	15%	21%	29%	27%	27%	28%	21%	29%	24%
4	6%	7%	6%	14%	9%	7%	4%	3%	2%	7%	7%	6%	5%	9%	7%	5%	4%
5 – strongly oppose more controls	5%	6%	4%	8%	9%	8%	3%	1%	1%	6%	3%	4%	6%	10%	6%	3%	0%
Don't Know	8%	6%	11%	8%	10%	9%	14%	3%	5%	4%	8%	9%	13%	7%	4%	10%	53%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Thinking about your local community, please state whether you agree or disagree with the following?: There are plenty of small businesses on my local high street

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	9%	15%	7%	10%	2%	9%	4%	9%	12%	8%	8%	14%	7%	8%	11%	8%	12%	3%
Slightly agree	25%	29%	26%	31%	23%	19%	17%	30%	17%	24%	23%	23%	23%	27%	28%	28%	19%	17%
Neither agree nor disagree	26%	29%	26%	24%	28%	30%	25%	24%	25%	26%	16%	28%	32%	24%	25%	32%	21%	28%
Slightly disagree	23%	16%	28%	20%	26%	28%	20%	20%	33%	22%	31%	25%	19%	24%	20%	20%	23%	31%
Strongly disagree	12%	5%	8%	7%	16%	8%	23%	13%	12%	16%	19%	9%	14%	15%	13%	7%	9%	7%
Don't know	5%	6%	6%	7%	4%	5%	10%	4%	1%	4%	3%	2%	5%	2%	3%	4%	15%	13%
Total Agree:	33%	44%	33%	41%	26%	28%	22%	39%	29%	32%	31%	37%	30%	35%	39%	36%	32%	20%
Total Disagree:	36%	21%	36%	27%	42%	36%	43%	33%	44%	38%	50%	33%	32%	39%	33%	27%	32%	39%
Net:	-2%	23%	-3%	14%	-16%	-8%	-22%	6%	-16%	-6%	-19%	3%	-2%	-4%	5%	9%	-1%	-18%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Thinking about your local community, please state whether you agree or disagree with the following?: There are plenty of small businesses on my local high street

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	9%	9%	8%	12%	15%	8%	7%	4%	6%	11%	8%	7%	7%	16%	9%	7%	4%
Slightly agree	25%	27%	23%	32%	27%	26%	21%	18%	25%	31%	27%	25%	15%	24%	23%	28%	4%
Neither agree nor disagree	26%	25%	27%	24%	30%	29%	20%	29%	25%	23%	26%	26%	28%	22%	28%	25%	24%
Slightly disagree	23%	24%	23%	23%	13%	24%	26%	33%	23%	22%	20%	24%	28%	25%	24%	24%	10%
Strongly disagree	12%	12%	13%	4%	8%	9%	18%	12%	19%	9%	12%	14%	14%	10%	15%	11%	0%
Don't know	5%	3%	7%	5%	7%	4%	8%	4%	3%	3%	5%	4%	8%	3%	1%	6%	57%
Total Agree:	33%	36%	31%	44%	42%	34%	28%	22%	30%	42%	36%	33%	21%	41%	31%	34%	8%
Total Disagree:	36%	36%	35%	27%	21%	33%	45%	45%	42%	31%	33%	37%	43%	34%	39%	35%	10%
Net:	-2%	0%	-5%	17%	21%	1%	-17%	-23%	-12%	11%	3%	-5%	-21%	6%	-8%	0%	-2%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Thinking about your local community, please state whether you agree or disagree with the following?: I would like more small businesses on my local high street

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	33%	29%	28%	26%	26%	29%	37%	32%	41%	37%	36%	63%	37%	36%	37%	24%	26%	23%
Slightly agree	38%	39%	35%	39%	48%	35%	33%	52%	37%	39%	37%	15%	34%	39%	36%	49%	34%	46%
Neither agree nor disagree	21%	23%	25%	20%	20%	30%	18%	13%	11%	19%	20%	20%	25%	20%	19%	19%	28%	22%
Slightly disagree	2%	3%	4%	4%	1%	2%	3%	0%	2%	2%	3%	0%	5%	2%	3%	1%	0%	2%
Strongly disagree	1%	0%	1%	3%	0%	0%	1%	0%	4%	0%	1%	2%	0%	1%	1%	0%	0%	1%
Don't know	5%	5%	7%	7%	6%	5%	8%	3%	4%	3%	3%	0%	0%	3%	3%	7%	11%	7%
Total Agree:	71%	69%	63%	66%	73%	64%	70%	85%	78%	76%	73%	78%	71%	75%	73%	73%	61%	68%
Total Disagree:	3%	3%	5%	7%	1%	2%	4%	0%	7%	2%	4%	2%	5%	3%	5%	1%	0%	3%
Net:	68%	66%	58%	58%	73%	62%	66%	85%	72%	75%	70%	76%	66%	72%	68%	72%	61%	66%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Thinking about your local community, please state whether you agree or disagree with the following?: I would like more small businesses on my local high street

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	33%	34%	32%	25%	33%	34%	39%	30%	35%	32%	34%	33%	34%	40%	39%	29%	4%
Slightly agree	38%	38%	38%	37%	35%	43%	32%	46%	37%	41%	37%	41%	34%	39%	38%	40%	11%
Neither agree nor disagree	21%	21%	20%	22%	23%	17%	18%	20%	23%	22%	21%	17%	23%	16%	19%	23%	35%
Slightly disagree	2%	2%	3%	8%	1%	3%	1%	1%	2%	2%	1%	4%	3%	0%	3%	2%	5%
Strongly disagree	1%	1%	1%	3%	2%	1%	0%	0%	0%	1%	2%	0%	1%	1%	0%	1%	6%
Don't know	5%	3%	6%	6%	6%	3%	9%	2%	2%	3%	5%	5%	6%	4%	2%	5%	39%
Total Agree:	71%	72%	71%	62%	69%	77%	71%	77%	72%	73%	71%	74%	68%	79%	76%	68%	15%
Total Disagree:	3%	3%	3%	10%	3%	4%	2%	1%	2%	2%	3%	5%	4%	1%	3%	4%	11%
Net:	68%	69%	67%	51%	66%	73%	69%	76%	70%	71%	68%	69%	64%	79%	73%	65%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Thinking about your local community, please state whether you agree or disagree with the following?: It is easy for me to find services provided by small businesses

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	10%	16%	7%	8%	4%	5%	8%	8%	12%	12%	7%	19%	17%	10%	12%	9%	23%	4%
Slightly agree	33%	31%	31%	38%	25%	41%	30%	38%	30%	34%	37%	38%	22%	34%	37%	43%	19%	25%
Neither agree nor disagree	32%	34%	31%	31%	44%	32%	23%	34%	26%	31%	36%	31%	35%	34%	27%	28%	24%	40%
Slightly disagree	15%	13%	19%	15%	15%	13%	23%	16%	26%	11%	10%	11%	22%	16%	16%	13%	24%	14%
Strongly disagree	4%	2%	4%	2%	5%	1%	7%	1%	2%	5%	7%	0%	4%	2%	5%	3%	0%	5%
Don't know	5%	4%	8%	6%	6%	9%	9%	4%	4%	5%	2%	2%	0%	4%	3%	4%	11%	13%
Total Agree:	43%	47%	38%	45%	29%	46%	38%	45%	42%	47%	44%	57%	39%	44%	49%	52%	41%	28%
Total Disagree:	19%	16%	22%	18%	20%	13%	30%	17%	28%	17%	17%	11%	26%	19%	21%	16%	24%	19%
Net:	24%	32%	16%	28%	9%	32%	8%	29%	13%	30%	27%	46%	13%	25%	28%	37%	17%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Thinking about your local community, please state whether you agree or disagree with the following?: It is easy for me to find services provided by small businesses

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	10%	11%	9%	13%	12%	12%	7%	6%	9%	12%	9%	10%	8%	20%	8%	8%	9%
Slightly agree	33%	37%	29%	42%	34%	28%	29%	37%	31%	32%	36%	36%	28%	37%	37%	30%	15%
Neither agree nor disagree	32%	30%	35%	18%	36%	35%	30%	33%	40%	33%	29%	32%	36%	27%	33%	34%	28%
Slightly disagree	15%	16%	15%	17%	9%	18%	18%	15%	15%	16%	17%	13%	16%	12%	15%	18%	0%
Strongly disagree	4%	2%	5%	4%	3%	2%	5%	4%	3%	4%	4%	4%	3%	1%	4%	4%	0%
Don't know	5%	4%	7%	5%	5%	5%	12%	4%	2%	3%	6%	5%	9%	4%	3%	6%	49%
Total Agree:	43%	48%	38%	55%	46%	40%	35%	43%	40%	45%	45%	46%	36%	57%	45%	39%	24%
Total Disagree:	19%	18%	20%	22%	13%	20%	23%	20%	18%	20%	20%	17%	19%	13%	19%	22%	0%
Net:	24%	30%	18%	33%	34%	20%	12%	24%	22%	25%	25%	28%	17%	44%	26%	17%	24%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Thinking about your local community, please state whether you agree or disagree with the following?: Small businesses play a positive role in my local community

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	31%	29%	24%	32%	22%	40%	29%	32%	34%	33%	34%	50%	25%	34%	33%	37%	25%	20%
Slightly agree	40%	41%	44%	39%	50%	33%	37%	48%	44%	35%	38%	27%	39%	43%	38%	39%	43%	40%
Neither agree nor disagree	18%	20%	20%	12%	20%	22%	20%	15%	13%	16%	17%	20%	26%	15%	20%	15%	7%	26%
Slightly disagree	4%	3%	3%	2%	3%	0%	3%	0%	3%	8%	6%	2%	9%	2%	5%	0%	14%	1%
Strongly disagree	1%	0%	3%	1%	0%	0%	1%	0%	2%	3%	0%	0%	0%	1%	1%	2%	0%	0%
Don't know	6%	6%	7%	14%	5%	5%	10%	5%	4%	4%	4%	0%	0%	5%	2%	6%	11%	14%
Total Agree:	71%	70%	67%	71%	72%	73%	66%	80%	78%	68%	72%	77%	65%	77%	71%	76%	68%	60%
Total Disagree:	4%	3%	5%	3%	3%	0%	4%	0%	5%	12%	6%	2%	9%	4%	6%	2%	14%	1%
Net:	67%	67%	62%	68%	69%	73%	62%	80%	73%	57%	66%	75%	56%	73%	65%	74%	54%	59%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Thinking about your local community, please state whether you agree or disagree with the following?: Small businesses play a positive role in my local community

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	31%	33%	30%	29%	32%	32%	31%	31%	31%	29%	35%	33%	28%	34%	35%	29%	9%
Slightly agree	40%	42%	39%	37%	39%	41%	40%	42%	41%	46%	36%	42%	36%	46%	40%	41%	7%
Neither agree nor disagree	18%	16%	20%	18%	19%	20%	16%	19%	18%	18%	19%	12%	23%	13%	17%	20%	26%
Slightly disagree	4%	5%	2%	9%	3%	2%	2%	3%	3%	3%	3%	4%	4%	3%	6%	2%	10%
Strongly disagree	1%	1%	1%	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	0%
Don't know	6%	4%	8%	6%	7%	4%	10%	4%	4%	3%	6%	6%	8%	4%	3%	7%	49%
Total Agree:	71%	74%	69%	67%	71%	73%	71%	73%	72%	75%	70%	76%	64%	80%	74%	70%	15%
Total Disagree:	4%	6%	3%	10%	3%	2%	3%	4%	6%	3%	4%	6%	5%	3%	6%	3%	10%
Net:	67%	69%	65%	57%	68%	70%	69%	69%	67%	72%	66%	70%	58%	76%	68%	67%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Thinking about your local community, please state whether you agree or disagree with the following?: The local government does enough to support small businesses in my local area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	9%	12%	4%	8%	4%	5%	7%	17%	12%	7%	7%	20%	8%	6%	12%	3%	22%	5%
Slightly agree	17%	23%	14%	19%	15%	18%	14%	13%	9%	18%	19%	29%	14%	15%	23%	20%	15%	9%
Neither agree nor disagree	28%	27%	30%	25%	40%	32%	27%	22%	24%	28%	26%	19%	24%	33%	21%	37%	23%	23%
Slightly disagree	21%	17%	20%	21%	17%	21%	25%	28%	28%	21%	20%	11%	32%	23%	19%	19%	13%	28%
Strongly disagree	11%	9%	11%	6%	13%	9%	10%	6%	14%	15%	17%	10%	14%	9%	14%	9%	8%	11%
Don't know	14%	12%	20%	20%	11%	15%	17%	13%	12%	11%	11%	10%	8%	14%	11%	11%	18%	24%
Total Agree:	26%	35%	18%	28%	19%	23%	20%	30%	21%	25%	26%	49%	22%	21%	35%	23%	37%	14%
Total Disagree:	32%	26%	31%	27%	30%	30%	36%	35%	42%	36%	37%	22%	46%	32%	33%	28%	22%	39%
Net:	-6%	9%	-13%	0%	-11%	-7%	-15%	-5%	-21%	-11%	-11%	27%	-24%	-11%	3%	-4%	16%	-25%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Thinking about your local community, please state whether you agree or disagree with the following?: The local government does enough to support small businesses in my local area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	9%	9%	9%	12%	17%	10%	9%	4%	2%	10%	8%	8%	8%	20%	7%	7%	4%
Slightly agree	17%	19%	16%	23%	21%	17%	17%	14%	13%	19%	16%	20%	14%	25%	16%	17%	15%
Neither agree nor disagree	28%	27%	29%	25%	21%	33%	24%	34%	30%	29%	30%	27%	25%	23%	30%	28%	10%
Slightly disagree	21%	21%	21%	23%	20%	19%	16%	23%	25%	22%	20%	19%	22%	16%	23%	21%	13%
Strongly disagree	11%	12%	11%	5%	9%	11%	15%	16%	11%	7%	11%	16%	11%	7%	13%	11%	0%
Don't know	14%	12%	16%	12%	13%	10%	18%	10%	19%	12%	16%	10%	19%	9%	11%	15%	57%
Total Agree:	26%	28%	24%	35%	38%	27%	26%	18%	16%	30%	24%	29%	23%	45%	23%	24%	19%
Total Disagree:	32%	33%	31%	28%	28%	30%	31%	39%	36%	30%	31%	35%	33%	23%	36%	32%	13%
Net:	-6%	-5%	-7%	7%	10%	-3%	-6%	-21%	-20%	0%	-7%	-6%	-10%	21%	-13%	-8%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Thinking about your local community, please state whether you agree or disagree with the following?: The local government should do more to support small businesses in my local area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	32%	22%	25%	31%	33%	40%	30%	35%	38%	36%	37%	53%	35%	34%	36%	18%	38%	21%
Slightly agree	37%	48%	40%	42%	25%	28%	29%	45%	30%	40%	34%	22%	44%	38%	36%	47%	11%	43%
Neither agree nor disagree	21%	20%	21%	15%	33%	22%	26%	15%	18%	16%	24%	18%	21%	21%	19%	25%	29%	21%
Slightly disagree	2%	1%	2%	1%	4%	0%	3%	1%	6%	1%	1%	1%	0%	1%	2%	2%	4%	2%
Strongly disagree	1%	3%	3%	0%	0%	3%	0%	0%	2%	2%	1%	3%	0%	1%	3%	1%	0%	0%
Don't know	7%	6%	10%	12%	5%	8%	12%	4%	5%	6%	3%	3%	0%	5%	4%	7%	18%	13%
Total Agree:	69%	69%	65%	72%	57%	67%	60%	80%	68%	76%	71%	75%	79%	72%	72%	64%	49%	64%
Total Disagree:	3%	4%	4%	1%	4%	3%	3%	1%	9%	2%	2%	5%	0%	2%	5%	3%	4%	2%
Net:	66%	66%	61%	72%	53%	65%	57%	79%	60%	73%	69%	70%	79%	70%	67%	61%	46%	61%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Thinking about your local community, please state whether you agree or disagree with the following?: The local government should do more to support small businesses in my local area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	32%	31%	34%	30%	37%	36%	36%	26%	29%	30%	34%	35%	31%	40%	35%	30%	0%
Slightly agree	37%	38%	35%	34%	29%	39%	34%	41%	42%	38%	35%	38%	35%	39%	40%	35%	14%
Neither agree nor disagree	21%	23%	19%	20%	24%	19%	16%	25%	22%	23%	21%	20%	20%	15%	19%	23%	33%
Slightly disagree	2%	1%	2%	3%	2%	0%	2%	3%	0%	1%	1%	1%	3%	3%	1%	2%	0%
Strongly disagree	1%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	0%	3%	0%	2%	1%	5%
Don't know	7%	5%	9%	10%	7%	5%	11%	3%	5%	5%	8%	6%	8%	3%	4%	8%	49%
Total Agree:	69%	70%	69%	64%	65%	75%	70%	67%	71%	69%	69%	73%	66%	80%	75%	65%	14%
Total Disagree:	3%	3%	3%	7%	3%	2%	3%	4%	1%	3%	2%	1%	6%	3%	3%	3%	5%
Net:	66%	67%	66%	57%	62%	73%	68%	63%	70%	66%	67%	72%	60%	77%	72%	62%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) If you could choose, would you prefer to shop at a small business or a large business?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Much prefer to shop at a small business	13%	11%	10%	10%	9%	14%	10%	16%	17%	11%	15%	27%	25%	11%	17%	7%	6%	8%
Somewhat prefer to shop at a small business	23%	23%	20%	22%	26%	24%	22%	33%	19%	28%	23%	12%	12%	26%	24%	27%	8%	15%
No preference either way	47%	40%	50%	58%	48%	46%	48%	46%	49%	48%	47%	47%	47%	50%	42%	50%	58%	54%
Somewhat prefer to shop at a large business	9%	16%	14%	4%	6%	8%	9%	3%	5%	9%	10%	10%	0%	8%	11%	13%	17%	9%
Much prefer to shop at a large business	3%	5%	3%	1%	4%	1%	1%	1%	9%	2%	5%	2%	13%	3%	3%	0%	0%	4%
Don't know	4%	6%	4%	5%	8%	7%	9%	1%	1%	3%	1%	2%	3%	2%	3%	4%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) If you could choose, would you prefer to shop at a small business or a large business?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Much prefer to shop at a small business	13%	12%	14%	17%	18%	10%	11%	11%	11%	15%	12%	12%	12%	26%	13%	9%	4%
Somewhat prefer to shop at a small business	23%	26%	20%	21%	20%	27%	25%	26%	20%	25%	23%	26%	19%	28%	27%	19%	11%
No preference either way	47%	45%	50%	33%	37%	48%	49%	54%	59%	44%	48%	47%	51%	32%	46%	55%	13%
Somewhat prefer to shop at a large business	9%	11%	8%	17%	13%	10%	4%	4%	8%	10%	10%	8%	8%	9%	10%	8%	9%
Much prefer to shop at a large business	3%	3%	3%	9%	4%	2%	2%	3%	2%	4%	3%	4%	3%	2%	2%	5%	5%
Don't know	4%	4%	5%	4%	9%	3%	9%	2%	1%	2%	5%	4%	7%	2%	2%	4%	57%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) You said that you would prefer to shop at a small business over a large business, why do you prefer this method of shopping? Please select all that apply

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	362	44	43	28	28	26	26	40	16	45	35	23	8	139	112	26	3	28
Weighted	362	48	39	26	32	27	29	40	14	43	34	20	11	136	113	26	3	25
I want to support the local economy	72%	51%	65%	95%	77%	78%	81%	73%	58%	65%	86%	92%	41%	81%	66%	66%	31%	84%
I like the personalised service	49%	50%	39%	58%	50%	73%	56%	36%	43%	44%	43%	59%	41%	52%	50%	50%	59%	57%
I prefer the experience of shopping in a small business	38%	42%	32%	28%	58%	41%	51%	34%	33%	31%	39%	40%	21%	43%	42%	26%	31%	35%
I like to get to know the people who run the businesses around me	35%	34%	29%	33%	42%	29%	46%	43%	39%	37%	30%	42%	7%	40%	36%	25%	72%	38%
I trust small businesses more	34%	38%	31%	26%	29%	35%	29%	35%	25%	34%	41%	28%	84%	30%	42%	23%	72%	27%
The products are more bespoke	33%	31%	30%	42%	40%	35%	38%	34%	36%	34%	26%	24%	21%	34%	34%	20%	31%	24%
Small businesses tend to be more ethical in their practices	31%	24%	31%	41%	22%	42%	42%	31%	25%	22%	17%	43%	72%	26%	36%	16%	31%	23%
Products from small businesses are of a higher quality	28%	28%	40%	43%	24%	36%	28%	18%	6%	25%	26%	35%	23%	24%	30%	24%	100%	26%
Small businesses are better value for money	17%	29%	21%	7%	9%	6%	9%	9%	14%	26%	23%	31%	7%	16%	16%	21%	0%	12%
There is more choice	12%	19%	12%	3%	3%	11%	3%	5%	16%	17%	17%	21%	20%	10%	11%	24%	0%	16%
Don't know	1%	0%	2%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%
Other (please specify)	1%	1%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%	0%	0%	3%

Note:

BASE: Respondents who prefer shopping at small businesses

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) You said that you would prefer to shop at a small business over a large business, why do you prefer this method of shopping? Please select all that apply

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	362	172	189	55	51	64	65	61	66	116	103	67	76	61	156	141	4
Weighted	362	185	176	53	65	63	64	53	64	108	92	83	79	67	156	135	4
I want to support the local economy	72%	70%	74%	52%	56%	75%	80%	86%	83%	73%	77%	61%	77%	53%	81%	71%	72%
I like the personalised service	49%	52%	45%	39%	50%	44%	47%	52%	60%	54%	45%	52%	43%	38%	54%	49%	18%
I prefer the experience of shopping in a small business	38%	41%	36%	33%	46%	29%	32%	42%	48%	40%	32%	40%	41%	50%	40%	31%	57%
I like to get to know the people who run the businesses around me	35%	37%	34%	37%	28%	24%	28%	48%	50%	36%	35%	30%	41%	39%	36%	34%	18%
I trust small businesses more	34%	39%	30%	34%	28%	27%	37%	31%	49%	36%	27%	38%	36%	30%	37%	33%	53%
The products are more bespoke	33%	25%	41%	34%	30%	26%	37%	40%	33%	36%	32%	34%	29%	23%	38%	33%	0%
Small businesses tend to be more ethical in their practices	31%	28%	34%	34%	33%	30%	27%	25%	36%	30%	30%	38%	26%	33%	38%	22%	18%
Products from small businesses are of a higher quality	28%	29%	28%	48%	28%	34%	18%	14%	30%	28%	25%	27%	34%	41%	27%	24%	18%
Small businesses are better value for money	17%	19%	15%	26%	22%	21%	17%	3%	12%	16%	22%	14%	17%	30%	13%	15%	18%
There is more choice	12%	14%	9%	20%	11%	7%	7%	10%	17%	16%	11%	10%	10%	13%	10%	13%	25%
Don't know	1%	0%	1%	0%	2%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%
Other (please specify)	1%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	0%	1%	1%	0%

Note:

BASE: Respondents who prefer shopping at small businesses

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) You said that you would prefer to shop at a large business than a small business, why do you prefer this method of shopping? Please select all that apply

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	122	24	24	6	8	7	9	3	7	13	12	7	2	42	35	10	3	14
Weighted	124	30	22	4	9	7	10	3	6	12	13	6	4	41	36	10	4	14
The prices are more competitive	62%	51%	75%	42%	85%	56%	33%	64%	74%	64%	75%	53%	62%	76%	46%	64%	100%	88%
There is a wider selection	62%	58%	80%	55%	62%	49%	82%	68%	56%	35%	72%	33%	62%	74%	56%	61%	74%	69%
Consistency – I know what I'm getting	47%	55%	35%	57%	56%	59%	41%	68%	49%	41%	25%	60%	62%	55%	45%	23%	31%	48%
Large businesses tend to stock items more consistently	47%	58%	49%	28%	36%	24%	77%	64%	37%	22%	66%	33%	0%	53%	50%	56%	42%	27%
Their online presence makes the shopping experience easier (i.e. ability to check stock online, product reviews etc)	40%	54%	40%	69%	6%	36%	9%	68%	32%	41%	33%	27%	100%	40%	34%	32%	31%	43%
They tend to have good loyalty schemes	37%	36%	37%	14%	19%	46%	31%	32%	61%	34%	49%	55%	0%	39%	34%	55%	26%	34%
Greater confidence in return/redress policies	37%	33%	45%	26%	36%	49%	9%	0%	60%	32%	32%	40%	100%	41%	26%	38%	42%	47%
They tend to take more varied payment methods	23%	37%	16%	0%	25%	12%	25%	32%	47%	0%	20%	40%	0%	32%	26%	21%	0%	16%
I prefer the experience of shopping in a large business	19%	24%	13%	27%	10%	18%	16%	0%	0%	23%	19%	40%	38%	18%	23%	7%	0%	20%
Other (please specify)	1%	0%	4%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	2%	5%	0%	0%
Don't know	1%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

Note:

BASE: Respondents who prefer shopping at large businesses

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) You said that you would prefer to shop at a large business than a small business, why do you prefer this method of shopping? Please select all that apply

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	122	66	56	39	20	20	10	12	21	42	34	18	27	15	42	62	3
Weighted	124	70	54	36	28	21	9	10	20	38	33	25	27	14	44	63	4
The prices are more competitive	62%	61%	64%	43%	57%	71%	65%	81%	84%	63%	75%	53%	56%	73%	59%	66%	0%
There is a wider selection	62%	60%	65%	40%	58%	59%	61%	100%	92%	66%	60%	70%	50%	52%	73%	60%	0%
Consistency – I know what I'm getting	47%	52%	40%	54%	57%	39%	58%	34%	28%	47%	49%	52%	40%	52%	43%	50%	0%
Large businesses tend to stock items more consistently	47%	48%	46%	41%	30%	63%	43%	57%	63%	51%	56%	40%	39%	44%	35%	55%	67%
Their online presence makes the shopping experience easier (i.e. ability to check stock online, product reviews etc)	40%	34%	47%	36%	41%	50%	43%	28%	40%	59%	32%	33%	31%	60%	41%	35%	33%
They tend to have good loyalty schemes	37%	31%	44%	33%	38%	29%	25%	63%	43%	45%	44%	24%	28%	48%	27%	41%	33%
Greater confidence in return/redress policies	37%	33%	41%	38%	15%	54%	51%	41%	38%	41%	32%	38%	33%	46%	48%	27%	33%
They tend to take more varied payment methods	23%	17%	31%	23%	26%	22%	25%	25%	18%	22%	23%	28%	21%	27%	22%	22%	33%
I prefer the experience of shopping in a large business	19%	20%	18%	23%	8%	26%	19%	5%	27%	29%	16%	12%	16%	14%	20%	19%	33%
Other (please specify)	1%	1%	1%	2%	0%	0%	0%	0%	3%	1%	2%	0%	0%	0%	0%	2%	0%
Don't know	1%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%

Note:

BASE: Respondents who prefer shopping at large businesses

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Do you agree or disagree with the following statements?: Small businesses tend to have good relationships with the communities they are based in

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	28%	27%	26%	30%	18%	34%	29%	37%	21%	27%	21%	48%	33%	27%	32%	25%	26%	21%
Slightly agree	46%	41%	50%	40%	55%	43%	41%	49%	55%	45%	51%	29%	49%	55%	41%	47%	32%	44%
Neither agree nor disagree	18%	23%	14%	23%	20%	17%	13%	9%	14%	21%	20%	19%	14%	13%	19%	20%	19%	23%
Slightly disagree	2%	1%	3%	0%	1%	0%	4%	0%	0%	4%	3%	2%	5%	1%	3%	1%	12%	1%
Strongly disagree	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Don't know	6%	6%	6%	7%	5%	6%	12%	5%	9%	3%	4%	2%	0%	4%	4%	6%	11%	10%
Total Agree:	74%	68%	76%	70%	73%	77%	71%	85%	77%	72%	73%	77%	82%	82%	74%	72%	59%	65%
Total Disagree:	2%	3%	3%	0%	2%	0%	4%	0%	0%	5%	3%	2%	5%	1%	3%	1%	12%	2%
Net:	71%	65%	73%	70%	71%	77%	66%	85%	77%	67%	69%	74%	77%	81%	70%	71%	47%	63%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Do you agree or disagree with the following statements?: Small businesses tend to have good relationships with the communities they are based in

	Gender		Age						Social Grade				Worked for a small business				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	28%	28%	29%	33%	26%	27%	28%	25%	31%	25%	31%	30%	27%	31%	31%	26%	4%
Slightly agree	46%	46%	45%	38%	42%	47%	43%	49%	53%	53%	43%	47%	40%	48%	47%	46%	12%
Neither agree nor disagree	18%	19%	17%	16%	24%	17%	17%	22%	13%	17%	16%	18%	21%	17%	17%	18%	34%
Slightly disagree	2%	3%	2%	5%	3%	2%	2%	1%	0%	1%	4%	1%	2%	0%	2%	2%	5%
Strongly disagree	0%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%
Don't know	6%	4%	8%	8%	4%	5%	11%	4%	4%	3%	6%	4%	9%	3%	2%	7%	45%
Total Agree:	74%	74%	74%	71%	68%	74%	70%	74%	83%	78%	74%	77%	67%	80%	78%	72%	15%
Total Disagree:	2%	3%	2%	6%	4%	3%	2%	1%	0%	2%	4%	1%	3%	0%	2%	3%	5%
Net:	71%	72%	72%	65%	64%	71%	69%	73%	83%	76%	70%	76%	64%	80%	76%	69%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Do you agree or disagree with the following statements?: I feel a sense of pride when thinking of the small businesses from my area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	15%	19%	9%	12%	13%	10%	11%	19%	10%	19%	10%	29%	18%	14%	21%	11%	18%	5%
Slightly agree	32%	30%	28%	38%	24%	35%	29%	46%	39%	37%	25%	23%	30%	34%	31%	42%	19%	26%
Neither agree nor disagree	40%	39%	47%	35%	45%	43%	32%	31%	37%	34%	55%	30%	43%	40%	34%	35%	28%	50%
Slightly disagree	7%	6%	7%	9%	13%	5%	15%	2%	2%	5%	7%	11%	5%	7%	8%	5%	21%	6%
Strongly disagree	2%	2%	2%	4%	0%	2%	3%	0%	5%	3%	0%	5%	4%	2%	2%	2%	4%	4%
Don't know	5%	5%	6%	3%	5%	5%	11%	3%	7%	2%	3%	2%	0%	3%	4%	5%	11%	8%
Total Agree:	46%	49%	37%	50%	37%	46%	40%	65%	49%	56%	35%	51%	48%	48%	52%	54%	37%	31%
Total Disagree:	10%	8%	9%	13%	13%	7%	18%	2%	7%	8%	7%	16%	9%	9%	10%	7%	24%	11%
Net:	36%	41%	28%	37%	24%	39%	21%	63%	41%	48%	29%	36%	39%	39%	42%	47%	12%	20%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Do you agree or disagree with the following statements?: I feel a sense of pride when thinking of the small businesses from my area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	15%	14%	15%	18%	20%	13%	13%	13%	10%	15%	16%	14%	13%	24%	16%	12%	0%
Slightly agree	32%	33%	30%	38%	30%	35%	30%	27%	30%	33%	27%	40%	28%	40%	33%	29%	17%
Neither agree nor disagree	40%	39%	40%	25%	39%	33%	37%	51%	51%	39%	42%	36%	42%	27%	40%	42%	37%
Slightly disagree	7%	9%	6%	9%	4%	13%	10%	4%	6%	9%	8%	6%	6%	5%	6%	9%	0%
Strongly disagree	2%	3%	2%	2%	3%	1%	2%	3%	2%	1%	2%	2%	4%	1%	1%	3%	6%
Don't know	5%	3%	6%	7%	5%	5%	8%	2%	1%	3%	5%	3%	7%	2%	3%	5%	39%
Total Agree:	46%	47%	46%	57%	50%	48%	44%	40%	41%	48%	43%	54%	41%	64%	49%	41%	17%
Total Disagree:	10%	11%	8%	11%	7%	14%	12%	7%	7%	11%	10%	7%	10%	7%	8%	12%	6%
Net:	36%	35%	38%	46%	42%	34%	32%	33%	34%	38%	33%	46%	31%	57%	41%	29%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Do you agree or disagree with the following statements?: I worry about the impact of the pandemic on small businesses in my area

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	25%	31%	18%	30%	23%	27%	18%	22%	29%	27%	20%	41%	34%	27%	29%	19%	23%	15%
Slightly agree	41%	38%	40%	40%	35%	37%	54%	48%	38%	45%	46%	29%	17%	42%	44%	52%	34%	39%
Neither agree nor disagree	22%	24%	24%	20%	26%	22%	14%	23%	17%	17%	20%	19%	37%	20%	20%	21%	16%	26%
Slightly disagree	6%	3%	11%	4%	11%	8%	3%	2%	7%	5%	5%	5%	8%	7%	5%	4%	11%	10%
Strongly disagree	2%	2%	2%	0%	0%	1%	0%	1%	2%	3%	4%	1%	4%	2%	1%	1%	5%	2%
Don't know	4%	2%	4%	5%	5%	5%	11%	4%	7%	2%	5%	4%	0%	3%	2%	5%	11%	8%
Total Agree:	66%	69%	58%	70%	58%	64%	72%	71%	66%	73%	66%	71%	51%	69%	72%	70%	58%	54%
Total Disagree:	8%	5%	14%	4%	11%	9%	3%	3%	10%	8%	9%	6%	12%	8%	6%	4%	16%	12%
Net:	59%	64%	44%	66%	47%	55%	69%	68%	57%	65%	57%	65%	39%	61%	66%	66%	42%	42%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Do you agree or disagree with the following statements?: I worry about the impact of the pandemic on small businesses in my area

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	25%	21%	29%	30%	32%	26%	24%	22%	20%	24%	28%	28%	21%	33%	31%	20%	3%
Slightly agree	41%	45%	37%	34%	36%	39%	38%	42%	52%	44%	38%	42%	39%	39%	42%	42%	9%
Neither agree nor disagree	22%	21%	22%	18%	18%	24%	25%	26%	19%	21%	22%	19%	24%	18%	19%	24%	33%
Slightly disagree	6%	8%	4%	9%	6%	6%	4%	5%	5%	7%	6%	4%	7%	6%	6%	6%	5%
Strongly disagree	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	0%
Don't know	4%	3%	6%	6%	6%	4%	6%	3%	2%	2%	4%	5%	7%	2%	2%	5%	50%
Total Agree:	66%	66%	67%	64%	68%	65%	62%	63%	72%	68%	66%	70%	61%	73%	73%	62%	12%
Total Disagree:	8%	10%	5%	12%	7%	8%	7%	8%	7%	9%	8%	6%	8%	7%	7%	8%	5%
Net:	59%	56%	62%	52%	61%	58%	56%	55%	65%	60%	59%	65%	52%	65%	66%	54%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Do you agree or disagree with the following statements?: I trust small businesses more than large businesses to pay their employees a fair wage

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	12%	11%	8%	7%	6%	8%	15%	18%	18%	12%	10%	23%	13%	10%	16%	3%	17%	3%
Slightly agree	26%	37%	21%	27%	26%	25%	27%	25%	15%	27%	21%	19%	23%	24%	32%	30%	27%	21%
Neither agree nor disagree	41%	33%	44%	48%	45%	44%	33%	42%	38%	42%	47%	36%	42%	46%	33%	47%	28%	48%
Slightly disagree	10%	8%	14%	6%	14%	10%	4%	7%	13%	9%	11%	12%	13%	10%	7%	10%	13%	11%
Strongly disagree	3%	5%	2%	0%	0%	2%	5%	1%	3%	5%	6%	4%	4%	2%	4%	2%	0%	6%
Don't know	9%	6%	11%	12%	9%	12%	16%	6%	13%	6%	6%	6%	4%	7%	8%	8%	15%	10%
Total Agree:	37%	48%	29%	34%	32%	32%	42%	44%	33%	39%	31%	42%	37%	34%	48%	33%	45%	24%
Total Disagree:	13%	13%	17%	6%	14%	12%	9%	9%	16%	13%	17%	16%	17%	13%	11%	12%	13%	17%
Net:	24%	35%	13%	29%	18%	20%	33%	35%	17%	26%	15%	25%	20%	22%	36%	21%	32%	8%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Do you agree or disagree with the following statements?: I trust small businesses more than large businesses to pay their employees a fair wage

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	12%	12%	12%	22%	14%	10%	11%	9%	5%	13%	10%	11%	13%	20%	11%	10%	4%
Slightly agree	26%	29%	22%	30%	33%	33%	21%	19%	19%	27%	26%	27%	23%	36%	26%	23%	20%
Neither agree nor disagree	41%	40%	42%	27%	32%	39%	39%	48%	56%	41%	43%	42%	37%	28%	45%	42%	30%
Slightly disagree	10%	8%	11%	9%	8%	8%	11%	14%	10%	11%	11%	8%	10%	8%	8%	12%	0%
Strongly disagree	3%	4%	2%	3%	5%	1%	3%	4%	3%	2%	3%	5%	3%	3%	3%	3%	0%
Don't know	9%	7%	10%	8%	8%	9%	14%	6%	8%	5%	8%	8%	14%	5%	6%	10%	45%
Total Agree:	37%	40%	34%	53%	47%	43%	33%	28%	24%	40%	35%	38%	36%	56%	37%	33%	25%
Total Disagree:	13%	13%	13%	12%	13%	9%	14%	17%	13%	13%	14%	12%	13%	11%	12%	15%	0%
Net:	24%	28%	21%	41%	33%	34%	19%	11%	11%	27%	22%	26%	23%	46%	25%	18%	25%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Do you agree or disagree with the following statements?: I trust small businesses more than large businesses to run their businesses as environmentally friendly as possible

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	14%	15%	11%	12%	4%	11%	14%	17%	15%	16%	9%	27%	26%	11%	17%	12%	14%	6%
Slightly agree	28%	27%	27%	35%	27%	29%	24%	32%	25%	29%	32%	21%	17%	25%	33%	35%	25%	24%
Neither agree nor disagree	40%	39%	39%	37%	48%	42%	35%	43%	37%	37%	39%	42%	43%	46%	34%	36%	29%	43%
Slightly disagree	9%	10%	12%	3%	10%	7%	11%	3%	16%	10%	13%	6%	5%	9%	10%	10%	13%	8%
Strongly disagree	2%	2%	3%	0%	3%	2%	1%	1%	4%	2%	2%	1%	4%	2%	1%	1%	6%	4%
Don't know	8%	6%	9%	13%	9%	9%	15%	4%	4%	5%	5%	3%	5%	7%	4%	7%	13%	14%
Total Agree:	41%	42%	38%	47%	31%	40%	38%	48%	40%	45%	41%	47%	43%	36%	51%	47%	39%	31%
Total Disagree:	11%	12%	15%	3%	13%	9%	13%	4%	20%	13%	15%	7%	9%	11%	11%	11%	19%	12%
Net:	30%	31%	23%	43%	18%	30%	25%	44%	20%	32%	26%	40%	34%	25%	40%	36%	20%	19%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Do you agree or disagree with the following statements?: I trust small businesses more than large businesses to run their businesses as environmentally friendly as possible

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	14%	14%	14%	25%	17%	12%	14%	8%	8%	15%	13%	12%	13%	27%	12%	12%	7%
Slightly agree	28%	27%	28%	34%	26%	32%	26%	27%	23%	28%	25%	32%	27%	29%	31%	26%	9%
Neither agree nor disagree	40%	40%	40%	22%	36%	41%	35%	49%	51%	40%	45%	39%	36%	32%	41%	41%	39%
Slightly disagree	9%	11%	8%	10%	10%	7%	10%	8%	10%	11%	8%	9%	9%	6%	9%	11%	0%
Strongly disagree	2%	2%	2%	4%	2%	1%	3%	2%	1%	1%	3%	2%	2%	1%	2%	2%	10%
Don't know	8%	7%	8%	5%	8%	8%	11%	5%	7%	5%	7%	6%	13%	5%	5%	9%	35%
Total Agree:	41%	40%	42%	58%	43%	44%	40%	35%	32%	43%	37%	44%	41%	56%	43%	38%	16%
Total Disagree:	11%	13%	10%	14%	12%	7%	13%	10%	10%	12%	11%	11%	11%	7%	11%	13%	10%
Net:	30%	28%	32%	44%	31%	36%	27%	25%	21%	31%	26%	33%	30%	48%	32%	25%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Do you agree or disagree with the following statements?: Self-employed people were treated fairly during the pandemic

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Strongly agree	10%	11%	11%	5%	12%	9%	8%	10%	19%	3%	7%	22%	7%	11%	8%	9%	17%	5%
Slightly agree	18%	24%	20%	21%	13%	17%	11%	19%	17%	24%	13%	20%	9%	21%	18%	26%	15%	12%
Neither agree nor disagree	25%	20%	21%	21%	25%	25%	25%	27%	13%	29%	39%	27%	38%	25%	22%	27%	10%	29%
Slightly disagree	19%	17%	17%	21%	25%	21%	25%	18%	11%	17%	17%	15%	35%	17%	24%	20%	22%	22%
Strongly disagree	13%	12%	12%	15%	8%	14%	15%	15%	26%	14%	14%	7%	4%	10%	19%	4%	8%	12%
Don't know	15%	16%	19%	18%	17%	14%	16%	11%	14%	12%	11%	9%	8%	15%	10%	13%	27%	20%
Total Agree:	28%	34%	31%	26%	25%	26%	19%	29%	35%	27%	20%	42%	16%	32%	26%	36%	33%	17%
Total Disagree:	32%	29%	29%	36%	33%	35%	40%	33%	38%	32%	31%	22%	39%	27%	43%	25%	30%	34%
Net:	-5%	5%	2%	-10%	-8%	-9%	-21%	-4%	-2%	-5%	-11%	20%	-23%	5%	-17%	11%	2%	-17%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Do you agree or disagree with the following statements?: Self-employed people were treated fairly during the pandemic

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Strongly agree	10%	12%	8%	10%	14%	7%	9%	14%	6%	12%	7%	13%	7%	27%	8%	7%	0%
Slightly agree	18%	22%	15%	15%	18%	23%	17%	17%	17%	25%	19%	18%	10%	19%	21%	16%	4%
Neither agree nor disagree	25%	25%	25%	23%	24%	29%	23%	24%	28%	24%	25%	22%	31%	25%	24%	27%	22%
Slightly disagree	19%	18%	20%	26%	22%	15%	16%	20%	18%	17%	18%	24%	19%	12%	24%	18%	16%
Strongly disagree	13%	11%	15%	16%	12%	11%	15%	13%	12%	11%	16%	13%	13%	8%	13%	15%	5%
Don't know	15%	11%	17%	10%	9%	14%	21%	12%	19%	11%	14%	10%	21%	8%	11%	17%	54%
Total Agree:	28%	34%	22%	26%	32%	31%	25%	31%	23%	37%	26%	31%	16%	46%	29%	23%	4%
Total Disagree:	32%	30%	35%	42%	35%	26%	31%	33%	30%	28%	35%	36%	32%	20%	36%	33%	21%
Net:	-5%	4%	-13%	-16%	-3%	4%	-5%	-2%	-8%	9%	-8%	-5%	-15%	26%	-8%	-10%	-17%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Given the opportunity, would you prefer to use the services of a small provider (e.g. plumber, electrician, etc) or a larger provider?

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Much prefer to use the services of a small provider	31%	22%	31%	28%	27%	31%	34%	41%	29%	37%	30%	34%	41%	36%	30%	29%	13%	19%
Somewhat prefer to use the services of a small provider	27%	29%	31%	21%	28%	36%	21%	30%	31%	25%	23%	20%	25%	30%	28%	31%	48%	21%
No preference either way	31%	35%	28%	40%	35%	22%	30%	22%	25%	29%	37%	38%	22%	27%	32%	31%	28%	41%
Somewhat prefer to use the services of a large provider	5%	7%	4%	3%	0%	6%	5%	4%	7%	3%	8%	2%	5%	4%	6%	3%	0%	3%
Much prefer to use the services of a large provider	2%	3%	1%	1%	1%	0%	3%	0%	2%	3%	1%	2%	8%	1%	1%	1%	6%	4%
Don't know	5%	4%	4%	7%	9%	6%	7%	3%	6%	3%	2%	3%	0%	2%	3%	4%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Given the opportunity, would you prefer to use the services of a small provider (e.g. plumber, electrician, etc) or a larger provider?

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Much prefer to use the services of a small provider	31%	29%	33%	27%	21%	28%	25%	37%	46%	33%	28%	32%	32%	41%	35%	26%	11%
Somewhat prefer to use the services of a small provider	27%	32%	23%	22%	30%	28%	30%	28%	24%	31%	29%	29%	19%	29%	32%	24%	4%
No preference either way	31%	29%	33%	30%	33%	33%	33%	29%	27%	27%	34%	27%	35%	23%	24%	39%	28%
Somewhat prefer to use the services of a large provider	5%	4%	5%	10%	6%	5%	3%	2%	2%	6%	3%	4%	5%	3%	5%	5%	0%
Much prefer to use the services of a large provider	2%	2%	1%	5%	2%	0%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	10%
Don't know	5%	4%	5%	6%	8%	5%	8%	2%	0%	2%	4%	5%	8%	1%	2%	5%	48%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) What do you think are the biggest problems small businesses currently face? Please select up to three

	Total	Region											2019					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1010	127	144	84	82	71	81	85	46	121	90	57	22	376	269	81	19	113
Weighted	1010	141	131	81	91	71	91	81	40	111	91	51	30	369	273	77	21	109
Difficulty in securing loans	9%	9%	9%	10%	5%	10%	6%	7%	17%	12%	14%	9%	8%	8%	11%	10%	0%	7%
Don't know	9%	8%	8%	10%	14%	12%	11%	8%	4%	12%	7%	8%	0%	6%	7%	11%	10%	15%
The increasing costs of energy and fuel	51%	39%	61%	45%	49%	64%	55%	58%	49%	46%	50%	45%	46%	58%	45%	54%	43%	45%
Competition from big businesses	48%	45%	49%	52%	49%	44%	56%	52%	42%	44%	47%	51%	50%	53%	49%	42%	13%	52%
High start-up costs	37%	37%	29%	32%	37%	34%	50%	44%	34%	38%	33%	42%	52%	35%	42%	33%	48%	37%
High tax rates	32%	36%	33%	38%	32%	36%	28%	25%	36%	26%	27%	33%	47%	33%	29%	26%	41%	36%
Difficulty recruiting staff with the right skills	18%	20%	20%	17%	15%	12%	12%	13%	30%	21%	21%	23%	18%	19%	17%	23%	40%	12%
Complex administrative procedures	13%	15%	20%	12%	10%	9%	16%	17%	6%	13%	16%	5%	4%	18%	11%	23%	20%	7%
Not having enough influence over Government policies compared to bigger businesses	13%	12%	13%	19%	12%	5%	13%	14%	14%	11%	11%	14%	21%	10%	19%	7%	19%	5%
Staying up to date with digital tools (e.g. payment systems, website, etc)	13%	18%	10%	16%	9%	17%	8%	11%	9%	13%	16%	9%	8%	13%	15%	7%	14%	13%
Competition from overseas businesses	12%	17%	9%	9%	9%	13%	6%	16%	4%	11%	15%	19%	18%	12%	13%	9%	8%	10%
Other (please specify)	1%	1%	1%	0%	1%	0%	0%	0%	2%	1%	2%	0%	0%	0%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) What do you think are the biggest problems small businesses currently face? Please select up to three

	Total	Gender		Age						Social Grade				Worked for a small business			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes, I currently work for one	Yes, I have previously worked for one	No	Don't know
Unweighted	1010	470	537	148	130	171	176	167	218	294	287	178	247	117	380	490	23
Weighted	1010	497	510	142	171	171	173	142	211	271	262	221	252	124	380	480	26
Difficulty in securing loans	9%	11%	8%	19%	5%	9%	5%	10%	11%	12%	8%	9%	9%	12%	10%	8%	7%
Don't know	9%	9%	9%	9%	10%	9%	12%	8%	7%	7%	8%	6%	16%	4%	7%	11%	40%
The increasing costs of energy and fuel	51%	48%	53%	26%	40%	47%	54%	64%	67%	50%	51%	53%	50%	45%	54%	51%	31%
Competition from big businesses	48%	44%	52%	41%	48%	50%	49%	53%	48%	44%	52%	55%	43%	44%	53%	48%	17%
High start-up costs	37%	34%	41%	41%	37%	43%	43%	34%	29%	33%	44%	33%	38%	40%	37%	38%	15%
High tax rates	32%	31%	34%	31%	29%	42%	32%	34%	27%	31%	32%	37%	30%	37%	34%	30%	9%
Difficulty recruiting staff with the right skills	18%	20%	16%	15%	21%	13%	14%	18%	25%	26%	16%	15%	15%	19%	18%	18%	5%
Complex administrative procedures	13%	16%	11%	9%	12%	10%	10%	19%	19%	15%	18%	8%	12%	14%	13%	14%	4%
Not having enough influence over Government policies compared to bigger businesses	13%	12%	14%	23%	19%	12%	10%	8%	7%	12%	10%	18%	12%	15%	16%	9%	14%
Staying up to date with digital tools (e.g. payment systems, website, etc)	13%	13%	12%	16%	13%	8%	12%	13%	15%	19%	10%	13%	8%	17%	15%	10%	10%
Competition from overseas businesses	12%	13%	11%	17%	15%	14%	9%	7%	11%	12%	15%	11%	11%	18%	12%	12%	3%
Other (please specify)	1%	1%	0%	1%	2%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Mar - 1st Apr 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions