Examining political viewpoints and Corporate Social Responsibility campaign support, among different consumer groups

Fieldwork: 13-18th February 2019

Interview method: Online survey

Population represented: UK adults

Sample size: 1802

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, social grade, 2017 General Election vote and 2016 EU Referendum vote. Target proportions are derived from ONS data and election results.

After data collection, 198 responses were removed for inattentive responding, as judged by short response times, 'straight lining' where all responses given on grid questions are identical and the time spent on the page was well below average. This leaves the 1802 responses reported on here.

Where the vote intention estimate is given, turnout weighting is performed by multiplying a respondent's weight by their estimated likelihood to vote. All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. The vote intention results are likely to have changed since the fieldwork dates.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Where do you get the bulk of your news about the UK and your local area from (Select all that apply)	Print editions of national newspapers	21%	24%	18%	9%	10%	19%	18%	26%	38%	33%	18%	13%	18%	25%	19%	17%	19%	19%	19%	7%	19%	41%	26%	21%	18%	13%	18%	32%	20%	23%	23%	23%	14%	22%	28%	13%
	Websites of national newspapers	19%	19%	18%	14%	24%	19%	24%	15%	15%	31%	11%	21%	16%	16%	11%	13%	28%	16%	18%	14%	14%	26%	23%	19%	17%	15%	15%	20%	21%	15%	27%	20%	16%	22%	18%	17%
	Web apps of national newspapers	11%	11%	10%	14%	13%	15%	8%	6%	8%	15%	10%	8%	11%	10%	9%	9%	14%	8%	11%	8%	10%	17%	13%	11%	10%	10%	4%	10%	14%	9%	17%	11%	9%	13%	10%	8%
	My Facebook feed	20%	14%	25%	31%	33%	29%	16%	4%	7%	18%	18%	21%	12%	20%	12%	29%	24%	21%	20%	26%	18%	17%	17%	18%	21%	27%	13%	12%	24%	15%	18%	17%	23%	21%	16%	22%
	My Twitter feed	10%	11%	8%	17%	16%	13%	10%	5%	1%	19%	5%	5%	12%	7%	4%	13%	11%	7%	12%	15%	8%	11%	12%	9%	9%	10%	10%	6%	14%	7%	13%	7%	9%	13%	7%	8%
	News websites (like the BBC news website)	36%	41%	31%	29%	31%	41%	40%	39%	33%	48%	25%	31%	41%	37%	29%	28%	33%	36%	37%	44%	33%	48%	44%	39%	31%	27%	24%	37%	37%	41%	41%	31%	31%	43%	32%	32%
	The web generally	23%	26%	20%	21%	28%	28%	22%	21%	16%	22%	19%	22%	28%	23%	14%	22%	27%	27%	21%	24%	17%	21%	26%	21%	22%	24%	19%	19%	25%	22%	26%	21%	23%	26%	20%	23%
	Particular Facebook pages	8%	6%	10%	11%	14%	12%	5%	3%	2%	7%	6%	6%	4%	5%	6%	12%	14%	11%	4%	4%	11%	6%	8%	7%	8%	11%	5%	5%	12%	4%	12%	11%	7%	9%	6%	8%
	Other social media platforms	8%	7%	10%	19%	14%	9%	7%	3%	3%	7%	7%	6%	16%	6%	8%	6%	12%	8%	6%	16%	9%	9%	5%	9%	8%	14%	7%	5%	11%	7%	9%	2%	10%	10%	6%	9%
	National TV news	51%	55%	48%	25%	27%	43%	57%	71%	77%	50%	51%	43%	59%	58%	60%	44%	45%	51%	56%	38%	56%	49%	59%	49%	50%	41%	61%	67%	49%	52%	52%	44%	40%	52%	62%	41%
	24-hour TV news channels	20%	25%	14%	12%	15%	18%	25%	24%	23%	25%	18%	10%	15%	20%	17%	15%	26%	24%	22%	8%	26%	25%	22%	18%	19%	20%	18%	25%	24%	27%	19%	26%	11%	23%	24%	11%
	National radio news	21%	25%	17%	7%	13%	22%	22%	30%	28%	25%	22%	17%	17%	26%	20%	20%	19%	17%	26%	13%	18%	29%	27%	20%	21%	14%	14%	28%	22%	31%	36%	24%	11%	28%	23%	11%
	Local TV news	41%	39%	44%	28%	31%	38%	44%	52%	52%	30%	40%	27%	47%	42%	47%	52%	44%	37%	43%	46%	57%	30%	40%	41%	42%	40%	52%	51%	40%	40%	46%	34%	34%	38%	51%	33%
	Local radio news	20%	20%	20%	12%	13%	25%	20%	26%	22%	16%	22%	19%	22%	20%	17%	17%	22%	21%	15%	32%	26%	26%	23%	17%	20%	21%	13%	24%	22%	24%	23%	24%	12%	22%	25%	13%
	Local newsletters	10%	10%	9%	14%	8%	12%	8%	4%	11%	10%	8%	11%	13%	10%	14%	9%	9%	10%	4%	6%	5%	22%	10%	8%	9%	11%	6%	11%	11%	7%	10%	13%	8%	9%	11%	8%
	None of the above	3%	2%	4%	5%	6%	6%	2%	1%	1%	2%	3%	5%	3%	2%	6%	4%	3%	4%	1%	5%	6%	7%	3%	1%	2%	5%	8%	2%	2%	0%	4%	4%	6%	2%	2%	5%
	Other (Please Specify)	1%	2%	1%	1%	2%	2%	1%	0%	2%	1%	2%	4%	1%	2%	2%	0%	1%	2%	0%	0%	0%	2%	1%	2%	1%	2%	2%	2%	1%	3%	3%	1%	1%	1%	1%	1%
Which of these chains do you tend to do the majority of your grocery shopping at?	Aldi	12%	12%	11%	8%	13%	13%	12%	15%	10%	5%	17%	15%	13%	9%	5%	12%	19%	10%	20%	0%	17%	6%	6%	12%	16%	13%	14%	12%	10%	9%	12%	17%	13%	9%	14%	11%
	Asda	16%	14%	18%	17%	22%	19%	17%	15%	8%	12%	16%	14%	12%	12%	12%	22%	26%	21%	12%	15%	23%	9%	12%	16%	16%	23%	17%	12%	16%	11%	25%	24%	19%	14%	15%	20%
	Co-op	2%	2%	2%	2%	3%	0%	4%	1%	2%	3%	0%	3%	1%	3%	0%	3%	2%	2%	2%	2%	1%	5%	2%	2%	2%	1%	4%	2%	2%	1%	0%	2%	2%	2%	1%	3%
	Iceland	2%	2%	2%	4%	3%	1%	2%	1%	0%	1%	0%	1%	1%	1%	0%	5%	1%	3%	3%	10%	1%	0%	2%	1%	1%	4%	3%	1%	2%	3%	0%	3%	2%	1%	2%	2%
	Lidl	8%	7%	8%	9%	10%	10%	8%	3%	6%	9%	8%	11%	4%	4%	14%	6%	4%	7%	18%	10%	4%	5%	7%	9%	8%	7%	7%	5%	8%	11%	4%	4%	11%	8%	5%	11%
	Marks & Spencer	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	3%	0%	2%	2%	1%	9%	1%	2%	1%	3%	0%	1%	3%	2%	2%	2%	3%	0%	2%	2%	2%	1%
	Morrisons	11%	10%	12%	11%	8%	12%	10%	11%	14%	4%	21%	20%	5%	10%	12%	12%	11%	11%	19%	2%	10%	10%	10%	13%	13%	8%	10%	13%	14%	14%	8%	12%	8%	10%	14%	9%
	Ocado	1%	1%	1%	1%	1%	1%	1%	0%	2%	3%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	4%	1%	0%	1%	2%	0%
	Sainsbury's	15%	18%	13%	11%	11%	13%	16%	18%	22%	25%	11%	12%	21%	24%	14%	12%	12%	7%	4%	5%	20%	14%	20%	15%	16%	10%	14%	19%	16%	19%	23%	8%	12%	17%	17%	12%
	Tesco	28%	28%	27%	33%	27%	25%	24%	30%	28%	26%	25%	23%	38%	27%	32%	24%	21%	33%	22%	48%	20%	26%	32%	26%	26%	29%	24%	28%	27%	26%	14%	28%	28%	29%	26%	28%
	Waitrose	4%	4%	3%	1%	3%	3%	5%	4%	6%	9%	2%	1%	5%	7%	7%	3%	1%	0%	0%	0%	1%	22%	7%	3%	1%	1%	1%	6%	3%	3%	6%	1%	3%	6%	3%	2%
	Other (Please Specify)	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	3%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%
Which of the following banks do you have your main personal bank account at?	A digital banking service (e.g. Monzo, Revolut, Starling)	1%	1%	0%	1%	0%	1%	1%	1%	0%	3%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	6%	1%	0%	0%	1%	0%	0%	0%	1%	4%	2%	1%	1%	0%	1%
	Barclays	14%	14%	15%	15%	17%	17%	14%	11%	13%	24%	5%	16%	18%	17%	13%	13%	19%	2%	12%	1%	9%	20%	10%	13%	18%	18%	12%	13%	14%	13%	13%	14%	17%	13%	13%	18%
	Co-op bank	2%	2%	2%	1%	1%	1%	2%	3%	3%	1%	3%	2%	2%	2%	1%	1%	3%	1%	2%	0%	6%	3%	1%	3%	1%	2%	3%	2%	3%	3%	2%	1%	1%	1%	3%	1%
	First Direct	2%	4%	1%	1%	2%	2%	2%	2%	4%	3%	2%	1%	2%	4%	2%	4%	1%	2%	1%	0%	0%	3%	5%	2%	1%	1%	2%	3%	2%	4%	2%	1%	1%	3%	2%	1%
	Halifax	13%	13%	13%	11%	16%	15%	17%	10%	8%	10%	26%	8%	7%	13%	15%	11%	10%	8%	14%	25%	21%	3%	9%	14%	14%	14%	18%	13%	14%	7%	8%	9%	13%	14%	13%	11%
	HSBC	10%	10%	11%	9%	14%	13%	9%	11%	6%	11%	10%	11%	16%	10%	10%	16%	7%	4%	12%	5%	8%	11%	12%	10%	14%	7%	5%	8%	11%	14%	6%	13%	12%	11%	8%	11%
	Lloyds	12%	11%	13%	15%	11%	8%	9%	14%	15%	10%	10%	16%	18%	13%	15%	12%	12%	4%	14%	0%	13%	13%	14%	13%	9%	10%	12%	15%	10%	16%	8%	15%	11%	12%	14%	10%
	Metro	1%	0%	1%	2%	1%	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%
	Nationwide	8%	9%	8%	8%	6%	9%	7%	9%	12%	6%	7%	7%	10%	15%	7%	5%	5%	7%	11%	18%	8%	11%	10%	7%	9%	8%	7%	10%	8%	8%	13%	16%	7%	9%	10%	6%
	NatWest	12%	13%	12%	15%	11%	13%	12%	11%	11%	13%	12%	14%	15%	14%	18%	14%	12%	1%	16%	1%	4%	6%	14%	12%	10%	13%	14%	10%	14%	15%	11%	11%	13%	11%	10%	17%
	RBS	3%	3%	4%	4%	4%	3%	5%	3%	2%	1%	1%	1%	0%	1%	0%	3%	5%	24%	1%	2%	2%	3%	4%	1%	4%	6%	3%	3%	2%	2%	0%	1%	4%	4%	3%	3%
	Santander	13%	13%	12%	13%	8%	12%	13%	12%	17%	14%	11%	14%	10%	5%	13%	12%	20%	12%	14%	27%	16%	15%	13%	12%	13%	12%	16%	15%	12%	11%	17%	11%	12%	12%	16%	11%
	TSB	3%	2%	5%	4%	4%	2%	3%	5%	3%	3%	2%	4%	2%	3%	2%	3%	4%	12%	2%	0%	0%	1%	2%	5%	4%	3%	4%	3%	4%	5%	6%	2%	4%	3%	3%	4%
	Other (Please Specify)	5%	6%	5%	1%	4%	4%	7%	9%	7%	2%	8%	4%	1%	2%	3%	3%	3%	23%	2%	20%	11%	5%	5%	7%	5%	6%	3%	4%	5%	3%	10%	4%	5%	7%	5%	4%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

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			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Which of the following businesses provides the bulk of your energy to your home (for heating, lighting, powering appliances etc.)?	British Gas	25%	25%	25%	39%	29%	25%	19%	21%	18%	34%	21%	28%	21%	24%	27%	25%	28%	21%	24%	3%	16%	31%	21%	26%	25%	27%	23%	22%	31%	24%	25%	18%	24%	25%	24%	23%
	E. ON	13%	12%	14%	12%	16%	8%	18%	14%	12%	11%	5%	22%	27%	10%	8%	19%	17%	6%	10%	2%	17%	8%	12%	13%	13%	16%	17%	13%	14%	10%	18%	14%	14%	14%	12%	14%
	SSE	10%	8%	12%	9%	12%	10%	10%	8%	10%	8%	5%	4%	7%	13%	14%	7%	5%	15%	21%	39%	4%	10%	7%	9%	11%	12%	13%	10%	8%	11%	8%	11%	10%	9%	10%	11%
	EDF Energy	9%	10%	9%	11%	6%	8%	11%	10%	11%	16%	12%	5%	7%	10%	12%	8%	7%	3%	9%	0%	14%	8%	8%	11%	7%	9%	14%	11%	9%	11%	10%	14%	8%	9%	10%	9%
	Npower	8%	8%	9%	6%	8%	15%	7%	8%	6%	7%	18%	10%	9%	7%	10%	9%	7%	2%	3%	12%	9%	8%	10%	7%	12%	7%	3%	8%	6%	5%	7%	11%	11%	7%	9%	10%
	Scottish Power	8%	8%	7%	8%	5%	6%	8%	8%	10%	5%	8%	6%	3%	9%	3%	5%	5%	22%	10%	2%	14%	6%	10%	6%	8%	7%	6%	9%	9%	6%	6%	12%	5%	8%	8%	6%
	OVO Energy	5%	5%	5%	6%	6%	4%	4%	4%	5%	4%	8%	3%	5%	4%	4%	8%	6%	5%	1%	0%	4%	5%	6%	3%	6%	5%	4%	4%	5%	9%	6%	6%	4%	5%	5%	4%
	Extraenergy	0%	0%	1%	0%	2%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	2%	0%	3%	0%	1%	1%	0%
	Other (Please Specify)	21%	23%	20%	9%	15%	24%	23%	27%	28%	15%	23%	21%	19%	22%	21%	18%	24%	26%	22%	42%	23%	24%	26%	24%	17%	17%	21%	23%	17%	22%	20%	12%	24%	21%	22%	22%
Which of the following transport companies have you used in the last two years? (Please select all that apply)	British Airways	26%	31%	21%	29%	33%	28%	20%	26%	22%	55%	15%	21%	22%	28%	22%	22%	18%	21%	16%	31%	20%	62%	39%	22%	20%	24%	6%	27%	28%	27%	35%	17%	23%	32%	22%	25%
	Easyjet	26%	28%	24%	27%	26%	31%	27%	19%	24%	35%	19%	15%	27%	27%	25%	12%	28%	28%	20%	46%	31%	30%	32%	27%	28%	20%	11%	26%	25%	35%	31%	24%	24%	30%	23%	23%
	Ryanair	18%	18%	18%	19%	25%	23%	18%	14%	11%	20%	15%	18%	17%	9%	12%	22%	24%	31%	15%	23%	16%	21%	23%	17%	18%	20%	6%	13%	21%	20%	30%	14%	19%	20%	14%	20%
	Virgin Trains	16%	16%	15%	19%	16%	18%	15%	15%	12%	23%	17%	14%	8%	10%	4%	26%	30%	18%	9%	2%	8%	29%	23%	14%	14%	12%	10%	16%	18%	21%	26%	14%	14%	22%	13%	11%
	Jet2	12%	13%	12%	14%	13%	11%	14%	10%	13%	7%	27%	10%	3%	3%	2%	13%	21%	27%	9%	12%	26%	16%	13%	11%	15%	12%	7%	12%	15%	11%	19%	14%	9%	14%	14%	8%
	National Express	12%	10%	13%	16%	15%	14%	9%	7%	9%	18%	8%	5%	8%	10%	14%	17%	7%	12%	16%	2%	16%	14%	13%	11%	9%	17%	5%	9%	12%	16%	20%	12%	13%	14%	7%	13%
	Stagecoach	10%	9%	10%	14%	10%	11%	8%	7%	10%	7%	9%	10%	4%	11%	16%	6%	14%	15%	10%	0%	10%	8%	7%	11%	9%	12%	13%	8%	12%	9%	15%	9%	10%	11%	10%	7%
	Virgin Atlantic	10%	11%	8%	13%	12%	10%	7%	11%	7%	12%	10%	8%	15%	13%	9%	10%	9%	4%	8%	3%	4%	20%	14%	9%	9%	8%	2%	14%	10%	10%	6%	11%	6%	12%	10%	6%
	Great Western Railway	9%	10%	8%	10%	6%	7%	9%	10%	13%	12%	1%	3%	1%	16%	34%	6%	2%	1%	26%	0%	2%	8%	13%	11%	7%	5%	7%	11%	8%	17%	13%	4%	7%	12%	8%	7%
	Northern Train	7%	7%	8%	9%	9%	8%	6%	7%	6%	6%	20%	5%	1%	4%	1%	2%	27%	2%	5%	0%	7%	7%	9%	9%	6%	7%	4%	6%	9%	11%	11%	7%	6%	8%	7%	5%
	South Western Railway	7%	8%	6%	8%	7%	7%	3%	6%	10%	16%	3%	1%	1%	23%	15%	1%	0%	1%	0%	0%	1%	7%	11%	7%	6%	4%	5%	7%	5%	14%	8%	5%	8%	9%	5%	6%
	CrossCountry	7%	8%	6%	11%	6%	6%	4%	7%	7%	3%	12%	12%	3%	5%	7%	13%	5%	6%	7%	2%	10%	7%	12%	7%	4%	4%	6%	5%	8%	9%	18%	11%	6%	8%	5%	5%
	Eurostar	7%	7%	6%	6%	7%	8%	6%	7%	5%	20%	4%	3%	7%	6%	4%	6%	3%	4%	3%	0%	2%	22%	8%	7%	5%	5%	2%	7%	6%	13%	17%	7%	6%	11%	5%	4%
	East Midlands Trains	6%	5%	6%	11%	4%	6%	4%	5%	4%	4%	11%	26%	9%	3%	0%	3%	5%	0%	0%	0%	6%	15%	8%	6%	5%	2%	2%	5%	6%	8%	6%	8%	6%	7%	4%	5%
	London North Eastern Railway	5%	5%	4%	5%	4%	2%	5%	3%	6%	8%	5%	3%	6%	4%	0%	2%	2%	7%	1%	0%	17%	8%	8%	3%	4%	3%	2%	5%	5%	9%	14%	3%	2%	7%	3%	2%
	West Midlands Trains	4%	4%	5%	5%	6%	6%	4%	1%	4%	5%	0%	7%	1%	3%	2%	25%	3%	0%	1%	0%	1%	9%	6%	5%	2%	4%	4%	5%	5%	5%	4%	4%	3%	7%	4%	2%
	C2C	2%	3%	1%	1%	2%	2%	3%	3%	1%	5%	0%	1%	8%	1%	0%	1%	2%	0%	0%	0%	1%	3%	2%	2%	2%	2%	1%	2%	3%	2%	0%	2%	2%	2%	2%	2%
	Grand Central	1%	2%	1%	1%	2%	2%	1%	1%	0%	3%	3%	0%	0%	2%	0%	3%	0%	1%	0%	0%	1%	4%	3%	1%	0%	0%	0%	1%	2%	2%	4%	4%	1%	2%	1%	1%
	None of the above	25%	23%	28%	13%	23%	23%	32%	26%	30%	14%	28%	31%	27%	25%	20%	26%	21%	30%	41%	31%	29%	4%	17%	24%	25%	28%	54%	25%	23%	23%	7%	37%	28%	18%	30%	29%
Which of the following High Street clothing brands have you shopped at in the last year, either online or in one of their shops? (Select as many as apply)	M&S	35%	38%	32%	11%	15%	32%	35%	44%	64%	44%	32%	36%	33%	39%	36%	30%	31%	38%	26%	28%	34%	40%	52%	35%	32%	19%	28%	53%	29%	38%	39%	31%	24%	40%	42%	24%
	Primark	34%	32%	36%	31%	39%	43%	32%	34%	27%	31%	28%	29%	40%	32%	35%	30%	36%	42%	43%	29%	40%	18%	32%	35%	37%	41%	25%	31%	37%	27%	38%	37%	36%	35%	33%	36%
	Next	24%	27%	20%	17%	22%	33%	28%	23%	19%	28%	23%	28%	23%	22%	18%	24%	21%	28%	22%	13%	30%	28%	28%	25%	24%	21%	13%	26%	24%	22%	20%	24%	22%	27%	24%	20%
	Debenhams	20%	23%	16%	6%	12%	20%	21%	24%	32%	19%	18%	15%	25%	22%	16%	20%	23%	19%	20%	9%	19%	23%	25%	21%	19%	14%	13%	31%	18%	18%	25%	21%	12%	21%	27%	10%
	New Look	17%	4%	30%	33%	32%	17%	14%	8%	4%	8%	26%	17%	15%	18%	12%	25%	22%	14%	14%	30%	15%	10%	12%	17%	18%	24%	20%	10%	20%	18%	9%	13%	21%	16%	13%	21%
	John Lewis	17%	22%	12%	9%	13%	17%	16%	20%	25%	29%	11%	19%	15%	18%	16%	12%	17%	14%	9%	5%	24%	31%	30%	14%	15%	6%	10%	24%	15%	21%	27%	8%	12%	23%	16%	13%
	H&M	14%	13%	16%	17%	23%	20%	14%	7%	6%	19%	12%	14%	13%	10%	12%	18%	10%	19%	10%	12%	21%	17%	14%	14%	18%	13%	7%	9%	18%	12%	28%	7%	14%	17%	11%	15%
	River Island	8%	7%	8%	15%	10%	9%	7%	4%	2%	9%	7%	8%	5%	6%	6%	7%	9%	11%	2%	8%	14%	13%	7%	5%	10%	9%	3%	5%	10%	8%	4%	6%	7%	9%	6%	8%
	Zara	7%	6%	8%	12%	10%	7%	5%	5%	3%	16%	4%	7%	2%	3%	8%	7%	6%	7%	5%	6%	5%	11%	10%	5%	9%	4%	3%	5%	9%	6%	13%	4%	6%	11%	4%	6%
	Superdry	6%	9%	4%	5%	8%	10%	8%	6%	2%	7%	5%	4%	6%	5%	8%	8%	6%	10%	5%	5%	4%	11%	6%	5%	9%	6%	3%	6%	9%	7%	12%	7%	5%	9%	6%	4%
	House of Fraser	6%	8%	5%	5%	3%	11%	6%	6%	6%	7%	6%	12%	4%	5%	6%	7%	4%	10%	4%	3%	8%	17%	9%	6%	7%	4%	2%	9%	5%	5%	10%	6%	5%	7%	6%	6%
	GAP	6%	7%	5%	4%	8%	11%	7%	4%	2%	13%	5%	6%	6%	2%	2%	6%	5%	6%	7%	0%	11%	5%	10%	5%	6%	4%	1%	6%	6%	3%	12%	5%	6%	7%	5%	7%
	Topshop	6%	6%	6%	15%	8%	6%	3%	5%	1%	8%	7%	4%	6%	7%	7%	3%	5%	4%	4%	3%	10%	9%	7%	6%	7%	4%	2%	5%	8%	7%	9%	5%	5%	6%	5%	6%
	Jack Wills	3%	4%	3%	6%	3%	4%	2%	3%	1%	4%	3%	4%	2%	3%	2%	5%	2%	3%	4%	5%	3%	8%	6%	1%	4%	2%	0%	4%	3%	5%	5%	5%	2%	5%	2%	1%
	AllSaints	1%	2%	1%	2%	2%	2%	2%	1%	0%	4%	1%	1%	1%	1%	1%	2%	0%	0%	0%	1%	0%	8%	1%	1%	1%	1%	0%	1%	2%	2%	2%	1%	1%	2%	1%	1%
	None of the above	12%	18%	7%	8%	4%	10%	15%	22%	15%	10%	10%	20%	16%	12%	13%	12%	11%	10%	20%	3%	12%	7%	9%	13%	13%	9%	28%	12%	10%	12%	8%	15%	16%	9%	14%	14%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Which of the following is your main mobile phone network supplier?	EE	22%	20%	24%	21%	24%	25%	19%	19%	23%	23%	18%	23%	18%	29%	17%	26%	22%	20%	30%	3%	20%	10%	21%	26%	21%	22%	21%	20%	26%	16%	15%	21%	22%	22%	21%	23%
	O2	18%	16%	20%	20%	20%	18%	17%	18%	16%	18%	13%	14%	20%	21%	18%	12%	23%	13%	17%	48%	15%	22%	21%	19%	17%	14%	16%	20%	17%	19%	15%	16%	16%	20%	18%	16%
	Vodafone	13%	14%	12%	10%	12%	19%	15%	10%	13%	14%	16%	16%	12%	13%	16%	12%	11%	14%	14%	9%	10%	21%	14%	14%	16%	8%	10%	15%	14%	12%	9%	11%	11%	14%	14%	11%
	Three	11%	12%	10%	12%	17%	12%	10%	11%	7%	15%	15%	10%	11%	9%	9%	9%	8%	16%	11%	16%	9%	8%	11%	12%	13%	11%	8%	9%	11%	6%	5%	8%	15%	12%	9%	14%
	Virgin Mobile	9%	10%	7%	8%	9%	4%	12%	11%	10%	9%	8%	9%	9%	10%	11%	10%	7%	8%	2%	2%	19%	8%	8%	8%	7%	12%	12%	8%	8%	19%	10%	5%	8%	8%	10%	10%
	Tesco Mobile	8%	7%	10%	8%	7%	5%	7%	10%	13%	4%	8%	7%	12%	7%	11%	9%	8%	11%	8%	11%	9%	10%	8%	6%	9%	12%	6%	11%	7%	7%	9%	15%	7%	8%	10%	7%
	Giffgaff	5%	5%	5%	10%	5%	4%	7%	6%	1%	9%	9%	7%	4%	3%	2%	10%	6%	1%	0%	2%	3%	6%	3%	3%	6%	9%	7%	2%	6%	3%	11%	5%	8%	4%	3%	8%
	BT Mobile	3%	3%	3%	2%	2%	2%	3%	4%	4%	2%	4%	3%	3%	2%	3%	2%	4%	3%	4%	8%	6%	3%	5%	3%	3%	2%	4%	4%	3%	3%	10%	8%	2%	4%	3%	3%
	Plusnet	2%	2%	1%	1%	1%	2%	3%	1%	1%	1%	5%	1%	3%	0%	2%	2%	1%	2%	1%	0%	0%	5%	1%	1%	1%	3%	1%	2%	1%	2%	8%	2%	1%	2%	2%	1%
	Talk Mobile	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	3%	1%	1%	1%	1%	1%	2%	1%	4%	2%	0%	0%	1%	1%	0%
	Other (Please Specify)	5%	5%	5%	2%	2%	4%	5%	7%	9%	2%	4%	8%	3%	5%	5%	4%	7%	8%	9%	0%	6%	3%	5%	6%	5%	4%	6%	6%	3%	6%	2%	5%	5%	4%	7%	4%
	Not applicable	2%	2%	1%	2%	0%	3%	1%	2%	2%	1%	0%	2%	3%	1%	4%	2%	1%	2%	4%	0%	0%	0%	1%	1%	1%	3%	8%	1%	1%	2%	0%	3%	4%	1%	2%	3%
Which of the following is your main Broadband/internet supplier?	Sky	22%	20%	25%	27%	26%	22%	19%	21%	20%	20%	22%	18%	25%	20%	20%	20%	26%	21%	26%	34%	28%	16%	25%	24%	19%	25%	20%	23%	24%	18%	19%	19%	21%	22%	24%	20%
	Virgin Media	22%	23%	21%	25%	24%	23%	26%	23%	14%	22%	16%	27%	24%	22%	19%	37%	21%	18%	8%	12%	28%	22%	21%	22%	24%	24%	20%	19%	22%	25%	15%	20%	24%	21%	20%	25%
	BT Broadband	21%	23%	19%	12%	18%	18%	21%	26%	28%	23%	11%	22%	22%	20%	20%	12%	23%	25%	29%	35%	19%	25%	28%	17%	22%	15%	20%	28%	19%	16%	26%	22%	18%	24%	21%	18%
	TalkTalk	12%	12%	12%	10%	9%	14%	12%	9%	16%	11%	14%	12%	11%	14%	16%	8%	11%	11%	16%	1%	11%	8%	10%	12%	11%	14%	17%	11%	13%	13%	16%	14%	12%	12%	12%	13%
	Plusnet	6%	8%	4%	6%	5%	4%	7%	7%	8%	4%	16%	3%	6%	7%	7%	6%	4%	6%	3%	5%	2%	6%	7%	7%	4%	4%	6%	6%	4%	10%	2%	3%	7%	5%	6%	7%
	EE	6%	4%	7%	7%	8%	6%	4%	6%	4%	7%	6%	7%	2%	6%	3%	8%	6%	7%	5%	2%	6%	3%	2%	7%	8%	7%	6%	4%	7%	7%	6%	5%	7%	5%	6%	6%
	Vodafone	3%	3%	2%	3%	4%	4%	2%	1%	2%	3%	1%	2%	2%	3%	3%	3%	3%	4%	1%	4%	1%	9%	2%	2%	2%	3%	2%	3%	4%	3%	8%	5%	1%	3%	3%	1%
	Post Office	2%	2%	2%	2%	2%	3%	1%	1%	2%	3%	0%	2%	1%	2%	6%	2%	1%	2%	0%	2%	1%	1%	1%	2%	3%	2%	3%	2%	3%	1%	8%	4%	1%	2%	2%	1%
	Not applicable	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	3%	1%	3%	2%	1%	0%	3%	1%	4%	0%	1%	0%	1%	2%	2%	2%	3%	1%	2%	2%	0%	1%	2%	1%	2%	2%
	NOW Broadband	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	2%	0%	1%	1%	1%	1%	0%	2%	0%	2%	0%	1%	1%	0%	2%	2%	0%	1%	1%	0%	1%	1%	1%	1%	0%
	SSE	1%	1%	1%	3%	1%	0%	0%	0%	0%	1%	0%	2%	0%	1%	2%	0%	0%	1%	0%	0%	0%	4%	1%	1%	0%	1%	0%	0%	1%	3%	0%	2%	1%	1%	0%	1%
	Other (Please Specify)	3%	3%	3%	2%	1%	4%	6%	1%	5%	4%	11%	1%	2%	2%	2%	2%	1%	5%	4%	5%	1%	6%	3%	3%	4%	2%	3%	3%	1%	2%	0%	5%	6%	2%	3%	6%
Which of the following issues are the most important issues facing you and your family? (Select up to three)	Britain leaving the EU	44%	49%	38%	35%	34%	41%	46%	47%	54%	44%	44%	36%	37%	47%	46%	37%	39%	50%	43%	63%	53%	44%	52%	45%	40%	36%	40%	49%	40%	60%	46%	32%	37%	56%	42%	33%
	Quality of NHS / healthcare	42%	42%	42%	26%	26%	40%	44%	46%	65%	36%	45%	36%	49%	47%	53%	36%	42%	39%	45%	40%	39%	40%	47%	43%	40%	35%	50%	47%	47%	49%	33%	34%	35%	43%	51%	33%
	The cost of living	26%	21%	31%	23%	28%	34%	33%	24%	16%	23%	27%	35%	23%	23%	23%	28%	30%	23%	33%	26%	27%	11%	25%	28%	26%	27%	30%	19%	28%	27%	29%	26%	31%	23%	23%	35%
	Levels of crime	21%	24%	18%	26%	23%	23%	19%	18%	20%	25%	23%	19%	22%	21%	23%	30%	24%	13%	12%	14%	11%	19%	18%	20%	26%	24%	18%	22%	21%	20%	21%	25%	23%	18%	24%	22%
	The state of the economy	16%	16%	16%	13%	12%	12%	23%	18%	16%	18%	13%	17%	20%	14%	12%	13%	16%	22%	13%	22%	11%	23%	19%	16%	16%	12%	12%	17%	18%	19%	17%	10%	13%	23%	13%	12%
	Cost and availability of housing	16%	14%	18%	26%	21%	24%	16%	8%	4%	21%	9%	9%	13%	19%	13%	20%	16%	15%	17%	13%	17%	9%	12%	15%	23%	16%	15%	6%	19%	19%	12%	12%	22%	14%	10%	25%
	Levels of immigration	12%	15%	10%	7%	7%	13%	14%	18%	15%	8%	17%	13%	18%	14%	9%	8%	14%	16%	14%	2%	10%	10%	12%	12%	13%	14%	13%	18%	6%	6%	9%	35%	15%	5%	22%	10%
	The state of the environment	10%	10%	10%	5%	6%	7%	10%	17%	14%	13%	10%	9%	11%	10%	12%	5%	6%	15%	11%	4%	11%	13%	11%	9%	11%	5%	14%	10%	12%	12%	26%	4%	8%	13%	8%	10%
	Quality of education in schools	9%	8%	11%	12%	11%	15%	9%	6%	4%	9%	12%	10%	6%	7%	12%	13%	9%	9%	5%	11%	12%	11%	12%	9%	7%	10%	11%	9%	12%	10%	18%	8%	6%	13%	9%	6%
	Welfare being given to people that donâ€™t deserve or need it	7%	7%	7%	1%	4%	3%	9%	7%	13%	4%	5%	5%	5%	10%	6%	7%	10%	7%	11%	2%	3%	5%	4%	8%	7%	5%	6%	9%	11%	4%	2%	3%	12%	6%	5%	11%
	Defence and national security	6%	6%	6%	8%	8%	5%	5%	6%	6%	4%	8%	5%	4%	7%	8%	9%	3%	4%	5%	15%	10%	8%	7%	7%	4%	7%	4%	9%	6%	9%	4%	12%	2%	6%	8%	4%
	The state of the nationâ€™s roads	6%	7%	5%	1%	2%	4%	7%	9%	12%	3%	5%	11%	11%	7%	4%	2%	8%	7%	9%	0%	0%	14%	7%	7%	6%	1%	4%	10%	3%	4%	2%	8%	5%	4%	9%	3%
	The levels of tax people pay being too high	6%	6%	6%	10%	9%	6%	4%	3%	4%	5%	9%	4%	3%	11%	6%	4%	3%	6%	6%	2%	3%	1%	6%	6%	5%	10%	1%	6%	5%	2%	4%	11%	7%	5%	5%	7%
	Childcare	6%	4%	7%	10%	12%	10%	1%	2%	1%	6%	8%	6%	4%	6%	9%	5%	8%	4%	4%	7%	3%	9%	4%	7%	8%	6%	2%	5%	8%	3%	6%	4%	6%	9%	4%	5%
	Terrorism	6%	5%	7%	6%	5%	4%	2%	9%	8%	4%	6%	5%	10%	7%	5%	5%	6%	3%	7%	5%	6%	10%	4%	8%	5%	5%	3%	8%	3%	4%	7%	6%	6%	4%	7%	5%
	The quality of public transport	5%	5%	6%	7%	3%	4%	6%	3%	8%	3%	5%	5%	7%	5%	7%	2%	8%	4%	11%	2%	5%	4%	6%	7%	4%	3%	4%	5%	6%	9%	6%	7%	4%	7%	5%	3%
	Availability of pensions	5%	6%	4%	2%	5%	6%	4%	8%	4%	4%	3%	7%	5%	6%	4%	11%	7%	2%	3%	2%	1%	7%	3%	6%	5%	5%	2%	6%	4%	7%	13%	4%	4%	6%	4%	4%
	Welfare payments being too strict	5%	4%	5%	4%	3%	5%	8%	6%	3%	6%	4%	3%	2%	4%	2%	5%	7%	7%	4%	7%	7%	3%	3%	2%	6%	4%	19%	3%	8%	6%	7%	7%	4%	4%	5%	6%
	None of the above	2%	3%	2%	3%	2%	1%	3%	3%	1%	3%	3%	2%	1%	0%	1%	1%	2%	4%	5%	0%	2%	5%	1%	1%	3%	2%	4%	2%	1%	0%	2%	1%	3%	1%	2%	3%
	Don't Know	3%	3%	4%	4%	7%	2%	0%	4%	2%	3%	3%	0%	3%	3%	1%	5%	1%	4%	2%	11%	7%	1%	3%	2%	3%	6%	3%	2%	2%	0%	2%	2%	6%	1%	2%	6%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Which of the following issues are the most important issues facing you and your family? (Select up to three)	Britain leaving the EU	44%	49%	38%	35%	34%	41%	46%	47%	54%	44%	44%	36%	37%	47%	46%	37%	39%	50%	43%	63%	53%	44%	52%	45%	40%	36%	40%	49%	40%	60%	46%	32%	37%	56%	42%	33%
	Quality of NHS / healthcare	42%	42%	42%	26%	26%	40%	44%	46%	65%	36%	45%	36%	49%	47%	53%	36%	42%	39%	45%	40%	39%	40%	47%	43%	40%	35%	50%	47%	47%	49%	33%	34%	35%	43%	51%	33%
	The cost of living	26%	21%	31%	23%	28%	34%	33%	24%	16%	23%	27%	35%	23%	23%	23%	28%	30%	23%	33%	26%	27%	11%	25%	28%	26%	27%	30%	19%	28%	27%	29%	26%	31%	23%	23%	35%
	Levels of crime	21%	24%	18%	26%	23%	23%	19%	18%	20%	25%	23%	19%	22%	21%	23%	30%	24%	13%	12%	14%	11%	19%	18%	20%	26%	24%	18%	22%	21%	20%	21%	25%	23%	18%	24%	22%
	The state of the economy	16%	16%	16%	13%	12%	12%	23%	18%	16%	18%	13%	17%	20%	14%	12%	13%	16%	22%	13%	22%	11%	23%	19%	16%	16%	12%	12%	17%	18%	19%	17%	10%	13%	23%	13%	12%
	Cost and availability of housing	16%	14%	18%	26%	21%	24%	16%	8%	4%	21%	9%	9%	13%	19%	13%	20%	16%	15%	17%	13%	17%	9%	12%	15%	23%	16%	15%	6%	19%	19%	12%	12%	22%	14%	10%	25%
	Levels of immigration	12%	15%	10%	7%	7%	13%	14%	18%	15%	8%	17%	13%	18%	14%	9%	8%	14%	16%	14%	2%	10%	10%	12%	12%	13%	14%	13%	18%	6%	6%	9%	35%	15%	5%	22%	10%
	The state of the environment	10%	10%	10%	5%	6%	7%	10%	17%	14%	13%	10%	9%	11%	10%	12%	5%	6%	15%	11%	4%	11%	13%	11%	9%	11%	5%	14%	10%	12%	12%	26%	4%	8%	13%	8%	10%
	Quality of education in schools	9%	8%	11%	12%	11%	15%	9%	6%	4%	9%	12%	10%	6%	7%	12%	13%	9%	9%	5%	11%	12%	11%	12%	9%	7%	10%	11%	9%	12%	10%	18%	8%	6%	13%	9%	6%
	Welfare being given to people that donâ€™t deserve or need it	7%	7%	7%	1%	4%	3%	9%	7%	13%	4%	5%	5%	10%	6%	7%	10%	7%	11%	2%	3%	5%	4%	8%	7%	5%	6%	9%	11%	4%	2%	3%	12%	6%	5%	11%	4%
	Defence and national security	6%	6%	6%	8%	8%	5%	5%	6%	6%	4%	8%	5%	4%	7%	8%	9%	3%	4%	5%	15%	10%	8%	7%	7%	4%	7%	4%	9%	6%	9%	4%	12%	2%	6%	8%	4%
	The state of the nationâ€™s roads	6%	7%	5%	1%	2%	4%	7%	9%	12%	3%	5%	11%	11%	7%	4%	2%	8%	7%	9%	0%	0%	14%	7%	7%	6%	1%	4%	10%	3%	4%	2%	8%	5%	4%	9%	3%
	The levels of tax people pay being too high	6%	6%	6%	10%	9%	6%	4%	3%	4%	5%	9%	4%	3%	11%	6%	4%	3%	6%	6%	2%	3%	1%	6%	6%	5%	10%	1%	6%	5%	2%	4%	11%	7%	5%	5%	7%
	Childcare	6%	4%	7%	10%	12%	10%	1%	2%	1%	6%	8%	6%	4%	6%	9%	5%	8%	4%	4%	7%	3%	9%	4%	7%	8%	6%	2%	5%	8%	3%	6%	4%	6%	9%	4%	5%
	Terrorism	6%	5%	7%	6%	5%	4%	2%	9%	8%	4%	6%	5%	10%	7%	5%	5%	6%	3%	7%	5%	6%	10%	4%	8%	5%	5%	3%	8%	3%	4%	7%	6%	6%	4%	7%	5%
	The quality of public transport	5%	5%	6%	7%	3%	4%	6%	3%	8%	3%	5%	5%	7%	5%	7%	2%	8%	4%	11%	2%	5%	4%	6%	7%	4%	3%	4%	5%	6%	9%	6%	7%	4%	7%	5%	3%
	Availability of pensions	5%	6%	4%	2%	5%	6%	4%	8%	4%	4%	3%	7%	5%	6%	4%	11%	7%	2%	3%	2%	1%	7%	3%	6%	5%	5%	2%	6%	4%	7%	13%	4%	4%	6%	4%	4%
	Welfare payments being too strict	5%	4%	5%	4%	3%	5%	8%	6%	3%	6%	4%	3%	2%	4%	2%	5%	7%	7%	4%	7%	7%	3%	3%	2%	6%	4%	19%	3%	8%	6%	7%	7%	4%	4%	5%	6%
	None of the above	2%	3%	2%	3%	2%	1%	3%	3%	1%	3%	3%	2%	1%	0%	1%	1%	2%	4%	5%	0%	2%	5%	1%	1%	3%	2%	4%	2%	1%	0%	2%	1%	3%	1%	2%	3%
	Don't Know	3%	3%	4%	4%	7%	2%	0%	4%	2%	3%	3%	0%	3%	3%	1%	5%	1%	4%	2%	11%	7%	1%	3%	2%	3%	6%	3%	2%	2%	0%	2%	2%	6%	1%	2%	6%
We often talk about politics in terms of a left-wing and right-wing. How would you position yourself on this scale from 0 – 10, where 0 is very left wing, and 10 is very right wing (5 is central)?	0	3%	2%	4%	4%	3%	4%	5%	1%	0%	3%	1%	3%	4%	2%	1%	0%	4%	5%	3%	2%	5%	4%	2%	2%	3%	5%	5%	1%	4%	1%	4%	0%	3%	2%	1%	5%
	1	3%	2%	4%	7%	4%	2%	4%	1%	2%	4%	3%	2%	2%	2%	3%	1%	5%	2%	2%	10%	6%	1%	4%	3%	3%	5%	3%	0%	7%	2%	3%	0%	3%	4%	1%	4%
	2	6%	6%	6%	6%	6%	5%	5%	6%	5%	7%	2%	7%	4%	6%	7%	6%	7%	6%	2%	5%	6%	7%	4%	7%	5%	6%	8%	1%	14%	5%	17%	2%	3%	10%	3%	4%
	3	8%	9%	7%	11%	9%	9%	7%	6%	6%	9%	10%	3%	7%	7%	13%	9%	4%	9%	7%	14%	8%	7%	7%	9%	6%	10%	7%	3%	15%	14%	10%	3%	5%	11%	6%	7%
	4	8%	8%	8%	11%	8%	9%	10%	8%	4%	7%	8%	6%	9%	8%	9%	9%	12%	8%	5%	6%	4%	8%	9%	8%	7%	8%	7%	3%	13%	14%	18%	4%	8%	12%	6%	6%
	5	42%	36%	48%	37%	46%	42%	45%	48%	35%	39%	49%	42%	39%	39%	34%	46%	38%	49%	48%	43%	47%	23%	34%	40%	47%	52%	47%	28%	31%	43%	26%	40%	62%	33%	39%	56%
	6	10%	11%	9%	7%	7%	13%	10%	10%	14%	12%	9%	12%	15%	11%	11%	9%	9%	7%	13%	8%	6%	15%	15%	10%	10%	4%	10%	18%	6%	12%	13%	7%	8%	10%	14%	8%
	7	8%	11%	5%	4%	5%	3%	7%	11%	16%	8%	8%	11%	11%	11%	9%	7%	6%	5%	7%	1%	7%	8%	11%	9%	7%	4%	6%	21%	3%	5%	5%	7%	3%	7%	13%	4%
	8	6%	8%	4%	5%	5%	5%	4%	5%	11%	5%	6%	2%	5%	9%	5%	10%	6%	3%	8%	5%	9%	13%	8%	6%	6%	3%	4%	16%	3%	2%	2%	14%	1%	6%	10%	2%
	9	3%	3%	2%	4%	3%	3%	2%	2%	4%	3%	2%	7%	2%	2%	2%	1%	2%	5%	2%	4%	0%	7%	3%	3%	2%	2%	2%	5%	2%	2%	2%	12%	1%	3%	4%	2%
	10	3%	3%	3%	3%	4%	4%	0%	3%	2%	2%	1%	5%	4%	1%	6%	2%	4%	2%	3%	1%	1%	7%	2%	3%	3%	2%	1%	4%	2%	1%	0%	11%	3%	2%	4%	3%
Here are some political parties. How would you position them on the same scale? (0 is far to the left, 10 far to the right, 5 is central)	0	5%	4%	6%	4%	7%	7%	5%	5%	1%	5%	6%	6%	2%	4%	3%	2%	7%	8%	5%	1%	7%	2%	5%	4%	5%	8%	4%	2%	8%	6%	5%	8%	4%	6%	3%	6%
	1	3%	2%	3%	8%	4%	2%	1%	1%	2%	1%	1%	3%	2%	1%	6%	2%	4%	1%	6%	6%	8%	1%	0%	3%	3%	5%	5%	1%	4%	3%	3%	4%	4%	2%	2%	4%
Conservative	2	3%	3%	4%	8%	5%	3%	4%	1%	1%	3%	5%	5%	1%	4%	1%	3%	4%	4%	2%	8%	1%	1%	2%	3%	5%	5%	1%	2%	5%	5%	2%	1%	3%	4%	2%	4%
	3	4%	4%	4%	5%	9%	4%	5%	2%	2%	2%	5%	5%	0%	4%	3%	7%	5%	7%	4%	15%	5%	3%	2%	4%	4%	8%	5%	2%	4%	6%	7%	2%	5%	5%	3%	6%
	4	5%	5%	6%	8%	7%	8%	5%	3%	2%	6%	6%	8%	10%	3%	4%	4%	3%	5%	11%	1%	6%	2%	4%	4%	7%	9%	2%	3%	5%	0%	4%	4%	9%	4%	4%	9%
	5	23%	16%	30%	27%	34%	23%	18%	23%	16%	17%	24%	20%	17%	19%	27%	35%	23%	26%	25%	31%	34%	19%	16%	25%	23%	30%	27%	18%	15%	14%	14%	33%	35%	16%	24%	30%
	6	8%	10%	6%	6%	7%	8%	9%	10%	9%	7%	9%	8%	13%	15%	5%	10%	5%	7%	2%	0%	2%	10%	10%	6%	7%	8%	8%	10%	5%	8%	3%	9%	10%	6%	9%	9%
	7	13%	16%	10%	9%	8%	13%	13%	12%	19%	18%	16%	10%	17%	15%	9%	10%	11%	10%	9%	4%	10%	14%	17%	13%	13%	6%	14%	21%	9%	15%	8%	17%	9%	13%	15%	9%
	8	18%	22%	14%	12%	10%	16%	19%	23%	25%	26%	14%	22%	17%	19%	19%	10%	18%	9%	22%	19%	15%	30%	24%	19%	17%	7%	14%	23%	17%	23%	24%	5%	13%	20%	20%	13%
	9	7%	9%	6%	3%	3%	6%	9%	9%	12%	6%	10%	9%	7%	7%	11%	5%	7%	8%	8%	5%	5%	6%	10%	8%	6%	4%	8%	9%	11%	10%	10%	6%	2%	12%	7%	3%
	10	10%	10%	11%	9%	6%	10%	12%	13%	11%	9%	5%	6%	13%	9%	12%	12%	14%	14%	7%	11%	7%	13%	9%	11%	11%	8%	14%	9%	16%	11%	20%	10%	6%	13%	11%	8%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

PUBLICFIRST

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Labour	0	12%	13%	11%	10%	8%	10%	13%	13%	17%	11%	7%	13%	17%	11%	12%	10%	13%	15%	10%	13%	12%	12%	12%	11%	12%	14%	11%	20%	7%	8%	7%	29%	9%	9%	16%	11%
	1	13%	15%	11%	10%	5%	12%	12%	12%	22%	13%	14%	21%	12%	11%	14%	12%	14%	12%	10%	14%	7%	19%	19%	13%	9%	9%	12%	22%	10%	15%	10%	8%	9%	13%	17%	8%
	2	15%	17%	12%	8%	8%	14%	13%	19%	23%	18%	14%	18%	15%	23%	17%	9%	9%	9%	8%	16%	8%	14%	21%	15%	12%	8%	15%	19%	17%	24%	20%	9%	8%	18%	15%	10%
	3	12%	14%	10%	10%	10%	11%	13%	12%	15%	14%	11%	9%	7%	13%	12%	12%	12%	14%	21%	9%	7%	13%	11%	12%	12%	11%	14%	11%	13%	17%	10%	6%	10%	14%	11%	10%
	4	9%	7%	11%	12%	13%	8%	7%	11%	4%	8%	10%	7%	17%	9%	7%	13%	9%	5%	2%	7%	5%	9%	7%	10%	10%	10%	7%	5%	11%	7%	9%	11%	10%	10%	7%	10%
	5	22%	16%	27%	23%	30%	29%	20%	21%	11%	17%	23%	22%	12%	17%	24%	28%	19%	26%	34%	24%	35%	17%	17%	24%	22%	27%	20%	12%	15%	17%	14%	24%	37%	15%	20%	31%
	6	5%	5%	5%	7%	8%	4%	8%	2%	1%	5%	7%	2%	6%	7%	4%	6%	2%	4%	5%	9%	5%	6%	3%	4%	6%	6%	8%	3%	6%	5%	15%	1%	6%	4%	4%	7%
	7	3%	4%	3%	5%	3%	5%	2%	2%	4%	2%	4%	2%	2%	3%	4%	2%	4%	7%	4%	0%	7%	2%	2%	5%	4%	2%	5%	2%	5%	1%	0%	2%	4%	4%	3%	2%
	8	4%	4%	4%	5%	7%	5%	5%	2%	1%	5%	1%	4%	8%	3%	2%	2%	5%	4%	1%	5%	7%	3%	3%	3%	7%	4%	2%	3%	6%	3%	7%	3%	3%	4%	3%	4%
	9	3%	3%	3%	5%	5%	1%	4%	2%	0%	4%	5%	2%	1%	1%	1%	2%	4%	2%	2%	2%	5%	2%	2%	1%	4%	5%	1%	2%	4%	0%	4%	3%	2%	4%	1%	3%
	10	3%	3%	4%	5%	4%	2%	4%	4%	1%	4%	4%	1%	2%	1%	2%	4%	8%	2%	2%	1%	4%	2%	2%	3%	4%	4%	5%	2%	6%	2%	5%	6%	2%	4%	3%	3%
Liberal Democrats	0	6%	6%	6%	6%	7%	10%	8%	4%	3%	6%	5%	9%	8%	3%	6%	6%	5%	8%	5%	1%	12%	7%	5%	4%	8%	11%	2%	6%	4%	1%	6%	13%	9%	3%	6%	10%
	1	3%	4%	3%	4%	2%	7%	3%	2%	3%	3%	1%	6%	3%	4%	2%	1%	6%	2%	4%	2%	1%	2%	2%	4%	3%	3%	6%	5%	3%	1%	3%	11%	2%	2%	6%	2%
	2	6%	6%	6%	6%	7%	7%	4%	7%	6%	5%	3%	6%	7%	11%	6%	6%	4%	6%	4%	14%	7%	7%	5%	6%	8%	5%	7%	10%	5%	1%	7%	8%	5%	6%	8%	4%
	3	11%	11%	11%	14%	13%	9%	7%	11%	12%	7%	14%	17%	9%	11%	11%	13%	11%	9%	12%	14%	10%	13%	10%	10%	11%	13%	12%	13%	10%	14%	7%	5%	10%	9%	13%	12%
	4	14%	15%	12%	14%	11%	12%	14%	15%	17%	14%	17%	16%	16%	16%	10%	13%	12%	10%	13%	21%	8%	6%	14%	15%	13%	14%	13%	17%	16%	12%	10%	9%	9%	14%	15%	11%
	5	42%	39%	45%	38%	38%	40%	47%	48%	43%	42%	41%	35%	39%	42%	42%	46%	44%	51%	46%	34%	42%	40%	45%	43%	43%	40%	40%	36%	39%	49%	34%	38%	50%	42%	39%	46%
	6	8%	9%	7%	7%	8%	7%	10%	7%	8%	10%	10%	3%	7%	6%	15%	7%	7%	7%	8%	8%	7%	15%	10%	8%	6%	5%	11%	7%	10%	10%	11%	3%	7%	12%	5%	6%
	7	4%	4%	4%	5%	5%	5%	4%	3%	2%	6%	1%	2%	5%	3%	5%	3%	4%	3%	7%	3%	6%	5%	3%	4%	5%	3%	2%	3%	4%	4%	6%	3%	5%	5%	3%	5%
	8	2%	2%	2%	1%	2%	2%	1%	3%	3%	3%	3%	0%	3%	2%	3%	2%	2%	1%	2%	0%	6%	2%	2%	2%	3%	1%	4%	1%	4%	0%	9%	4%	2%	2%	2%	3%
	9	2%	2%	2%	4%	3%	1%	1%	0%	2%	3%	2%	2%	3%	1%	0%	1%	3%	2%	0%	3%	0%	2%	2%	2%	1%	2%	1%	1%	3%	3%	2%	4%	1%	2%	2%	1%
	10	1%	1%	2%	3%	3%	1%	1%	0%	1%	2%	3%	1%	0%	2%	0%	1%	3%	1%	0%	0%	1%	2%	1%	2%	1%	2%	2%	1%	2%	5%	6%	3%	0%	2%	1%	0%
UKIP	0	8%	7%	9%	9%	9%	9%	11%	6%	6%	8%	8%	6%	10%	6%	8%	9%	8%	11%	12%	10%	8%	1%	7%	8%	9%	11%	7%	6%	10%	10%	4%	1%	9%	10%	6%	9%
	1	5%	5%	5%	5%	5%	3%	6%	5%	5%	4%	3%	11%	2%	5%	5%	6%	4%	3%	3%	7%	13%	1%	5%	4%	6%	7%	2%	6%	3%	2%	4%	1%	5%	4%	4%	7%
	2	5%	5%	5%	9%	5%	4%	2%	5%	5%	2%	8%	7%	3%	5%	7%	3%	5%	4%	2%	6%	11%	2%	4%	4%	5%	5%	10%	6%	4%	6%	3%	2%	5%	6%	4%	4%
	3	5%	4%	7%	7%	6%	6%	6%	4%	5%	5%	6%	5%	6%	8%	12%	5%	5%	4%	3%	1%	1%	3%	5%	4%	6%	10%	4%	6%	5%	5%	11%	5%	5%	5%	7%	5%
	4	7%	7%	7%	6%	9%	5%	9%	6%	7%	6%	11%	3%	6%	7%	6%	10%	10%	5%	8%	10%	4%	7%	5%	6%	6%	12%	8%	6%	7%	2%	3%	5%	9%	5%	5%	11%
	5	23%	17%	29%	24%	27%	25%	20%	22%	20%	16%	25%	22%	18%	21%	21%	29%	23%	29%	32%	18%	32%	20%	15%	25%	26%	25%	28%	16%	17%	13%	13%	23%	35%	16%	23%	31%
	6	5%	5%	4%	7%	3%	6%	5%	4%	5%	3%	2%	5%	6%	7%	6%	6%	3%	5%	10%	0%	5%	9%	5%	5%	4%	5%	5%	8%	4%	3%	4%	14%	4%	4%	7%	4%
	7	7%	8%	6%	4%	8%	4%	6%	10%	7%	7%	8%	7%	13%	7%	4%	5%	6%	3%	5%	7%	3%	3%	5%	7%	6%	7%	10%	8%	6%	4%	5%	10%	6%	4%	10%	6%
	8	7%	9%	5%	5%	7%	7%	7%	6%	9%	6%	8%	13%	11%	6%	4%	8%	7%	5%	4%	6%	5%	9%	10%	8%	6%	4%	4%	12%	6%	6%	7%	11%	4%	5%	12%	3%
	9	10%	13%	7%	10%	6%	8%	10%	11%	13%	13%	6%	12%	12%	13%	8%	9%	10%	4%	6%	10%	8%	23%	15%	9%	9%	3%	5%	15%	9%	16%	19%	19%	4%	11%	12%	5%
	10	18%	21%	16%	13%	15%	22%	18%	20%	20%	30%	15%	10%	14%	16%	21%	10%	21%	26%	14%	25%	10%	20%	24%	21%	16%	10%	16%	11%	28%	35%	29%	10%	14%	30%	11%	15%
Green	0	10%	10%	9%	10%	12%	11%	13%	6%	6%	12%	8%	7%	12%	7%	7%	11%	12%	10%	5%	10%	14%	10%	11%	7%	12%	12%	6%	12%	8%	5%	4%	19%	11%	7%	11%	12%
	1	7%	7%	6%	6%	6%	7%	5%	8%	8%	7%	6%	9%	5%	7%	7%	4%	8%	6%	5%	5%	7%	9%	7%	7%	5%	4%	9%	9%	8%	9%	7%	10%	3%	7%	8%	4%
	2	12%	14%	10%	8%	8%	11%	11%	18%	13%	18%	9%	17%	11%	13%	9%	8%	8%	7%	13%	21%	8%	16%	14%	13%	10%	7%	10%	13%	12%	22%	18%	5%	9%	15%	11%	9%
	3	11%	13%	9%	9%	10%	11%	12%	7%	14%	11%	10%	10%	10%	13%	14%	10%	11%	13%	10%	7%	6%	5%	12%	11%	8%	11%	17%	11%	12%	15%	10%	8%	9%	14%	10%	9%
	4	11%	11%	11%	14%	10%	10%	9%	10%	13%	10%	13%	9%	12%	14%	9%	10%	8%	12%	11%	12%	13%	10%	9%	11%	12%	13%	9%	11%	13%	9%	17%	5%	9%	12%	10%	12%
	5	36%	29%	42%	38%	33%	35%	36%	40%	34%	26%	41%	35%	34%	33%	37%	38%	38%	40%	42%	35%	41%	25%	36%	36%	38%	35%	34%	35%	29%	28%	17%	34%	44%	29%	38%	39%
	6	5%	6%	5%	4%	5%	5%	8%	6%	3%	3%	6%	6%	7%	5%	8%	5%	4%	4%	8%	1%	2%	5%	3%	3%	5%	11%	5%	4%	5%	5%	8%	3%	6%	4%	4%	6%
	7	4%	5%	2%	3%	3%	5%	1%	5%	5%	4%	2%	3%	3%	5%	3%	7%	5%	2%	1%	0%	4%	10%	4%	4%	5%	2%	3%	3%	5%	3%	0%	3%	4%	4%	4%	4%
	8	3%	2%	3%	4%	5%	2%	2%	1%	2%	4%	2%	3%	1%	1%	3%	1%	3%	3%	3%	8%	5%	4%	3%	3%	1%	1%	4%	1%	4%	3%	6%	8%	3%	3%	2%	3%
	9	2%	2%	1%	2%	3%	2%	2%	0%	1%	4%	2%	1%	3%	2%	0%	1%	1%	0%	1%	1%	0%	2%	1%	2%	2%	1%	1%	1%	3%	1%	4%	4%	2%	2%	1%	2%
	10	2%	1%	2%	2%	4%	1%	1%	0%	1%	1%	1%	1%	2%	1%	2%	3%	3%	2%	1%	0%	1%	4%	1%	2%	1%	2%	1%	1%	2%	2%	9%	2%	1%	2%	1%	1%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
SNP	0	11%	11%	10%	9%	10%	11%	13%	6%	13%	10%	9%	11%	11%	8%	11%	13%	14%	10%	6%	14%	17%	9%	9%	9%	14%	13%	9%	15%	8%	6%	6%	21%	10%	8%	13%	11%
	1	5%	6%	5%	4%	4%	5%	5%	7%	7%	5%	7%	6%	5%	6%	5%	3%	4%	3%	10%	13%	4%	6%	6%	7%	4%	3%	4%	9%	5%	8%	3%	5%	3%	4%	8%	4%
	2	9%	11%	7%	9%	6%	6%	9%	15%	11%	8%	7%	12%	12%	12%	9%	8%	8%	8%	7%	11%	6%	10%	12%	10%	7%	7%	9%	14%	7%	11%	2%	10%	7%	9%	11%	7%
	3	11%	11%	10%	7%	11%	7%	13%	10%	15%	10%	14%	14%	8%	12%	11%	8%	19%	8%	6%	8%	6%	14%	12%	11%	9%	9%	16%	12%	11%	17%	16%	5%	8%	14%	11%	7%
	4	12%	12%	11%	11%	10%	11%	9%	14%	14%	11%	13%	10%	10%	12%	12%	15%	9%	9%	15%	11%	15%	14%	12%	12%	11%	11%	10%	12%	14%	16%	24%	5%	7%	14%	11%	10%
	5	32%	26%	39%	35%	36%	35%	31%	34%	26%	29%	38%	31%	30%	30%	35%	36%	27%	40%	36%	26%	34%	26%	27%	32%	35%	38%	34%	21%	32%	23%	24%	30%	46%	30%	27%	41%
	6	6%	7%	6%	7%	9%	7%	9%	3%	4%	10%	3%	4%	10%	9%	6%	8%	2%	4%	9%	4%	4%	3%	8%	5%	6%	7%	7%	4%	8%	10%	9%	5%	7%	8%	6%	6%
	7	6%	6%	5%	7%	4%	9%	5%	5%	5%	8%	4%	4%	6%	4%	6%	6%	7%	5%	7%	5%	5%	6%	5%	5%	8%	5%	6%	6%	6%	6%	9%	8%	5%	5%	6%	5%
	8	4%	5%	2%	4%	4%	5%	4%	3%	2%	6%	2%	8%	6%	3%	2%	1%	3%	4%	0%	2%	4%	10%	6%	4%	3%	1%	2%	3%	5%	3%	2%	1%	4%	4%	3%	5%
	9	2%	2%	2%	4%	2%	1%	0%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	3%	0%	2%	1%	1%	2%	2%	1%	0%	2%	2%	0%	4%	4%	1%	2%	2%	1%
	10	2%	2%	2%	3%	3%	2%	3%	0%	1%	1%	2%	1%	0%	2%	2%	1%	4%	6%	1%	7%	2%	1%	1%	4%	1%	3%	2%	2%	2%	2%	2%	6%	2%	2%	2%	2%
How regularly do you read, notice or post comments on websites, including your own social media channels, about the way a business operates (its leadership, tax affairs, ethical practices, and so on)?	All the time	4%	4%	5%	6%	6%	8%	3%	2%	1%	7%	3%	6%	2%	4%	2%	4%	10%	2%	0%	5%	0%	11%	3%	4%	3%	6%	4%	4%	6%	7%	3%	6%	3%	4%	5%	4%
	Very Often	10%	13%	7%	12%	16%	12%	9%	4%	7%	14%	5%	6%	9%	13%	8%	12%	13%	8%	6%	4%	9%	19%	12%	8%	13%	5%	5%	9%	14%	12%	22%	8%	7%	14%	8%	7%
	Quite Often	13%	12%	14%	19%	21%	15%	11%	7%	7%	16%	13%	16%	12%	11%	13%	11%	14%	10%	16%	16%	10%	8%	11%	13%	11%	18%	16%	11%	16%	16%	9%	16%	13%	15%	12%	11%
	Sometimes	21%	19%	23%	25%	25%	25%	19%	16%	18%	20%	23%	18%	25%	21%	22%	21%	20%	21%	23%	24%	17%	18%	20%	24%	19%	23%	19%	19%	22%	20%	26%	24%	22%	23%	18%	23%
	Rarely	24%	24%	23%	24%	17%	19%	25%	30%	26%	19%	22%	28%	25%	26%	22%	27%	22%	21%	22%	24%	29%	24%	26%	23%	25%	21%	20%	23%	23%	22%	27%	21%	24%	22%	25%	24%
	Not at all	28%	28%	28%	14%	14%	22%	32%	41%	42%	22%	34%	27%	28%	25%	33%	25%	21%	39%	33%	27%	34%	21%	27%	27%	28%	27%	36%	34%	20%	23%	13%	25%	31%	22%	32%	31%
Where do you tend to get most of your news about the way a business operates (its leadership, tax affairs, ethical practices, and so on)? (Please select all that apply)	TV News	55%	61%	50%	37%	38%	51%	63%	64%	71%	52%	55%	48%	63%	60%	55%	50%	56%	56%	61%	31%	54%	51%	57%	53%	57%	47%	65%	67%	57%	67%	56%	55%	42%	59%	62%	44%
	Newspapers (print or online)	41%	46%	36%	22%	31%	41%	38%	49%	58%	59%	43%	35%	49%	41%	35%	31%	41%	33%	39%	10%	42%	64%	48%	42%	41%	28%	34%	55%	36%	47%	50%	42%	34%	45%	47%	32%
	Search engines and searching the internet (e.g. Google)	26%	30%	22%	20%	22%	27%	30%	30%	24%	31%	26%	21%	23%	29%	24%	27%	25%	23%	21%	23%	19%	21%	28%	27%	24%	23%	27%	25%	23%	30%	18%	10%	31%	26%	23%	30%
	General social media	19%	17%	21%	38%	29%	21%	18%	9%	5%	21%	19%	18%	16%	16%	18%	21%	18%	17%	27%	27%	24%	9%	14%	22%	23%	20%	19%	11%	25%	10%	26%	20%	21%	22%	12%	23%
	Friends and family	19%	16%	22%	21%	23%	24%	16%	18%	13%	23%	21%	21%	22%	17%	10%	28%	15%	17%	18%	11%	16%	23%	16%	18%	24%	16%	20%	18%	19%	13%	22%	17%	20%	18%	17%	20%
	Social media accounts of businesses	12%	10%	14%	27%	23%	15%	8%	3%	2%	15%	9%	12%	6%	11%	11%	17%	16%	6%	10%	21%	15%	24%	11%	10%	13%	15%	10%	8%	17%	16%	20%	12%	11%	14%	8%	14%
	Business-specific newspapers (e.g. FT, Economist, City AM)	8%	10%	6%	10%	12%	9%	6%	5%	6%	16%	7%	5%	6%	9%	5%	10%	6%	4%	2%	10%	6%	21%	14%	5%	5%	6%	4%	9%	9%	9%	21%	13%	5%	10%	7%	6%
	Direct from businesses (shops, websites, mailing lists)	7%	8%	6%	6%	6%	8%	7%	5%	7%	6%	9%	8%	11%	9%	3%	5%	5%	4%	10%	6%	6%	12%	11%	6%	5%	3%	4%	8%	7%	8%	11%	6%	4%	7%	7%	6%
	None of the above	10%	9%	12%	10%	10%	10%	10%	16%	8%	7%	10%	6%	10%	8%	13%	8%	11%	15%	15%	19%	14%	7%	8%	10%	9%	16%	10%	6%	8%	9%	10%	14%	15%	7%	10%	13%
I would be more likely to buy from a particular company if they made their views on political or social issues clear	Agree strongly	5%	7%	4%	5%	6%	10%	5%	5%	2%	9%	7%	6%	4%	3%	2%	7%	7%	4%	3%	5%	4%	5%	7%	4%	6%	5%	3%	4%	8%	7%	3%	10%	5%	6%	5%	5%
	Agree moderately	10%	10%	9%	9%	12%	10%	10%	7%	10%	13%	14%	5%	7%	9%	12%	8%	8%	9%	12%	7%	12%	13%	9%	10%	12%	9%	7%	9%	13%	10%	13%	4%	8%	12%	9%	9%
	Agree a little	20%	22%	18%	22%	23%	19%	22%	17%	17%	27%	19%	23%	22%	17%	14%	22%	18%	18%	22%	15%	14%	36%	18%	21%	17%	22%	18%	19%	25%	25%	33%	17%	15%	24%	18%	16%
	Neither agree nor disagree	42%	37%	46%	39%	37%	37%	43%	48%	46%	34%	41%	50%	38%	50%	47%	42%	36%	38%	41%	46%	45%	25%	40%	40%	42%	43%	54%	42%	36%	37%	28%	44%	46%	38%	41%	48%
	Disagree a little	9%	9%	10%	13%	12%	10%	7%	7%	8%	5%	12%	7%	12%	8%	11%	13%	15%	4%	10%	12%	7%	6%	11%	11%	7%	10%	8%	10%	7%	10%	11%	9%	11%	7%	11%	9%
	Disagree moderately	6%	6%	6%	8%	4%	4%	5%	7%	8%	5%	4%	4%	11%	6%	5%	4%	6%	7%	8%	8%	4%	5%	9%	5%	7%	5%	3%	8%	5%	7%	8%	7%	4%	6%	7%	3%
	Disagree strongly	8%	9%	7%	3%	6%	9%	8%	10%	9%	8%	3%	5%	6%	6%	9%	3%	9%	20%	4%	9%	13%	11%	7%	9%	9%	7%	7%	7%	5%	4%	4%	8%	11%	6%	9%	9%
I would be more likely to positively respect a particular company if they made their views on political or social issues clear	Agree strongly	6%	6%	6%	3%	8%	8%	4%	6%	6%	8%	5%	3%	4%	5%	2%	9%	8%	7%	9%	5%	2%	7%	8%	5%	7%	3%	5%	5%	10%	7%	5%	7%	3%	7%	7%	4%
	Agree moderately	14%	14%	13%	16%	15%	14%	16%	8%	11%	18%	18%	16%	14%	11%	15%	11%	12%	11%	11%	7%	14%	20%	14%	13%	14%	13%	11%	12%	16%	13%	15%	11%	12%	17%	11%	13%
	Agree a little	21%	22%	21%	20%	22%	25%	20%	21%	19%	20%	24%	15%	16%	23%	21%	24%	23%	17%	29%	20%	22%	27%	19%	21%	20%	22%	25%	23%	26%	27%	40%	18%	15%	24%	21%	17%
	Neither agree nor disagree	40%	35%	44%	43%	34%	30%	43%	46%	43%	31%	38%	50%	42%	46%	42%	42%	35%	35%	39%	40%	45%	28%	38%	39%	40%	43%	45%	37%	33%	34%	26%	39%	49%	35%	39%	47%
	Disagree a little	8%	9%	7%	8%	10%	11%	5%	5%	8%	7%	8%	10%	10%	8%	7%	6%	10%	6%	5%	13%	5%	3%	10%	9%	6%	8%	5%	9%	6%	10%	6%	11%	9%	7%	9%	8%
	Disagree moderately	5%	6%	4%	6%	5%	3%	4%	5%	6%	6%	4%	3%	7%	4%	7%	4%	4%	6%	2%	14%	1%	4%	6%	6%	5%	4%	4%	7%	4%	6%	4%	4%	3%	5%	6%	2%
	Disagree strongly	7%	8%	6%	4%	5%	9%	7%	9%	6%	9%	3%	3%	7%	4%	7%	4%	7%	19%	4%	0%	12%	11%	5%	7%	8%	7%	6%	6%	5%	3%	4%	9%	10%	5%	7%	9%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
I would be more likely to buy from a particular company if they took a political or social stance which I agree with	Agree strongly	7%	8%	7%	9%	7%	11%	6%	6%	6%	13%	8%	8%	5%	4%	3%	5%	11%	8%	4%	5%	9%	16%	8%	6%	10%	6%	5%	5%	11%	6%	10%	10%	6%	9%	7%	7%
	Agree moderately	11%	12%	10%	9%	11%	13%	15%	9%	9%	14%	17%	7%	11%	11%	10%	12%	8%	7%	14%	11%	8%	16%	11%	12%	12%	7%	9%	11%	15%	13%	18%	7%	7%	14%	10%	8%
	Agree a little	20%	21%	18%	19%	21%	22%	17%	18%	21%	24%	21%	18%	17%	21%	20%	20%	17%	21%	26%	7%	15%	22%	21%	20%	17%	21%	19%	22%	23%	24%	24%	21%	15%	22%	19%	19%
	Neither agree nor disagree	39%	35%	43%	40%	35%	32%	45%	42%	42%	26%	34%	52%	43%	45%	42%	47%	37%	30%	42%	53%	41%	22%	38%	39%	38%	44%	48%	40%	33%	36%	30%	35%	45%	37%	39%	42%
	Disagree a little	9%	9%	8%	10%	13%	10%	5%	6%	8%	8%	11%	7%	11%	8%	12%	7%	10%	7%	7%	11%	6%	8%	9%	10%	8%	7%	7%	9%	8%	11%	12%	11%	8%	7%	10%	7%
	Disagree moderately	6%	7%	5%	7%	3%	4%	6%	7%	7%	4%	3%	4%	8%	6%	7%	4%	7%	9%	6%	6%	4%	4%	7%	6%	5%	6%	4%	7%	5%	3%	2%	7%	6%	6%	7%	4%
	Disagree strongly	8%	8%	8%	6%	9%	9%	7%	12%	7%	11%	6%	5%	6%	6%	6%	5%	9%	18%	1%	7%	17%	12%	7%	8%	10%	9%	8%	7%	5%	8%	4%	8%	13%	5%	8%	13%
I would be more likely to positively respect a particular company if they took a political or social stance which I agree with	Agree strongly	7%	7%	7%	10%	6%	10%	7%	5%	6%	7%	9%	10%	5%	6%	7%	7%	9%	5%	4%	9%	9%	16%	7%	7%	7%	5%	7%	6%	10%	8%	4%	10%	5%	9%	7%	5%
	Agree moderately	13%	13%	13%	13%	14%	15%	15%	14%	9%	18%	17%	13%	12%	11%	11%	13%	11%	14%	17%	7%	7%	13%	14%	14%	15%	11%	11%	12%	19%	13%	16%	15%	8%	18%	11%	9%
	Agree a little	23%	26%	20%	20%	21%	26%	23%	17%	26%	30%	17%	19%	20%	25%	22%	22%	22%	21%	29%	15%	20%	27%	26%	23%	20%	19%	26%	24%	22%	27%	36%	26%	22%	24%	23%	22%
	Neither agree nor disagree	37%	33%	41%	33%	38%	28%	41%	42%	39%	29%	34%	42%	41%	44%	38%	45%	35%	27%	38%	45%	37%	20%	34%	37%	39%	42%	38%	37%	33%	36%	22%	36%	41%	34%	37%	41%
	Disagree a little	9%	8%	9%	16%	11%	10%	4%	5%	7%	5%	14%	6%	9%	7%	12%	5%	9%	9%	7%	19%	9%	10%	8%	8%	7%	13%	8%	8%	9%	7%	11%	4%	9%	7%	8%	10%
	Disagree moderately	5%	6%	3%	5%	3%	3%	5%	6%	6%	4%	4%	7%	7%	3%	4%	3%	5%	8%	3%	6%	4%	8%	5%	4%	6%	3%	4%	6%	4%	3%	6%	3%	5%	3%	7%	3%
	Disagree strongly	7%	7%	7%	3%	7%	8%	6%	10%	6%	8%	4%	3%	6%	5%	6%	5%	10%	16%	2%	0%	14%	7%	6%	7%	7%	8%	7%	7%	4%	6%	6%	7%	10%	5%	7%	9%
Thinking about businesses in the public eye whose political or social views you have disagreed with, which of the following have you done to protest against their behaviour? (Please select all that apply)	Signed a petition against them	14%	14%	15%	21%	17%	13%	12%	11%	13%	20%	19%	18%	11%	14%	10%	13%	10%	14%	11%	17%	16%	21%	16%	13%	12%	15%	16%	11%	23%	18%	30%	12%	8%	20%	14%	8%
	Actively used a different business instead when possible	14%	15%	12%	13%	12%	14%	17%	12%	15%	20%	14%	11%	18%	16%	7%	10%	9%	10%	21%	14%	15%	15%	16%	16%	13%	9%	12%	13%	18%	15%	23%	17%	10%	18%	13%	10%
	Written to them or contacted them directly	10%	9%	11%	17%	17%	11%	6%	7%	3%	13%	8%	13%	11%	10%	7%	10%	9%	10%	13%	8%	6%	14%	11%	9%	9%	10%	8%	8%	14%	12%	11%	16%	9%	13%	7%	9%
	Encouraged others to use the services of other businesses instead	9%	10%	9%	8%	9%	12%	8%	8%	9%	16%	9%	11%	9%	12%	6%	4%	8%	5%	10%	7%	8%	13%	11%	10%	9%	7%	7%	8%	11%	9%	16%	5%	9%	12%	8%	8%
	Left a negative review online	8%	8%	9%	11%	11%	9%	6%	9%	5%	10%	11%	7%	11%	7%	10%	4%	8%	6%	7%	11%	8%	11%	9%	8%	8%	7%	8%	8%	10%	10%	11%	9%	6%	10%	8%	6%
	Made negative comments to them on Twitter or other social media	7%	7%	8%	15%	12%	7%	5%	3%	2%	9%	11%	6%	6%	7%	7%	8%	9%	5%	2%	5%	6%	12%	5%	8%	6%	11%	7%	5%	13%	8%	15%	8%	4%	9%	7%	5%
	Joined a Facebook page hostile to them	4%	5%	4%	9%	7%	5%	3%	1%	1%	6%	6%	3%	4%	3%	6%	5%	5%	1%	1%	4%	3%	9%	4%	2%	6%	6%	2%	3%	8%	2%	17%	9%	2%	7%	3%	3%
	Attended a rally against their behaviour	3%	4%	2%	7%	6%	4%	2%	2%	1%	6%	5%	1%	1%	3%	5%	3%	4%	2%	3%	8%	3%	6%	4%	3%	3%	5%	0%	3%	6%	4%	17%	3%	1%	4%	3%	2%
	Other (Please Specify)	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	2%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%
	None of the above	61%	61%	62%	43%	52%	60%	66%	71%	71%	50%	56%	59%	65%	60%	66%	66%	68%	70%	59%	52%	65%	53%	60%	62%	63%	59%	65%	66%	48%	55%	41%	59%	72%	52%	65%	68%
Thinking of the following companies, do you have a positive, negative or neutral view on them?	Strongly Positive	3%	4%	2%	3%	3%	4%	2%	2%	3%	4%	2%	1%	1%	2%	5%	5%	3%	1%	3%	1%	5%	11%	4%	1%	3%	3%	0%	4%	2%	4%	0%	3%	2%	4%	3%	1%
	Moderately Positive	11%	13%	9%	9%	11%	10%	12%	10%	12%	12%	9%	10%	14%	9%	9%	11%	12%	16%	7%	4%	10%	13%	10%	10%	14%	10%	11%	15%	10%	6%	8%	13%	9%	9%	13%	10%
Shell	Slightly Positive	17%	19%	14%	17%	16%	14%	14%	21%	18%	18%	20%	14%	21%	15%	15%	15%	15%	15%	17%	16%	10%	24%	17%	18%	14%	16%	19%	18%	21%	14%	17%	17%	15%	17%	19%	17%	15%
	Neutral	50%	43%	56%	47%	49%	50%	52%	52%	47%	37%	55%	54%	48%	48%	54%	52%	55%	45%	52%	68%	45%	44%	46%	54%	47%	50%	54%	50%	45%	48%	28%	53%	52%	44%	50%	54%
	Slightly Negative	12%	11%	12%	17%	11%	10%	11%	10%	13%	14%	10%	12%	9%	14%	11%	11%	8%	13%	15%	5%	13%	4%	13%	13%	12%	11%	8%	7%	15%	17%	22%	10%	11%	13%	10%	12%
	Moderately Negative	5%	6%	5%	5%	7%	9%	4%	2%	5%	10%	2%	6%	4%	8%	5%	5%	4%	3%	6%	6%	1%	5%	8%	4%	4%	6%	7%	2%	7%	6%	8%	2%	7%	7%	4%	6%
	Strongly Negative	3%	3%	3%	3%	3%	3%	5%	4%	1%	5%	3%	2%	3%	4%	2%	1%	3%	5%	1%	6%	1%	7%	2%	4%	4%	1%	2%	1%	5%	2%	17%	5%	2%	4%	3%	2%
	Total Positive	30%	36%	25%	29%	30%	28%	28%	32%	34%	34%	30%	26%	36%	26%	29%	31%	30%	34%	26%	15%	39%	40%	32%	25%	33%	31%	29%	40%	27%	27%	25%	30%	28%	32%	34%	26%
	Total Negative	20%	21%	19%	24%	20%	22%	20%	15%	19%	29%	14%	20%	17%	26%	17%	16%	15%	20%	22%	17%	16%	16%	22%	21%	20%	18%	17%	10%	28%	24%	47%	17%	20%	24%	16%	20%
Greggs	Strongly Positive	9%	8%	9%	10%	8%	12%	8%	11%	5%	10%	9%	3%	7%	2%	8%	16%	13%	11%	5%	4%	14%	9%	6%	6%	11%	15%	8%	7%	9%	5%	12%	10%	10%	7%	9%	8%
	Moderately Positive	18%	18%	19%	18%	22%	15%	19%	14%	21%	15%	22%	20%	16%	19%	14%	18%	25%	18%	26%	14%	15%	14%	16%	21%	17%	17%	24%	21%	20%	11%	8%	22%	16%	17%	20%	19%
	Slightly Positive	25%	27%	24%	24%	27%	24%	28%	26%	23%	23%	24%	25%	27%	29%	27%	24%	23%	26%	27%	26%	20%	24%	29%	23%	26%	24%	24%	26%	28%	32%	27%	29%	22%	25%	27%	23%
	Neutral	37%	36%	38%	37%	35%	38%	36%	34%	41%	41%	36%	40%	37%	36%	38%	34%	35%	37%	37%	36%	41%	34%	37%	40%	37%	35%	34%	35%	33%	36%	38%	28%	44%	37%	33%	42%
	Slightly Negative	6%	7%	6%	6%	6%	5%	5%	8%	7%	8%	6%	6%	7%	9%	6%	5%	3%	5%	4%	13%	7%	11%	8%	7%	4%	5%	5%	6%	5%	11%	10%	9%	6%	8%	6%	5%
	Moderately Negative	3%	3%	2%	3%	1%	3%	2%	4%	3%	2%	2%	4%	5%	4%	6%	0%	1%	1%	1%	4%	2%	3%	3%	2%	3%	3%	2%	2%	4%	3%	2%	0%	2%	3%	3%	1%
	Strongly Negative	2%	2%	1%	1%	1%	2%	1%	3%	1%	2%	1%	3%	1%	1%	1%	2%	0%	2%	0%	2%	1%	6%	1%	1%	2%	1%	3%	2%	2%	2%	4%	1%	1%	2%	1%	1%
	Total Positive	52%	52%	53%	53%	56%	51%	55%	51%	48%	47%	55%	47%	50%	50%	49%	57%	60%	55%	58%	45%	49%	46%	51%	50%	54%	55%	56%	55%	56%	48%	47%	61%	47%	49%	56%	51%
	Total Negative	11%	12%	9%	10%	9%	11%	8%	15%	11%	12%	9%	13%	13%	14%	13%	8%	4%	8%	5%	19%	11%	20%	12%	10%	9%	9%	10%	10%	11%	16%	15%	10%	8%	13%	11%	7%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
BP	Strongly Positive	3%	4%	2%	5%	2%	3%	2%	4%	3%	3%	2%	4%	4%	3%	2%	3%	2%	6%	3%	0%	6%	5%	4%	2%	4%	3%	4%	4%	3%	5%	0%	5%	2%	4%	4%	3%
	Moderately Positive	11%	13%	9%	12%	14%	8%	10%	10%	10%	11%	9%	12%	11%	12%	9%	14%	10%	12%	3%	7%	12%	16%	11%	10%	10%	13%	9%	14%	12%	7%	11%	10%	9%	11%	11%	11%
	Slightly Positive	17%	21%	13%	12%	16%	17%	16%	21%	20%	17%	22%	12%	16%	16%	18%	13%	20%	17%	18%	14%	18%	15%	19%	16%	16%	16%	20%	23%	14%	23%	16%	23%	13%	18%	20%	12%
	Neutral	50%	42%	57%	49%	51%	51%	52%	45%	50%	44%	51%	57%	48%	47%	55%	55%	49%	46%	51%	53%	49%	49%	44%	52%	53%	50%	49%	47%	45%	43%	32%	46%	59%	44%	48%	57%
	Slightly Negative	10%	9%	10%	8%	9%	10%	7%	13%	11%	11%	8%	7%	8%	11%	9%	9%	10%	8%	14%	14%	11%	4%	10%	12%	8%	10%	11%	8%	13%	13%	17%	11%	6%	12%	10%	7%
	Moderately Negative	6%	8%	5%	9%	6%	8%	5%	4%	6%	9%	5%	7%	8%	9%	6%	5%	3%	4%	11%	9%	3%	6%	10%	4%	8%	6%	3%	2%	8%	6%	10%	1%	8%	8%	4%	8%
	Strongly Negative	3%	3%	3%	5%	2%	3%	7%	2%	1%	6%	3%	1%	5%	3%	1%	1%	5%	5%	0%	3%	1%	6%	3%	4%	2%	2%	4%	1%	6%	3%	13%	5%	3%	4%	3%	3%
	Total Positive	31%	38%	24%	29%	32%	28%	28%	35%	33%	31%	33%	28%	30%	31%	28%	31%	33%	36%	24%	22%	36%	35%	33%	28%	30%	32%	33%	42%	29%	35%	28%	37%	23%	33%	36%	25%
	Total Negative	19%	20%	19%	22%	17%	21%	19%	20%	18%	25%	16%	15%	21%	23%	17%	14%	18%	18%	25%	26%	15%	16%	23%	20%	18%	18%	18%	11%	26%	22%	41%	17%	18%	24%	17%	17%
Oxfam	Strongly Positive	7%	5%	8%	10%	5%	7%	8%	6%	4%	6%	5%	5%	5%	8%	3%	5%	12%	8%	1%	4%	13%	13%	6%	6%	6%	5%	9%	5%	8%	7%	8%	6%	6%	8%	6%	6%
	Moderately Positive	16%	16%	16%	18%	15%	14%	17%	16%	15%	17%	17%	18%	16%	20%	12%	14%	14%	17%	15%	11%	14%	14%	16%	14%	18%	18%	15%	15%	18%	23%	15%	12%	13%	19%	13%	16%
	Slightly Positive	19%	21%	17%	15%	26%	18%	15%	19%	21%	22%	18%	15%	23%	19%	20%	20%	18%	18%	28%	8%	12%	29%	20%	20%	18%	18%	18%	19%	23%	18%	20%	11%	16%	24%	16%	18%
	Neutral	32%	29%	36%	40%	40%	32%	35%	26%	24%	28%	36%	32%	32%	24%	40%	37%	35%	34%	30%	45%	27%	20%	31%	34%	33%	37%	29%	26%	30%	30%	35%	32%	41%	30%	27%	39%
	Slightly Negative	14%	15%	12%	12%	9%	14%	12%	17%	17%	16%	9%	12%	13%	17%	12%	15%	10%	10%	19%	16%	13%	10%	15%	15%	15%	9%	13%	17%	12%	12%	11%	15%	12%	10%	18%	12%
	Moderately Negative	7%	8%	7%	4%	3%	7%	6%	9%	13%	6%	11%	8%	9%	7%	5%	6%	5%	7%	2%	10%	14%	7%	8%	8%	4%	8%	9%	10%	6%	7%	10%	10%	5%	5%	11%	6%
	Strongly Negative	5%	6%	5%	1%	2%	7%	7%	7%	7%	5%	4%	10%	2%	6%	9%	3%	5%	5%	5%	5%	7%	7%	4%	4%	7%	5%	6%	7%	3%	3%	2%	13%	6%	4%	8%	4%
	Total Positive	42%	43%	41%	42%	46%	40%	41%	41%	40%	45%	39%	38%	43%	46%	35%	39%	45%	43%	44%	24%	39%	56%	42%	39%	41%	41%	43%	40%	49%	48%	43%	29%	36%	51%	36%	40%
	Total Negative	26%	29%	24%	17%	15%	28%	24%	34%	36%	27%	25%	30%	24%	30%	25%	24%	21%	23%	26%	31%	34%	24%	27%	27%	26%	22%	28%	34%	21%	22%	23%	38%	24%	19%	37%	21%
Sky	Strongly Positive	8%	8%	7%	9%	9%	6%	7%	6%	9%	7%	6%	4%	6%	5%	10%	13%	11%	8%	8%	13%	5%	11%	5%	8%	8%	8%	11%	10%	6%	3%	2%	8%	8%	6%	10%	7%
	Moderately Positive	14%	14%	14%	13%	15%	17%	14%	13%	13%	14%	14%	11%	11%	14%	17%	10%	22%	16%	17%	6%	13%	14%	14%	12%	16%	17%	13%	17%	15%	10%	4%	18%	13%	15%	13%	15%
	Slightly Positive	22%	22%	22%	27%	24%	21%	23%	20%	20%	20%	25%	22%	30%	20%	16%	19%	21%	22%	27%	28%	28%	20%	22%	22%	21%	27%	19%	23%	21%	26%	32%	16%	23%	24%	21%	21%
	Neutral	32%	27%	36%	35%	33%	34%	31%	30%	27%	31%	32%	37%	29%	29%	31%	40%	25%	30%	24%	43%	41%	23%	32%	32%	29%	36%	31%	28%	31%	25%	27%	22%	35%	28%	30%	37%
	Slightly Negative	13%	14%	11%	11%	9%	13%	12%	15%	15%	14%	14%	15%	10%	16%	12%	14%	14%	10%	11%	5%	6%	15%	15%	15%	12%	7%	12%	12%	14%	12%	16%	17%	12%	16%	12%	10%
	Moderately Negative	6%	7%	4%	5%	5%	2%	5%	9%	7%	7%	5%	5%	5%	8%	11%	3%	4%	5%	4%	1%	3%	4%	6%	6%	8%	3%	5%	5%	6%	14%	8%	11%	4%	6%	7%	4%
	Strongly Negative	6%	7%	5%	1%	5%	7%	8%	7%	8%	8%	4%	8%	9%	9%	4%	1%	3%	10%	8%	5%	4%	12%	6%	6%	6%	2%	9%	5%	7%	10%	12%	7%	6%	7%	6%	6%
	Total Positive	44%	44%	44%	49%	48%	44%	44%	39%	42%	40%	45%	36%	47%	38%	43%	42%	54%	46%	53%	47%	46%	45%	41%	42%	45%	51%	43%	50%	42%	39%	37%	43%	43%	45%	45%	43%
	Total Negative	24%	28%	20%	17%	18%	22%	25%	31%	31%	29%	23%	27%	24%	32%	26%	18%	21%	24%	23%	11%	13%	32%	26%	27%	26%	13%	26%	22%	27%	35%	36%	35%	22%	28%	25%	20%
IKEA	Strongly Positive	10%	8%	11%	12%	16%	9%	9%	7%	5%	11%	8%	6%	4%	10%	9%	14%	9%	13%	4%	24%	14%	13%	9%	8%	11%	10%	11%	8%	10%	10%	17%	8%	11%	11%	9%	10%
	Moderately Positive	21%	21%	20%	17%	21%	27%	22%	17%	19%	22%	23%	25%	15%	17%	17%	19%	23%	26%	26%	15%	22%	20%	24%	20%	22%	15%	21%	19%	22%	12%	19%	23%	22%	21%	18%	24%
	Slightly Positive	24%	21%	26%	29%	31%	22%	18%	22%	21%	22%	25%	19%	25%	24%	28%	23%	25%	22%	30%	13%	19%	25%	23%	23%	21%	30%	19%	23%	25%	32%	27%	19%	23%	27%	19%	24%
	Neutral	34%	34%	34%	30%	25%	33%	43%	34%	39%	32%	35%	36%	41%	34%	36%	32%	33%	31%	26%	35%	36%	32%	31%	35%	35%	33%	38%	36%	32%	37%	23%	33%	34%	31%	39%	32%
	Slightly Negative	7%	9%	6%	8%	5%	7%	3%	10%	11%	9%	6%	9%	10%	9%	3%	9%	4%	6%	10%	10%	3%	9%	9%	7%	5%	8%	6%	9%	7%	5%	8%	14%	5%	7%	9%	6%
	Moderately Negative	3%	4%	3%	4%	1%	2%	3%	7%	3%	1%	2%	3%	4%	3%	6%	3%	7%	1%	4%	3%	6%	1%	2%	5%	4%	3%	3%	4%	2%	3%	2%	1%	4%	3%	4%	4%
	Strongly Negative	1%	2%	1%	0%	1%	0%	1%	3%	3%	2%	1%	1%	1%	3%	2%	0%	0%	1%	0%	0%	0%	0%	1%	1%	2%	1%	2%	1%	2%	0%	3%	2%	1%	1%	3%	0%
	Total Positive	54%	51%	57%	58%	68%	58%	49%	46%	44%	55%	56%	50%	44%	51%	54%	56%	56%	61%	60%	52%	55%	58%	57%	51%	54%	54%	51%	49%	57%	55%	63%	50%	56%	59%	46%	58%
	Total Negative	12%	15%	9%	12%	7%	9%	7%	20%	17%	13%	9%	14%	14%	16%	11%	12%	11%	8%	14%	13%	9%	10%	12%	13%	11%	12%	11%	15%	11%	8%	14%	17%	10%	11%	16%	10%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
McDonalds	Strongly Positive	8%	7%	8%	13%	12%	9%	5%	4%	4%	7%	7%	7%	9%	4%	4%	11%	10%	12%	3%	7%	8%	7%	5%	5%	8%	12%	14%	5%	8%	7%	4%	7%	9%	7%	8%	8%
	Moderately Positive	14%	14%	15%	13%	18%	15%	20%	10%	10%	10%	13%	12%	13%	13%	16%	16%	19%	15%	22%	14%	11%	9%	12%	13%	18%	15%	15%	14%	12%	8%	8%	18%	18%	11%	14%	20%
	Slightly Positive	22%	20%	24%	24%	28%	28%	22%	15%	14%	17%	25%	21%	24%	20%	12%	29%	25%	27%	21%	23%	16%	14%	22%	21%	20%	31%	15%	22%	24%	17%	25%	22%	21%	22%	20%	23%
	Neutral	28%	27%	29%	34%	23%	23%	28%	33%	29%	27%	30%	38%	25%	26%	36%	25%	25%	26%	24%	30%	31%	35%	29%	32%	26%	24%	25%	29%	26%	26%	14%	30%	28%	25%	31%	26%
	Slightly Negative	14%	14%	14%	9%	11%	12%	13%	17%	20%	17%	13%	11%	16%	19%	17%	11%	11%	8%	11%	9%	17%	13%	17%	14%	14%	10%	15%	16%	14%	18%	32%	9%	13%	18%	13%	12%
	Moderately Negative	7%	9%	5%	4%	5%	5%	7%	10%	11%	11%	5%	6%	6%	8%	9%	5%	3%	8%	10%	11%	9%	4%	9%	9%	8%	4%	4%	9%	7%	13%	4%	9%	5%	9%	8%	5%
	Strongly Negative	7%	9%	5%	2%	3%	8%	6%	10%	11%	10%	5%	5%	7%	9%	7%	4%	6%	5%	8%	6%	8%	18%	7%	6%	6%	3%	13%	5%	9%	11%	13%	5%	6%	9%	7%	6%
	Total Positive	44%	41%	46%	50%	57%	52%	47%	29%	28%	34%	46%	39%	46%	38%	32%	56%	54%	54%	47%	44%	35%	31%	38%	40%	46%	58%	43%	41%	44%	32%	36%	47%	48%	40%	41%	51%
	Total Negative	28%	32%	25%	16%	20%	25%	25%	38%	43%	39%	24%	23%	29%	36%	33%	20%	20%	21%	29%	26%	34%	34%	33%	29%	28%	18%	32%	30%	30%	42%	49%	23%	24%	35%	28%	23%
Starbucks	Strongly Positive	4%	3%	4%	10%	8%	4%	1%	1%	0%	4%	3%	2%	3%	1%	4%	9%	7%	1%	4%	3%	5%	11%	4%	3%	4%	4%	3%	3%	4%	4%	3%	4%	4%	5%	3%	4%
	Moderately Positive	11%	9%	13%	19%	16%	10%	12%	7%	6%	10%	17%	9%	12%	8%	8%	10%	15%	15%	7%	22%	8%	14%	8%	11%	10%	18%	9%	9%	10%	5%	9%	9%	14%	10%	8%	15%
	Slightly Positive	17%	16%	18%	22%	26%	15%	13%	9%	16%	17%	14%	17%	17%	17%	22%	22%	16%	15%	23%	8%	10%	18%	17%	16%	17%	19%	19%	18%	19%	12%	13%	11%	16%	19%	16%	15%
	Neutral	34%	31%	37%	28%	30%	39%	37%	40%	31%	34%	38%	43%	36%	30%	36%	30%	27%	36%	29%	36%	45%	23%	33%	35%	36%	36%	33%	33%	31%	33%	25%	40%	40%	29%	35%	40%
	Slightly Negative	18%	19%	17%	17%	10%	19%	19%	22%	22%	21%	16%	17%	19%	23%	17%	17%	20%	13%	14%	10%	19%	17%	19%	20%	19%	13%	18%	17%	18%	25%	25%	18%	19%	20%	16%	19%
	Moderately Negative	9%	13%	5%	2%	5%	8%	11%	11%	15%	8%	8%	8%	6%	11%	8%	8%	8%	12%	15%	13%	7%	8%	12%	8%	9%	5%	11%	12%	9%	11%	9%	10%	6%	10%	12%	5%
	Strongly Negative	6%	8%	5%	2%	5%	4%	7%	10%	9%	6%	4%	4%	7%	9%	4%	4%	6%	7%	9%	8%	7%	9%	7%	7%	5%	5%	7%	7%	8%	9%	14%	8%	3%	7%	9%	2%
	Total Positive	32%	29%	36%	52%	50%	30%	26%	17%	22%	31%	34%	27%	32%	26%	33%	41%	39%	31%	33%	33%	22%	43%	29%	29%	31%	41%	31%	31%	33%	21%	26%	24%	34%	34%	27%	34%
	Total Negative	34%	40%	27%	21%	20%	31%	37%	42%	47%	35%	28%	30%	32%	43%	30%	29%	34%	33%	38%	31%	33%	34%	38%	35%	33%	23%	37%	36%	36%	45%	48%	36%	27%	37%	38%	26%
Pret a Manger	Strongly Positive	2%	2%	3%	4%	4%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	5%	3%	3%	0%	0%	2%	9%	2%	1%	2%	3%	1%	3%	3%	3%	4%	5%	1%	3%	2%	1%
	Moderately Positive	8%	7%	8%	11%	11%	8%	4%	6%	6%	14%	4%	9%	8%	5%	6%	4%	9%	9%	2%	2%	9%	17%	7%	9%	6%	8%	6%	9%	8%	8%	8%	8%	6%	9%	6%	8%
	Slightly Positive	14%	14%	13%	17%	20%	14%	12%	12%	9%	16%	17%	15%	12%	16%	11%	21%	11%	10%	10%	9%	10%	15%	21%	14%	9%	13%	9%	15%	16%	15%	21%	9%	12%	19%	11%	12%
	Neutral	51%	52%	50%	42%	47%	50%	57%	56%	52%	45%	49%	54%	56%	47%	59%	49%	46%	58%	59%	59%	43%	34%	47%	52%	56%	52%	52%	49%	47%	42%	38%	57%	59%	45%	53%	55%
	Slightly Negative	16%	14%	18%	17%	12%	16%	13%	15%	20%	13%	17%	12%	17%	18%	17%	13%	18%	12%	18%	14%	21%	9%	16%	15%	18%	15%	16%	15%	15%	21%	13%	8%	16%	16%	15%	17%
	Moderately Negative	6%	8%	5%	7%	5%	5%	9%	5%	7%	8%	6%	6%	4%	7%	3%	4%	9%	5%	4%	15%	10%	13%	6%	7%	4%	8%	5%	5%	8%	8%	6%	6%	5%	6%	7%	5%
	Strongly Negative	3%	4%	3%	2%	2%	4%	3%	5%	5%	2%	6%	2%	2%	4%	4%	3%	4%	2%	7%	0%	6%	4%	2%	2%	5%	2%	10%	3%	4%	3%	9%	7%	3%	2%	6%	2%
	Total Positive	24%	23%	24%	32%	34%	24%	18%	19%	16%	33%	22%	26%	20%	24%	18%	31%	23%	22%	12%	11%	20%	41%	30%	24%	17%	23%	16%	27%	26%	25%	34%	23%	18%	31%	19%	20%
	Total Negative	26%	25%	26%	26%	19%	26%	26%	25%	31%	23%	29%	20%	24%	29%	23%	19%	31%	20%	29%	29%	37%	25%	24%	24%	27%	25%	32%	24%	28%	33%	28%	20%	23%	24%	28%	24%
Unilever	Strongly Positive	4%	5%	4%	8%	3%	7%	3%	2%	3%	3%	4%	3%	3%	3%	5%	5%	6%	4%	2%	6%	8%	9%	4%	3%	4%	6%	4%	5%	5%	5%	2%	5%	3%	5%	4%	3%
	Moderately Positive	12%	13%	12%	11%	12%	11%	13%	11%	15%	11%	15%	11%	14%	11%	9%	15%	15%	11%	15%	7%	14%	14%	11%	12%	13%	10%	18%	17%	10%	10%	13%	15%	12%	12%	14%	13%
	Slightly Positive	20%	23%	17%	19%	19%	23%	19%	18%	24%	21%	20%	27%	21%	24%	21%	19%	22%	15%	14%	10%	20%	17%	22%	19%	21%	22%	20%	23%	19%	25%	14%	12%	21%	19%	22%	21%
	Neutral	50%	45%	56%	48%	52%	49%	52%	57%	45%	50%	53%	51%	43%	49%	50%	49%	45%	54%	61%	58%	54%	47%	50%	51%	52%	51%	47%	47%	49%	46%	49%	54%	52%	49%	49%	51%
	Slightly Negative	7%	8%	7%	8%	7%	2%	8%	8%	10%	7%	4%	3%	13%	7%	9%	8%	5%	8%	5%	10%	2%	6%	9%	8%	5%	7%	7%	7%	9%	7%	13%	7%	6%	8%	8%	6%
	Moderately Negative	4%	4%	4%	4%	5%	4%	3%	3%	3%	5%	2%	1%	5%	4%	5%	4%	5%	3%	2%	9%	1%	5%	4%	5%	4%	2%	4%	1%	6%	6%	2%	3%	4%	5%	3%	4%
	Strongly Negative	2%	2%	1%	2%	1%	3%	2%	1%	0%	2%	2%	4%	1%	1%	1%	0%	1%	5%	0%	0%	1%	3%	1%	2%	2%	2%	1%	0%	2%	1%	8%	4%	2%	2%	1%	2%
	Total Positive	37%	42%	33%	38%	35%	41%	35%	31%	42%	35%	39%	41%	38%	38%	35%	39%	43%	30%	31%	23%	42%	40%	37%	35%	37%	38%	41%	45%	34%	40%	30%	32%	36%	36%	39%	37%
	Total Negative	13%	14%	12%	14%	13%	10%	13%	12%	13%	15%	8%	8%	19%	13%	15%	12%	11%	16%	8%	19%	4%	13%	13%	14%	11%	11%	12%	8%	17%	14%	22%	14%	11%	14%	12%	12%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Nestle	Strongly Positive	6%	5%	8%	10%	11%	7%	4%	3%	5%	5%	5%	3%	3%	6%	12%	13%	5%	7%	6%	8%	6%	11%	6%	5%	6%	7%	8%	6%	6%	4%	6%	8%	7%	6%	6%	8%
	Moderately Positive	17%	17%	17%	18%	19%	16%	20%	14%	17%	17%	23%	9%	21%	15%	14%	19%	20%	17%	14%	14%	20%	17%	11%	15%	21%	18%	28%	18%	16%	12%	11%	17%	19%	16%	16%	20%
	Slightly Positive	24%	25%	23%	21%	23%	27%	21%	22%	26%	19%	27%	32%	25%	28%	20%	20%	24%	25%	26%	14%	21%	17%	25%	18%	26%	28%	27%	27%	24%	22%	26%	22%	22%	23%	26%	21%
	Neutral	38%	37%	38%	36%	33%	34%	45%	47%	35%	38%	29%	36%	35%	37%	45%	36%	39%	37%	40%	52%	47%	44%	38%	43%	34%	39%	28%	38%	35%	40%	23%	41%	40%	36%	38%	40%
	Slightly Negative	7%	8%	7%	10%	9%	6%	4%	8%	9%	11%	9%	12%	7%	6%	2%	8%	7%	5%	10%	10%	3%	4%	8%	10%	7%	5%	4%	8%	9%	11%	16%	5%	4%	9%	8%	5%
	Moderately Negative	5%	6%	4%	3%	3%	8%	4%	2%	6%	8%	3%	8%	6%	5%	4%	2%	2%	5%	4%	3%	2%	2%	6%	4%	6%	2%	3%	2%	7%	7%	7%	5%	6%	6%	4%	5%
	Strongly Negative	3%	3%	3%	2%	2%	3%	3%	4%	3%	3%	4%	1%	3%	4%	2%	3%	3%	4%	0%	0%	2%	6%	5%	4%	0%	1%	2%	2%	4%	5%	9%	2%	2%	4%	2%	1%
	Total Positive	47%	47%	48%	48%	53%	50%	45%	40%	47%	41%	55%	44%	49%	48%	47%	51%	49%	49%	45%	36%	47%	44%	43%	38%	52%	53%	63%	51%	46%	37%	44%	47%	48%	45%	48%	49%
	Total Negative	15%	16%	14%	16%	14%	17%	10%	14%	17%	22%	16%	20%	16%	15%	9%	13%	12%	14%	14%	13%	7%	12%	19%	18%	14%	8%	9%	11%	20%	23%	33%	12%	12%	19%	14%	11%
Heineken	Strongly Positive	4%	6%	3%	6%	5%	7%	4%	2%	2%	4%	4%	1%	2%	3%	4%	4%	8%	9%	1%	9%	6%	15%	4%	2%	5%	5%	2%	5%	5%	3%	4%	3%	3%	5%	5%	3%
	Moderately Positive	10%	12%	8%	13%	10%	11%	12%	10%	5%	10%	9%	7%	14%	7%	5%	8%	13%	13%	18%	5%	5%	10%	10%	8%	12%	12%	8%	9%	9%	7%	16%	16%	11%	8%	9%	14%
	Slightly Positive	18%	21%	15%	16%	18%	21%	19%	17%	18%	17%	21%	11%	21%	15%	21%	19%	22%	20%	12%	23%	16%	6%	18%	19%	20%	19%	17%	21%	17%	19%	23%	14%	17%	20%	19%	15%
	Neutral	54%	48%	60%	48%	54%	49%	55%	57%	60%	55%	56%	67%	46%	56%	60%	58%	47%	48%	54%	41%	54%	57%	54%	55%	52%	50%	61%	53%	54%	60%	37%	54%	53%	52%	55%	53%
	Slightly Negative	9%	8%	10%	12%	8%	9%	5%	10%	9%	10%	8%	10%	10%	12%	6%	5%	5%	8%	12%	9%	12%	6%	8%	11%	8%	10%	8%	9%	8%	7%	8%	7%	10%	9%	8%	10%
	Moderately Negative	3%	4%	3%	3%	3%	3%	4%	2%	5%	3%	1%	2%	7%	6%	4%	1%	3%	1%	1%	13%	5%	4%	6%	3%	2%	2%	4%	2%	4%	3%	9%	2%	5%	4%	3%	4%
	Strongly Negative	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	4%	2%	0%	2%	0%	1%	2%	1%	3%	1%	1%	1%	1%	3%	1%	4%	5%	1%	2%	1%	1%
	Total Positive	32%	39%	26%	35%	34%	39%	34%	29%	25%	31%	34%	20%	36%	25%	30%	32%	43%	42%	31%	37%	27%	31%	31%	29%	37%	36%	27%	35%	32%	29%	43%	32%	32%	34%	33%	32%
	Total Negative	14%	14%	14%	17%	13%	13%	10%	14%	16%	14%	11%	13%	18%	19%	10%	10%	10%	9%	15%	22%	19%	12%	14%	17%	11%	13%	12%	11%	15%	11%	20%	14%	16%	14%	12%	15%
BAE Systems	Strongly Positive	4%	5%	2%	2%	4%	4%	2%	4%	5%	3%	1%	2%	2%	3%	6%	6%	8%	4%	4%	1%	1%	8%	4%	3%	3%	4%	4%	6%	4%	6%	0%	4%	2%	4%	6%	1%
	Moderately Positive	9%	13%	6%	9%	10%	8%	6%	10%	11%	11%	11%	9%	10%	12%	6%	7%	11%	8%	4%	5%	10%	12%	11%	9%	9%	6%	8%	14%	10%	8%	9%	16%	5%	9%	12%	7%
	Slightly Positive	13%	18%	8%	10%	13%	13%	12%	14%	15%	15%	14%	13%	17%	10%	18%	10%	13%	10%	16%	14%	6%	16%	18%	9%	12%	16%	9%	17%	14%	20%	13%	8%	9%	17%	12%	10%
	Neutral	63%	51%	74%	68%	62%	63%	67%	61%	59%	59%	65%	66%	62%	64%	62%	69%	57%	64%	63%	66%	69%	46%	56%	67%	67%	60%	71%	56%	59%	54%	59%	61%	72%	58%	60%	71%
	Slightly Negative	6%	6%	5%	7%	6%	4%	5%	5%	6%	6%	3%	8%	5%	5%	4%	5%	6%	5%	6%	9%	10%	4%	6%	7%	3%	7%	4%	5%	6%	7%	12%	4%	5%	7%	5%	5%
	Moderately Negative	3%	3%	3%	2%	3%	3%	2%	4%	3%	4%	4%	0%	3%	4%	3%	3%	3%	5%	3%	2%	2%	7%	3%	2%	3%	4%	3%	2%	5%	4%	0%	4%	3%	3%	3%	3%
	Strongly Negative	2%	3%	2%	1%	1%	4%	6%	1%	1%	3%	3%	1%	1%	2%	1%	1%	2%	5%	6%	3%	2%	7%	2%	2%	1%	3%	1%	1%	3%	1%	6%	3%	3%	2%	2%	3%
	Total Positive	26%	37%	15%	21%	27%	26%	20%	28%	32%	29%	26%	25%	29%	25%	30%	22%	32%	22%	23%	20%	17%	36%	33%	21%	25%	26%	21%	37%	27%	34%	23%	28%	16%	30%	30%	18%
	Total Negative	11%	12%	10%	11%	11%	11%	13%	11%	10%	13%	9%	9%	9%	11%	8%	9%	11%	14%	14%	14%	14%	18%	11%	11%	8%	14%	9%	8%	13%	12%	19%	11%	11%	12%	10%	11%
PWC	Strongly Positive	2%	3%	2%	7%	3%	3%	1%	1%	1%	2%	0%	2%	0%	1%	4%	5%	2%	5%	1%	3%	6%	11%	2%	1%	2%	3%	4%	2%	2%	3%	0%	3%	2%	4%	1%	2%
	Moderately Positive	4%	5%	3%	6%	7%	3%	5%	1%	2%	7%	5%	5%	4%	2%	2%	4%	4%	3%	2%	0%	7%	7%	4%	4%	3%	6%	1%	6%	5%	7%	6%	6%	2%	5%	4%	3%
	Slightly Positive	7%	10%	5%	11%	12%	8%	6%	4%	3%	11%	7%	7%	6%	5%	4%	6%	9%	7%	4%	17%	6%	8%	9%	5%	6%	12%	4%	6%	10%	7%	6%	3%	7%	8%	6%	8%
	Neutral	72%	64%	80%	65%	69%	74%	72%	79%	74%	64%	71%	75%	73%	76%	80%	73%	72%	71%	76%	68%	69%	58%	66%	78%	77%	67%	77%	70%	68%	67%	56%	74%	78%	67%	73%	76%
	Slightly Negative	8%	10%	6%	7%	6%	8%	8%	10%	9%	10%	11%	6%	9%	9%	3%	6%	8%	8%	10%	6%	4%	11%	10%	8%	7%	8%	4%	9%	8%	6%	17%	6%	8%	9%	8%	7%
	Moderately Negative	4%	5%	3%	3%	3%	2%	5%	2%	7%	3%	4%	4%	4%	4%	6%	3%	2%	4%	5%	1%	5%	3%	5%	3%	4%	3%	5%	5%	4%	6%	10%	1%	2%	4%	5%	1%
	Strongly Negative	2%	4%	1%	1%	1%	2%	5%	2%	4%	2%	3%	1%	5%	3%	1%	3%	2%	2%	2%	4%	3%	3%	3%	2%	2%	2%	4%	2%	3%	4%	5%	6%	2%	2%	3%	2%
	Total Positive	14%	17%	10%	24%	22%	14%	11%	7%	6%	20%	11%	14%	10%	9%	10%	15%	16%	15%	7%	20%	19%	26%	15%	9%	12%	21%	9%	13%	17%	17%	12%	12%	11%	17%	11%	13%
	Total Negative	14%	19%	10%	11%	9%	12%	17%	14%	20%	16%	18%	11%	17%	15%	10%	12%	12%	14%	16%	11%	12%	16%	19%	13%	12%	13%	13%	16%	15%	16%	33%	13%	12%	15%	16%	11%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Boots	Strongly Positive	11%	8%	14%	16%	11%	7%	11%	9%	12%	10%	12%	7%	6%	11%	16%	15%	10%	15%	7%	14%	7%	13%	7%	8%	11%	16%	19%	13%	10%	8%	10%	10%	12%	12%	11%	11%
	Moderately Positive	24%	22%	27%	18%	23%	26%	27%	21%	29%	23%	31%	23%	32%	23%	16%	24%	31%	18%	21%	29%	17%	16%	25%	26%	27%	22%	19%	28%	22%	20%	10%	23%	24%	24%	26%	22%
	Slightly Positive	28%	27%	28%	26%	33%	30%	19%	31%	27%	26%	19%	30%	21%	32%	31%	31%	25%	30%	35%	21%	29%	28%	32%	28%	26%	23%	24%	28%	28%	34%	44%	23%	27%	29%	26%	28%
	Neutral	30%	33%	26%	29%	26%	34%	33%	32%	25%	32%	33%	36%	34%	29%	26%	21%	27%	26%	28%	32%	39%	33%	29%	31%	29%	29%	26%	27%	29%	28%	28%	34%	31%	28%	29%	31%
	Slightly Negative	5%	6%	4%	6%	6%	3%	6%	4%	6%	7%	3%	3%	3%	3%	7%	7%	5%	7%	6%	3%	4%	2%	3%	5%	4%	9%	8%	4%	7%	8%	7%	6%	4%	4%	6%	5%
	Moderately Negative	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%	0%	0%	3%	1%	3%	3%	1%	2%	2%	0%	4%	6%	1%	1%	2%	1%	4%	1%	3%	2%	2%	3%	2%	2%	2%	2%
	Strongly Negative	1%	1%	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	0%	0%	0%	2%	1%	0%	1%	0%	1%	1%	0%
	Total Positive	63%	58%	68%	61%	68%	63%	56%	61%	68%	59%	63%	60%	59%	67%	63%	69%	66%	63%	63%	64%	53%	57%	65%	62%	65%	61%	62%	68%	60%	62%	64%	57%	63%	65%	63%	62%
	Total Negative	7%	9%	6%	10%	7%	4%	10%	7%	8%	9%	4%	4%	7%	5%	11%	10%	7%	11%	9%	5%	8%	10%	6%	7%	6%	10%	12%	5%	12%	11%	8%	10%	6%	7%	8%	8%
Apple	Strongly Positive	11%	11%	11%	14%	13%	13%	11%	7%	8%	10%	7%	7%	11%	8%	13%	17%	11%	9%	9%	11%	17%	25%	10%	7%	13%	9%	16%	10%	9%	9%	6%	9%	13%	11%	10%	12%
	Moderately Positive	16%	14%	18%	13%	16%	16%	16%	14%	17%	16%	20%	17%	14%	12%	16%	14%	21%	19%	9%	10%	12%	11%	15%	15%	16%	16%	20%	19%	16%	18%	13%	14%	13%	15%	17%	15%
	Slightly Positive	20%	22%	19%	20%	26%	22%	22%	16%	17%	21%	26%	15%	20%	25%	16%	16%	22%	18%	22%	29%	11%	21%	21%	20%	19%	24%	18%	22%	20%	25%	27%	18%	20%	24%	18%	19%
	Neutral	29%	25%	33%	29%	23%	25%	27%	40%	34%	23%	24%	42%	33%	24%	37%	32%	24%	31%	30%	28%	45%	21%	31%	33%	27%	31%	23%	28%	30%	24%	13%	32%	30%	27%	33%	28%
	Slightly Negative	11%	12%	10%	13%	10%	9%	12%	9%	14%	14%	9%	8%	10%	16%	13%	11%	8%	6%	17%	11%	9%	9%	12%	11%	11%	9%	12%	12%	12%	9%	22%	11%	11%	13%	11%	11%
	Moderately Negative	7%	8%	5%	9%	5%	7%	7%	7%	6%	7%	8%	8%	3%	7%	4%	6%	6%	9%	9%	4%	5%	3%	5%	8%	8%	6%	5%	7%	7%	10%	11%	8%	5%	6%	7%	7%
	Strongly Negative	6%	9%	3%	2%	9%	8%	6%	7%	4%	9%	7%	2%	9%	7%	1%	3%	7%	8%	4%	7%	1%	9%	6%	6%	6%	4%	5%	3%	7%	3%	8%	8%	8%	5%	5%	8%
	Total Positive	47%	46%	48%	47%	55%	51%	49%	37%	42%	47%	54%	40%	45%	45%	46%	48%	55%	46%	40%	50%	40%	57%	46%	42%	48%	49%	55%	51%	44%	53%	46%	41%	46%	50%	45%	45%
	Total Negative	24%	29%	19%	24%	23%	23%	24%	24%	24%	30%	23%	18%	23%	31%	18%	20%	21%	23%	30%	22%	15%	22%	24%	25%	25%	20%	22%	22%	26%	23%	41%	26%	24%	23%	22%	26%
Subway	Strongly Positive	7%	7%	8%	12%	16%	8%	6%	3%	1%	9%	7%	6%	6%	5%	4%	16%	10%	6%	2%	9%	5%	8%	6%	6%	9%	10%	6%	5%	8%	6%	6%	6%	8%	9%	6%	7%
	Moderately Positive	15%	13%	16%	21%	13%	14%	24%	11%	8%	12%	23%	10%	13%	10%	12%	12%	18%	19%	15%	24%	15%	14%	12%	13%	16%	19%	13%	14%	14%	8%	12%	9%	16%	11%	13%	21%
	Slightly Positive	22%	23%	21%	17%	26%	28%	20%	20%	19%	17%	21%	15%	30%	22%	20%	19%	27%	22%	25%	23%	23%	10%	22%	22%	22%	26%	16%	22%	23%	22%	19%	15%	23%	22%	21%	23%
	Neutral	39%	37%	40%	35%	33%	36%	33%	45%	50%	39%	33%	50%	33%	39%	49%	36%	35%	40%	38%	30%	41%	39%	40%	41%	38%	32%	42%	43%	37%	42%	35%	47%	36%	38%	42%	35%
	Slightly Negative	10%	11%	10%	10%	9%	7%	9%	13%	14%	13%	10%	11%	10%	13%	6%	13%	8%	9%	8%	8%	11%	20%	13%	11%	8%	7%	10%	10%	12%	13%	17%	12%	10%	13%	10%	9%
	Moderately Negative	5%	7%	3%	3%	2%	5%	7%	6%	7%	8%	1%	3%	6%	8%	8%	2%	3%	2%	8%	6%	4%	8%	5%	5%	4%	3%	11%	4%	4%	10%	6%	5%	5%	5%	6%	5%
	Strongly Negative	2%	2%	2%	2%	2%	3%	2%	3%	2%	1%	5%	5%	1%	2%	1%	1%	0%	3%	4%	0%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	5%	6%	2%	2%	3%	1%
	Total Positive	44%	42%	45%	50%	54%	49%	49%	34%	28%	38%	51%	31%	50%	37%	36%	47%	55%	46%	41%	56%	43%	32%	40%	41%	47%	55%	35%	40%	45%	35%	37%	30%	47%	42%	40%	50%
	Total Negative	18%	20%	15%	15%	13%	15%	18%	22%	23%	22%	16%	19%	18%	24%	14%	17%	10%	14%	21%	14%	16%	29%	19%	18%	14%	13%	23%	17%	18%	23%	28%	23%	17%	20%	18%	14%
Sports Direct	Strongly Positive	4%	4%	4%	4%	6%	6%	2%	3%	1%	2%	3%	5%	7%	2%	4%	4%	4%	8%	3%	6%	0%	5%	3%	2%	5%	8%	3%	2%	4%	3%	0%	3%	5%	4%	4%	4%
	Moderately Positive	9%	10%	8%	14%	13%	11%	9%	4%	4%	7%	16%	8%	8%	6%	6%	9%	12%	7%	14%	7%	9%	13%	9%	8%	8%	12%	7%	9%	9%	4%	9%	14%	9%	8%	8%	10%
	Slightly Positive	18%	17%	19%	21%	22%	22%	21%	10%	12%	20%	23%	11%	12%	24%	11%	14%	18%	23%	16%	18%	12%	12%	16%	15%	18%	25%	21%	15%	19%	11%	17%	15%	21%	16%	15%	23%
	Neutral	36%	32%	41%	42%	34%	33%	35%	39%	37%	35%	30%	35%	45%	35%	48%	39%	34%	31%	37%	39%	25%	34%	33%	42%	37%	33%	35%	38%	34%	31%	25%	42%	40%	33%	37%	38%
	Slightly Negative	17%	20%	15%	11%	13%	14%	20%	20%	25%	18%	15%	24%	15%	16%	21%	19%	17%	16%	15%	13%	21%	13%	17%	17%	20%	15%	18%	22%	15%	28%	20%	13%	14%	18%	20%	14%
	Moderately Negative	8%	9%	7%	4%	8%	7%	6%	10%	13%	10%	7%	6%	6%	9%	7%	10%	7%	8%	9%	10%	8%	9%	12%	10%	5%	5%	6%	9%	10%	16%	12%	7%	4%	11%	10%	4%
	Strongly Negative	8%	9%	7%	3%	5%	7%	8%	13%	9%	7%	7%	11%	7%	8%	3%	5%	8%	6%	4%	7%	25%	13%	10%	8%	8%	3%	8%	5%	10%	6%	18%	6%	8%	10%	6%	7%
	Total Positive	31%	31%	30%	39%	41%	39%	32%	18%	17%	29%	42%	24%	27%	32%	21%	27%	33%	39%	34%	31%	22%	31%	28%	24%	30%	44%	32%	26%	31%	18%	26%	32%	34%	28%	27%	37%
	Total Negative	33%	38%	29%	19%	26%	29%	33%	43%	46%	35%	28%	41%	28%	33%	31%	34%	33%	31%	29%	30%	54%	35%	39%	35%	33%	23%	33%	36%	35%	50%	49%	26%	26%	39%	36%	24%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
Jaguar Land Rover	Strongly Positive	5%	6%	4%	7%	5%	3%	4%	7%	4%	5%	2%	4%	4%	6%	1%	6%	8%	6%	6%	4%	6%	10%	3%	3%	6%	7%	5%	6%	5%	4%	2%	8%	4%	5%	5%	5%
	Moderately Positive	14%	17%	11%	10%	12%	14%	16%	13%	16%	13%	14%	8%	16%	14%	13%	17%	16%	14%	7%	8%	20%	16%	15%	11%	14%	16%	14%	18%	11%	14%	10%	16%	13%	13%	16%	13%
	Slightly Positive	20%	22%	17%	21%	22%	20%	18%	19%	20%	16%	18%	19%	21%	20%	23%	22%	25%	16%	19%	19%	14%	30%	25%	16%	18%	20%	16%	22%	22%	22%	25%	14%	17%	23%	19%	18%
	Neutral	49%	41%	57%	49%	48%	47%	54%	50%	47%	50%	56%	57%	44%	49%	51%	47%	39%	47%	55%	58%	49%	33%	43%	57%	51%	46%	51%	43%	46%	42%	39%	52%	57%	46%	47%	54%
	Slightly Negative	8%	9%	7%	9%	7%	8%	6%	7%	11%	11%	7%	9%	9%	6%	10%	5%	8%	10%	5%	3%	6%	6%	11%	7%	7%	7%	9%	9%	8%	12%	14%	7%	5%	9%	9%	6%
	Moderately Negative	3%	4%	2%	2%	3%	6%	2%	2%	2%	2%	0%	3%	4%	2%	2%	2%	3%	5%	7%	8%	1%	3%	2%	3%	4%	3%	3%	2%	4%	6%	4%	2%	3%	3%	3%	3%
	Strongly Negative	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%	2%	1%	2%	3%	0%	1%	1%	1%	0%	0%	4%	2%	1%	3%	1%	1%	2%	1%	3%	0%	6%	1%	2%	2%	2%	1%
	Total Positive	38%	45%	32%	38%	38%	37%	38%	39%	40%	34%	34%	31%	41%	40%	37%	45%	49%	36%	32%	31%	40%	57%	44%	30%	37%	43%	36%	46%	39%	40%	37%	38%	34%	40%	40%	36%
	Total Negative	12%	14%	11%	13%	13%	16%	8%	11%	13%	15%	10%	12%	15%	11%	12%	8%	12%	17%	13%	11%	11%	10%	14%	13%	12%	11%	13%	11%	15%	18%	24%	10%	10%	14%	13%	10%
Airbus	Strongly Positive	3%	4%	2%	5%	2%	5%	1%	3%	2%	3%	0%	0%	1%	1%	7%	5%	5%	2%	5%	2%	8%	9%	3%	2%	2%	3%	5%	4%	3%	4%	0%	3%	3%	3%	3%	3%
	Moderately Positive	11%	14%	7%	10%	12%	7%	12%	12%	11%	15%	10%	9%	9%	10%	7%	8%	15%	10%	16%	6%	7%	13%	11%	9%	15%	8%	7%	11%	10%	13%	16%	13%	10%	12%	10%	10%
	Slightly Positive	16%	23%	11%	15%	19%	18%	13%	16%	17%	22%	17%	18%	18%	18%	19%	8%	14%	10%	13%	16%	22%	20%	20%	14%	16%	18%	10%	16%	17%	18%	21%	9%	17%	18%	15%	17%
	Neutral	59%	47%	71%	58%	61%	60%	58%	58%	59%	51%	59%	59%	59%	59%	62%	68%	57%	66%	55%	63%	55%	48%	57%	65%	56%	56%	68%	56%	59%	55%	42%	59%	64%	57%	57%	63%
	Slightly Negative	6%	8%	5%	6%	4%	5%	8%	6%	8%	8%	8%	7%	8%	6%	3%	7%	6%	5%	5%	9%	7%	11%	6%	6%	6%	8%	5%	9%	7%	9%	12%	6%	3%	7%	8%	4%
	Moderately Negative	3%	3%	3%	4%	2%	3%	4%	4%	1%	2%	2%	7%	5%	3%	2%	2%	2%	2%	3%	1%	1%	0%	1%	2%	3%	4%	5%	2%	4%	2%	5%	4%	2%	2%	4%	2%
	Strongly Negative	2%	3%	1%	1%	1%	2%	3%	1%	2%	0%	4%	0%	1%	2%	0%	1%	2%	4%	3%	3%	0%	0%	1%	2%	2%	2%	1%	2%	1%	0%	4%	6%	1%	1%	3%	1%
	Total Positive	30%	40%	20%	30%	33%	30%	27%	31%	30%	39%	27%	27%	28%	29%	33%	22%	33%	23%	34%	24%	36%	41%	35%	25%	33%	30%	22%	31%	29%	35%	37%	25%	30%	34%	29%	29%
	Total Negative	11%	13%	9%	12%	7%	10%	15%	11%	11%	10%	14%	15%	13%	11%	5%	10%	10%	12%	11%	14%	8%	11%	9%	11%	11%	14%	11%	12%	12%	10%	21%	16%	7%	10%	15%	7%
Netflix	Strongly Positive	14%	12%	17%	24%	22%	19%	13%	5%	5%	21%	11%	7%	11%	10%	15%	17%	14%	22%	8%	14%	22%	20%	12%	13%	14%	21%	14%	10%	14%	12%	9%	14%	20%	13%	10%	21%
	Moderately Positive	17%	16%	18%	18%	19%	20%	19%	16%	10%	16%	17%	20%	18%	19%	14%	14%	23%	17%	9%	15%	15%	9%	17%	21%	16%	14%	17%	16%	19%	17%	17%	18%	16%	19%	17%	16%
	Slightly Positive	22%	21%	23%	25%	29%	23%	21%	19%	18%	21%	24%	17%	24%	20%	25%	26%	21%	19%	25%	32%	20%	22%	23%	22%	22%	24%	20%	20%	24%	22%	37%	15%	22%	25%	18%	24%
	Neutral	35%	35%	35%	21%	23%	30%	36%	44%	50%	32%	38%	35%	29%	38%	34%	32%	36%	32%	45%	33%	35%	35%	38%	35%	35%	28%	37%	42%	31%	37%	29%	44%	31%	32%	41%	28%
	Slightly Negative	7%	8%	6%	7%	5%	3%	7%	7%	10%	4%	8%	11%	8%	8%	6%	10%	3%	5%	7%	3%	8%	6%	7%	7%	7%	7%	4%	8%	7%	9%	4%	5%	5%	7%	8%	4%
	Moderately Negative	3%	5%	1%	4%	0%	1%	4%	4%	4%	5%	1%	5%	4%	3%	2%	1%	2%	3%	2%	4%	0%	8%	3%	2%	4%	2%	5%	3%	2%	4%	2%	2%	3%	2%	3%	5%
	Strongly Negative	2%	3%	1%	0%	1%	4%	1%	4%	2%	1%	1%	5%	6%	2%	3%	0%	1%	2%	3%	0%	0%	0%	1%	1%	3%	4%	2%	1%	2%	0%	2%	2%	3%	2%	2%	2%
	Total Positive	54%	50%	58%	68%	70%	62%	53%	41%	33%	58%	52%	44%	52%	49%	54%	56%	59%	58%	42%	61%	57%	51%	51%	56%	51%	59%	52%	46%	57%	51%	63%	47%	58%	57%	46%	60%
	Total Negative	12%	16%	8%	11%	7%	8%	11%	15%	17%	10%	10%	21%	18%	13%	11%	12%	5%	10%	13%	6%	9%	14%	11%	10%	14%	13%	11%	13%	12%	12%	8%	9%	11%	11%	13%	11%
Spotify	Strongly Positive	6%	6%	7%	13%	11%	8%	6%	2%	1%	8%	7%	4%	6%	3%	3%	10%	10%	8%	2%	11%	10%	13%	5%	4%	6%	9%	10%	4%	6%	6%	4%	8%	8%	7%	4%	8%
	Moderately Positive	12%	12%	12%	19%	16%	10%	17%	6%	4%	9%	11%	10%	10%	14%	10%	13%	16%	15%	6%	11%	9%	9%	10%	12%	14%	12%	10%	10%	13%	12%	17%	7%	11%	13%	9%	12%
	Slightly Positive	17%	18%	16%	23%	22%	22%	15%	11%	10%	20%	18%	13%	13%	17%	15%	14%	21%	17%	22%	16%	13%	15%	17%	17%	20%	18%	10%	13%	21%	11%	26%	7%	20%	19%	14%	19%
	Neutral	50%	45%	54%	33%	40%	51%	50%	60%	61%	47%	50%	59%	50%	48%	56%	51%	42%	49%	48%	52%	55%	48%	51%	53%	49%	42%	53%	54%	46%	57%	31%	57%	49%	48%	55%	49%
	Slightly Negative	10%	11%	8%	10%	8%	5%	8%	12%	15%	10%	7%	10%	12%	13%	13%	7%	8%	6%	11%	8%	12%	11%	12%	9%	6%	13%	11%	12%	9%	7%	17%	13%	9%	8%	11%	10%
	Moderately Negative	3%	4%	2%	1%	2%	2%	2%	5%	6%	3%	4%	4%	4%	4%	4%	3%	1%	4%	7%	2%	1%	4%	4%	2%	2%	4%	3%	4%	3%	5%	4%	6%	3%	3%	5%	2%
	Strongly Negative	2%	3%	1%	1%	1%	2%	2%	4%	3%	2%	4%	0%	5%	2%	0%	3%	3%	2%	4%	0%	0%	0%	2%	2%	3%	2%	3%	3%	3%	3%	2%	2%	1%	2%	3%	1%
	Total Positive	35%	36%	34%	54%	49%	40%	38%	19%	15%	38%	36%	27%	29%	34%	28%	36%	47%	39%	30%	38%	32%	37%	32%	33%	40%	39%	30%	27%	39%	29%	47%	21%	39%	38%	27%	39%
	Total Negative	15%	19%	11%	13%	11%	9%	12%	21%	24%	15%	15%	14%	21%	18%	16%	12%	11%	12%	21%	10%	13%	14%	18%	14%	11%	19%	17%	19%	15%	14%	22%	21%	12%	14%	19%	13%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
PepsiCo	Strongly Positive	4%	4%	5%	8%	6%	5%	5%	1%	2%	4%	3%	3%	3%	2%	7%	6%	6%	9%	0%	2%	9%	12%	4%	2%	4%	7%	7%	5%	6%	5%	4%	4%	4%	4%	5%	6%
	Moderately Positive	12%	12%	12%	17%	17%	13%	12%	7%	7%	6%	14%	10%	16%	10%	11%	15%	12%	11%	23%	11%	11%	10%	8%	12%	14%	14%	14%	10%	12%	8%	9%	17%	14%	12%	11%	13%
	Slightly Positive	18%	19%	17%	16%	26%	23%	17%	15%	12%	21%	19%	20%	16%	19%	14%	18%	24%	18%	12%	20%	7%	16%	20%	19%	18%	20%	10%	19%	18%	15%	12%	7%	19%	18%	18%	18%
	Neutral	46%	45%	48%	43%	40%	45%	48%	51%	51%	41%	49%	57%	45%	45%	45%	49%	44%	44%	42%	54%	54%	38%	42%	51%	49%	45%	43%	48%	41%	41%	37%	55%	49%	43%	48%	48%
	Slightly Negative	10%	9%	11%	11%	10%	8%	9%	10%	12%	14%	8%	5%	10%	14%	13%	7%	8%	9%	10%	10%	7%	13%	14%	8%	7%	10%	11%	11%	11%	14%	12%	5%	7%	11%	10%	9%
	Moderately Negative	5%	7%	4%	3%	1%	3%	5%	9%	10%	7%	3%	3%	6%	5%	6%	4%	4%	6%	11%	3%	6%	2%	7%	5%	5%	3%	7%	6%	8%	11%	16%	6%	2%	7%	6%	3%
	Strongly Negative	4%	5%	3%	1%	1%	3%	4%	7%	6%	6%	4%	2%	4%	6%	3%	1%	3%	3%	2%	0%	7%	9%	5%	3%	3%	1%	7%	2%	5%	6%	11%	4%	5%	5%	4%	3%
	Total Positive	34%	34%	35%	41%	48%	41%	34%	24%	21%	31%	36%	33%	35%	30%	32%	39%	42%	38%	35%	33%	26%	38%	32%	32%	36%	41%	31%	33%	36%	28%	24%	29%	37%	34%	34%	37%
	Total Negative	19%	21%	17%	16%	12%	14%	18%	25%	28%	28%	15%	10%	20%	25%	23%	12%	14%	18%	22%	13%	20%	24%	26%	16%	15%	14%	26%	19%	23%	31%	39%	15%	14%	23%	19%	15%
Which of the following factors would make you more likely to like or respect a particular chain or major business? They have a scheme to hire veterans leaving the armed forces	Much more likely to like or respect	18%	15%	22%	16%	9%	20%	17%	24%	24%	16%	18%	22%	14%	17%	19%	16%	19%	23%	22%	21%	22%	22%	14%	18%	20%	17%	30%	24%	17%	9%	10%	30%	17%	13%	25%	17%
	Somewhat more likely to like or respect	19%	19%	20%	18%	19%	16%	20%	23%	20%	18%	16%	19%	19%	24%	19%	22%	22%	13%	26%	11%	18%	22%	20%	20%	19%	20%	15%	22%	18%	29%	26%	20%	15%	19%	22%	16%
	A little more likely to like or respect	26%	27%	24%	18%	22%	26%	30%	22%	32%	25%	33%	23%	23%	27%	31%	21%	26%	26%	22%	24%	21%	13%	32%	27%	26%	18%	24%	28%	28%	34%	24%	17%	21%	30%	24%	22%
	Would have no effect	29%	31%	28%	33%	32%	31%	31%	28%	23%	35%	27%	24%	37%	24%	28%	31%	27%	30%	25%	25%	35%	38%	31%	28%	27%	30%	25%	22%	28%	22%	32%	26%	37%	29%	23%	36%
	A little less likely to like or respect	2%	2%	2%	3%	5%	2%	0%	2%	1%	3%	1%	4%	1%	3%	0%	4%	0%	1%	1%	4%	1%	2%	0%	2%	3%	2%	2%	1%	3%	1%	2%	1%	3%	3%	1%	2%
	Somewhat less likely to like or respect	4%	5%	3%	11%	10%	3%	1%	1%	0%	3%	5%	7%	3%	3%	4%	4%	5%	2%	3%	12%	3%	2%	2%	4%	4%	9%	1%	3%	6%	2%	6%	2%	4%	4%	3%	4%
	Much less likely to like or respect	1%	2%	1%	1%	4%	2%	1%	0%	0%	1%	0%	1%	3%	3%	0%	1%	1%	5%	1%	3%	0%	1%	0%	1%	2%	3%	1%	0%	1%	2%	0%	4%	3%	1%	1%	2%
	Total More likely	63%	61%	66%	52%	49%	62%	67%	69%	76%	58%	67%	64%	56%	68%	68%	60%	67%	62%	71%	57%	61%	56%	66%	64%	65%	55%	70%	74%	62%	72%	60%	67%	54%	63%	71%	56%
	Total Less likely	8%	8%	7%	15%	19%	7%	2%	3%	1%	7%	6%	12%	7%	8%	4%	9%	6%	9%	4%	19%	4%	6%	3%	8%	9%	14%	5%	4%	10%	6%	8%	7%	9%	8%	6%	8%
They cut down on the plastic waste they produce	Much more likely to like or respect	25%	22%	28%	24%	16%	25%	21%	26%	37%	27%	24%	24%	23%	27%	25%	20%	25%	31%	27%	32%	18%	36%	26%	26%	25%	14%	36%	27%	27%	25%	31%	26%	21%	27%	29%	19%
	Somewhat more likely to like or respect	25%	24%	25%	22%	21%	25%	28%	23%	27%	29%	21%	21%	22%	28%	24%	25%	26%	25%	24%	15%	19%	30%	24%	29%	23%	24%	18%	26%	26%	38%	24%	25%	21%	29%	21%	23%
	A little more likely to like or respect	24%	25%	22%	17%	26%	23%	22%	28%	24%	20%	32%	25%	25%	21%	25%	22%	26%	19%	25%	17%	25%	11%	28%	22%	25%	19%	27%	27%	23%	21%	17%	19%	21%	23%	24%	24%
	Would have no effect	21%	20%	21%	27%	26%	19%	23%	22%	10%	19%	17%	20%	19%	18%	22%	25%	18%	22%	19%	26%	36%	16%	19%	18%	19%	32%	17%	15%	17%	10%	17%	22%	30%	15%	21%	26%
	A little less likely to like or respect	2%	3%	2%	4%	3%	2%	2%	0%	1%	2%	3%	2%	3%	2%	1%	3%	1%	1%	1%	3%	1%	0%	1%	2%	2%	4%	1%	1%	3%	2%	4%	2%	2%	1%	2%	2%
	Somewhat less likely to like or respect	4%	4%	3%	5%	6%	6%	3%	1%	1%	4%	3%	6%	6%	4%	3%	4%	1%	1%	3%	5%	1%	5%	3%	3%	5%	5%	1%	2%	4%	3%	6%	3%	4%	3%	2%	5%
	Much less likely to like or respect	1%	1%	0%	1%	2%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	1%	2%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	2%	1%	1%	0%	0%
	Total More likely	73%	72%	75%	62%	63%	73%	72%	77%	88%	76%	77%	70%	70%	76%	74%	67%	78%	75%	76%	64%	62%	77%	77%	77%	73%	57%	81%	80%	75%	84%	72%	70%	63%	79%	74%	66%
	Total Less likely	6%	7%	5%	10%	12%	8%	5%	1%	2%	5%	7%	10%	11%	7%	4%	8%	4%	2%	4%	10%	3%	6%	3%	6%	8%	11%	3%	4%	8%	5%	10%	7%	7%	6%	5%	8%
They offer discounted services to those working in the emergency services	Much more likely to like or respect	16%	12%	19%	19%	15%	16%	14%	15%	16%	14%	17%	14%	14%	15%	17%	13%	16%	16%	22%	26%	17%	18%	12%	16%	17%	13%	26%	17%	16%	11%	19%	21%	13%	15%	17%	15%
	Somewhat more likely to like or respect	21%	19%	22%	17%	20%	24%	22%	24%	18%	20%	19%	22%	16%	24%	22%	25%	25%	16%	17%	15%	21%	24%	20%	23%	22%	17%	20%	21%	22%	21%	17%	21%	20%	22%	19%	23%
	A little more likely to like or respect	25%	28%	23%	18%	22%	28%	26%	24%	31%	30%	27%	24%	27%	22%	25%	20%	24%	29%	25%	26%	26%	23%	29%	26%	22%	26%	20%	28%	27%	32%	38%	20%	22%	26%	27%	23%
	Would have no effect	32%	33%	30%	35%	31%	27%	33%	34%	31%	32%	35%	29%	36%	31%	30%	33%	27%	35%	29%	23%	33%	31%	34%	28%	31%	34%	31%	30%	27%	31%	18%	30%	37%	30%	31%	33%
	A little less likely to like or respect	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%	0%	2%	2%	2%	3%	1%	2%	1%	2%	3%	0%	0%	1%	0%	2%	3%	2%	1%	2%	2%	2%	1%	1%	2%	2%	0%
	Somewhat less likely to like or respect	4%	6%	3%	7%	8%	3%	4%	3%	3%	4%	2%	10%	3%	6%	4%	7%	6%	2%	5%	6%	2%	4%	4%	4%	5%	7%	1%	3%	5%	4%	7%	4%	5%	5%	4%	4%
	Much less likely to like or respect	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	0%	1%	2%	1%	2%	0%	1%	0%	0%	2%	1%	1%	0%	0%	1%	0%	0%	3%	1%	1%	1%	0%
	Total More likely	62%	59%	64%	54%	57%	67%	62%	63%	66%	64%	63%	59%	58%	61%	64%	58%	64%	61%	63%	68%	64%	65%	61%	65%	61%	56%	65%	65%	65%	64%	74%	62%	56%	63%	63%	61%
	Total Less likely	7%	8%	5%	11%	12%	6%	5%	4%	4%	4%	2%	12%	7%	8%	6%	9%	9%	4%	8%	9%	2%	4%	6%	6%	8%	10%	3%	4%	8%	5%	9%	8%	7%	7%	7%	5%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
They raise the wages of all their employees above national minimum wage	Much more likely to like or respect	25%	21%	29%	27%	21%	29%	25%	26%	22%	20%	27%	23%	16%	23%	24%	25%	26%	37%	25%	37%	33%	40%	17%	24%	29%	25%	29%	21%	27%	18%	27%	23%	26%	25%	23%	27%
	Somewhat more likely to like or respect	25%	26%	24%	20%	22%	23%	29%	28%	27%	32%	20%	20%	29%	25%	27%	26%	26%	21%	24%	26%	16%	16%	30%	27%	26%	17%	23%	26%	28%	29%	28%	18%	23%	25%	26%	24%
	A little more likely to like or respect	23%	24%	23%	15%	20%	23%	23%	23%	32%	21%	23%	21%	22%	29%	26%	27%	23%	19%	25%	6%	27%	14%	27%	25%	20%	20%	26%	28%	22%	29%	15%	30%	19%	26%	26%	17%
	Would have no effect	20%	22%	19%	24%	24%	17%	21%	21%	17%	21%	24%	23%	29%	17%	21%	15%	16%	17%	23%	25%	19%	27%	21%	18%	18%	27%	19%	21%	16%	17%	19%	24%	25%	17%	21%	24%
	A little less likely to like or respect	2%	2%	2%	4%	3%	3%	1%	1%	0%	2%	1%	5%	1%	1%	0%	0%	1%	5%	1%	2%	1%	0%	0%	2%	2%	5%	1%	2%	2%	2%	4%	3%	1%	1%	1%	2%
	Somewhat less likely to like or respect	4%	4%	4%	8%	9%	4%	1%	1%	1%	4%	4%	7%	1%	3%	2%	7%	6%	2%	2%	4%	3%	2%	5%	3%	4%	5%	1%	2%	5%	2%	7%	2%	4%	4%	2%	6%
	Much less likely to like or respect	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	2%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	3%	0%	0%	1%	1%	1%	0%
	Total More likely	73%	71%	76%	63%	63%	75%	77%	77%	82%	73%	70%	64%	67%	77%	77%	77%	75%	76%	74%	69%	77%	70%	74%	77%	75%	62%	78%	75%	77%	76%	70%	71%	68%	76%	75%	68%
	Total Less likely	6%	7%	6%	12%	13%	8%	2%	2%	1%	6%	5%	13%	4%	6%	2%	8%	8%	7%	3%	6%	4%	3%	5%	5%	7%	11%	3%	4%	8%	7%	11%	5%	7%	6%	4%	8%
They place a focus on providing goods from British producers	Much more likely to like or respect	17%	14%	21%	13%	9%	14%	17%	22%	27%	11%	17%	14%	15%	17%	19%	19%	18%	23%	19%	32%	22%	16%	13%	17%	19%	15%	27%	24%	17%	16%	8%	25%	12%	13%	26%	12%
	Somewhat more likely to like or respect	21%	22%	21%	20%	18%	20%	20%	22%	26%	17%	22%	20%	21%	26%	24%	21%	22%	26%	22%	16%	15%	23%	23%	19%	25%	18%	21%	26%	20%	27%	16%	26%	19%	23%	23%	19%
	A little more likely to like or respect	27%	28%	26%	19%	27%	32%	27%	27%	28%	31%	33%	28%	28%	26%	31%	21%	27%	20%	38%	5%	21%	26%	28%	30%	25%	26%	21%	29%	25%	30%	26%	14%	27%	29%	25%	28%
	Would have no effect	28%	29%	26%	34%	33%	27%	32%	26%	17%	35%	24%	24%	28%	24%	22%	31%	25%	30%	20%	32%	35%	31%	27%	29%	24%	31%	26%	18%	27%	20%	39%	31%	36%	27%	22%	34%
	A little less likely to like or respect	1%	2%	1%	3%	3%	1%	0%	1%	1%	2%	0%	2%	1%	2%	0%	1%	2%	0%	0%	3%	1%	0%	2%	1%	1%	2%	2%	1%	2%	2%	0%	2%	1%	2%	1%	1%
	Somewhat less likely to like or respect	5%	5%	5%	12%	9%	6%	3%	1%	1%	4%	4%	11%	4%	5%	3%	7%	7%	1%	2%	11%	6%	5%	6%	3%	6%	8%	2%	3%	8%	2%	7%	2%	5%	5%	4%	6%
	Much less likely to like or respect	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	2%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	2%	4%	0%	1%	1%	0%	0%
	Total More likely	66%	64%	68%	52%	54%	66%	65%	72%	81%	58%	72%	62%	64%	69%	73%	61%	66%	69%	78%	53%	58%	64%	65%	67%	69%	58%	69%	78%	62%	73%	50%	64%	58%	65%	73%	58%
	Total Less likely	7%	8%	6%	14%	12%	8%	3%	2%	2%	7%	5%	13%	7%	6%	4%	8%	9%	1%	2%	15%	7%	5%	8%	4%	7%	10%	5%	4%	11%	6%	11%	4%	7%	8%	5%	7%
They regularly put money into purchasing sporting equipment at local schools	Much more likely to like or respect	13%	10%	16%	13%	14%	14%	14%	13%	10%	9%	13%	8%	8%	11%	13%	10%	18%	16%	18%	27%	20%	20%	9%	10%	16%	14%	18%	11%	15%	10%	4%	14%	14%	12%	12%	16%
	Somewhat more likely to like or respect	19%	18%	19%	15%	17%	20%	19%	19%	21%	23%	21%	13%	19%	22%	18%	21%	16%	18%	17%	9%	13%	19%	20%	19%	20%	15%	20%	19%	19%	16%	28%	12%	20%	18%	19%	20%
	A little more likely to like or respect	28%	29%	26%	24%	19%	29%	28%	30%	35%	26%	30%	29%	29%	29%	32%	25%	29%	30%	30%	13%	22%	24%	36%	28%	28%	19%	24%	34%	28%	41%	29%	29%	20%	32%	29%	22%
	Would have no effect	33%	35%	32%	33%	38%	30%	35%	35%	30%	34%	29%	41%	37%	33%	32%	33%	31%	31%	28%	38%	35%	31%	30%	36%	28%	42%	33%	32%	29%	25%	30%	38%	39%	32%	33%	35%
	A little less likely to like or respect	2%	2%	2%	4%	3%	2%	0%	1%	1%	2%	1%	2%	2%	1%	2%	2%	3%	3%	1%	3%	0%	4%	2%	1%	2%	3%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%
	Somewhat less likely to like or respect	5%	5%	4%	11%	7%	4%	3%	1%	3%	5%	6%	7%	2%	5%	4%	8%	2%	2%	4%	9%	6%	3%	4%	5%	5%	6%	4%	3%	5%	6%	6%	6%	5%	4%	5%	5%
	Much less likely to like or respect	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%	1%	1%	1%	1%	1%	4%	0%	0%	2%	2%	1%	1%	0%	1%	2%	2%	0%	1%	1%	1%	1%
	Total More likely	59%	58%	61%	52%	50%	64%	61%	62%	67%	58%	64%	50%	56%	61%	62%	55%	63%	64%	66%	49%	55%	63%	65%	57%	64%	48%	61%	63%	62%	67%	60%	54%	54%	62%	59%	58%
	Total Less likely	7%	8%	7%	16%	12%	6%	4%	3%	4%	8%	7%	8%	7%	6%	6%	11%	6%	5%	5%	13%	10%	7%	5%	7%	8%	10%	6%	5%	9%	8%	10%	7%	8%	6%	8%	7%
They ensure all of their products are gender neutral	Much more likely to like or respect	8%	5%	11%	16%	9%	6%	7%	7%	5%	8%	5%	5%	2%	8%	9%	12%	7%	10%	10%	14%	12%	10%	6%	8%	7%	10%	14%	4%	11%	3%	13%	9%	8%	9%	6%	10%
	Somewhat more likely to like or respect	11%	10%	12%	12%	12%	8%	14%	9%	10%	14%	12%	7%	9%	8%	8%	13%	12%	14%	13%	13%	12%	15%	10%	12%	10%	10%	15%	10%	14%	14%	0%	6%	8%	13%	10%	10%
	A little more likely to like or respect	17%	20%	15%	16%	18%	21%	19%	11%	18%	22%	20%	16%	15%	18%	16%	14%	20%	14%	20%	4%	19%	18%	16%	17%	18%	17%	20%	14%	19%	26%	24%	13%	19%	19%	15%	18%
	Would have no effect	48%	50%	47%	39%	43%	49%	49%	60%	51%	42%	51%	49%	56%	46%	53%	52%	44%	51%	42%	47%	51%	37%	55%	49%	48%	47%	40%	54%	40%	44%	54%	43%	50%	45%	52%	48%
	A little less likely to like or respect	4%	3%	4%	7%	5%	5%	1%	3%	3%	2%	4%	11%	5%	5%	2%	3%	2%	2%	4%	2%	2%	7%	3%	4%	4%	3%	3%	4%	4%	2%	2%	4%	4%	3%	4%	5%
	Somewhat less likely to like or respect	8%	8%	8%	9%	9%	7%	7%	5%	10%	7%	7%	9%	7%	12%	8%	5%	12%	5%	4%	12%	4%	11%	8%	7%	8%	10%	3%	9%	8%	11%	5%	11%	6%	8%	9%	6%
	Much less likely to like or respect	4%	4%	3%	2%	4%	4%	3%	5%	3%	4%	1%	2%	6%	3%	5%	1%	3%	5%	7%	7%	1%	1%	2%	4%	4%	3%	5%	4%	3%	1%	2%	13%	4%	3%	5%	3%
	Total More likely	37%	35%	38%	44%	40%	35%	41%	27%	34%	44%	37%	28%	27%	34%	33%	39%	39%	38%	43%	31%	43%	43%	32%	36%	35%	37%	49%	29%	45%	43%	37%	28%	36%	41%	31%	38%
	Total Less likely	15%	15%	15%	18%	17%	17%	10%	13%	16%	13%	12%	22%	17%	20%	15%	9%	17%	11%	15%	22%	6%	20%	13%	15%	17%	16%	12%	18%	15%	13%	8%	29%	14%	14%	17%	14%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
They give their employees shares in the company	Much more likely to like or respect	12%	10%	14%	14%	10%	12%	13%	14%	11%	11%	14%	13%	9%	11%	10%	10%	16%	14%	9%	14%	24%	11%	7%	13%	13%	15%	18%	10%	14%	15%	21%	14%	12%	12%	12%	12%
	Somewhat more likely to like or respect	22%	25%	20%	19%	16%	27%	21%	21%	28%	24%	19%	19%	20%	23%	24%	22%	21%	21%	40%	25%	15%	23%	24%	22%	25%	17%	24%	22%	23%	24%	19%	14%	22%	23%	21%	24%
	A little more likely to like or respect	25%	25%	25%	21%	25%	20%	25%	28%	32%	25%	33%	20%	18%	28%	26%	32%	28%	30%	16%	18%	13%	24%	30%	26%	25%	21%	23%	32%	26%	28%	25%	31%	18%	30%	28%	18%
	Would have no effect	35%	35%	36%	35%	37%	37%	38%	37%	28%	37%	33%	40%	50%	30%	35%	31%	30%	32%	34%	35%	44%	37%	37%	35%	31%	40%	32%	31%	29%	31%	25%	36%	44%	30%	34%	43%
	A little less likely to like or respect	1%	1%	1%	3%	2%	0%	0%	0%	0%	2%	1%	1%	0%	2%	0%	2%	1%	0%	0%	2%	0%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	2%	0%	2%	1%	0%
	Somewhat less likely to like or respect	3%	3%	4%	6%	9%	3%	2%	1%	1%	2%	1%	6%	2%	7%	3%	3%	4%	2%	2%	6%	3%	3%	2%	3%	4%	6%	3%	3%	6%	1%	4%	3%	2%	4%	4%	2%
	Much less likely to like or respect	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	2%	0%	2%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	4%	1%	1%	1%	0%	1%
	Total More likely	60%	60%	59%	54%	51%	59%	59%	63%	70%	59%	66%	52%	47%	62%	59%	64%	64%	65%	65%	56%	52%	59%	61%	60%	63%	52%	65%	64%	63%	67%	65%	59%	53%	64%	61%	55%
	Total Less likely	5%	5%	5%	11%	12%	4%	3%	1%	1%	4%	2%	8%	3%	9%	6%	6%	6%	3%	2%	9%	3%	4%	3%	5%	6%	9%	4%	5%	8%	2%	10%	6%	3%	6%	5%	3%
They seek greater minority representation in their advertising	Much more likely to like or respect	7%	6%	8%	11%	6%	9%	6%	5%	5%	9%	6%	5%	5%	5%	9%	4%	7%	8%	9%	11%	9%	8%	5%	7%	9%	6%	9%	4%	11%	5%	6%	4%	6%	9%	5%	6%
	Somewhat more likely to like or respect	14%	13%	14%	16%	14%	13%	17%	12%	11%	19%	17%	6%	10%	14%	13%	9%	15%	13%	16%	9%	14%	11%	11%	15%	14%	14%	15%	11%	16%	15%	20%	10%	14%	15%	11%	16%
	A little more likely to like or respect	20%	18%	21%	26%	19%	21%	22%	16%	17%	21%	24%	22%	17%	19%	20%	19%	21%	15%	17%	29%	18%	16%	23%	20%	20%	18%	20%	18%	25%	24%	16%	17%	17%	21%	19%	18%
	Would have no effect	48%	50%	47%	32%	45%	48%	48%	54%	58%	41%	44%	48%	53%	52%	48%	57%	43%	52%	51%	34%	52%	51%	52%	46%	47%	47%	48%	54%	37%	48%	43%	46%	53%	44%	51%	50%
	A little less likely to like or respect	3%	3%	2%	3%	4%	3%	3%	1%	1%	2%	1%	6%	5%	3%	1%	1%	2%	2%	4%	3%	0%	4%	3%	1%	3%	3%	1%	3%	3%	3%	6%	3%	3%	2%	3%	2%
	Somewhat less likely to like or respect	7%	7%	6%	10%	10%	5%	4%	6%	7%	5%	7%	8%	6%	7%	8%	7%	10%	7%	1%	13%	3%	4%	5%	8%	6%	10%	4%	7%	7%	3%	7%	9%	7%	6%	8%	7%
	Much less likely to like or respect	2%	3%	1%	3%	2%	1%	1%	5%	2%	2%	2%	5%	4%	0%	2%	2%	2%	2%	2%	0%	4%	7%	2%	3%	2%	1%	1%	3%	1%	2%	2%	12%	2%	1%	4%	2%
	Total More likely	40%	37%	44%	52%	39%	43%	44%	33%	33%	50%	47%	33%	33%	38%	42%	32%	43%	36%	42%	50%	41%	34%	39%	42%	42%	38%	45%	33%	52%	44%	42%	30%	36%	46%	35%	40%
	Total Less likely	11%	13%	10%	15%	16%	9%	8%	13%	9%	10%	9%	20%	14%	10%	11%	11%	14%	11%	6%	16%	7%	15%	10%	12%	11%	15%	7%	13%	11%	8%	15%	23%	11%	9%	14%	10%
They fund events for local pensioners to socialise together	Much more likely to like or respect	15%	12%	18%	15%	14%	17%	14%	15%	16%	12%	17%	10%	10%	14%	17%	8%	21%	20%	16%	22%	21%	17%	11%	13%	18%	15%	22%	14%	16%	12%	10%	16%	14%	13%	17%	16%
	Somewhat more likely to like or respect	20%	18%	23%	19%	19%	20%	23%	22%	19%	21%	18%	23%	19%	23%	16%	21%	16%	23%	23%	18%	22%	20%	20%	21%	21%	19%	21%	20%	22%	20%	15%	18%	21%	20%	20%	22%
	A little more likely to like or respect	29%	32%	26%	20%	26%	26%	28%	32%	38%	25%	37%	25%	33%	34%	34%	28%	27%	25%	26%	27%	20%	27%	30%	30%	28%	27%	28%	34%	28%	41%	41%	29%	23%	33%	30%	22%
	Would have no effect	30%	31%	29%	32%	30%	30%	32%	30%	25%	37%	23%	34%	33%	23%	27%	34%	31%	26%	29%	19%	34%	32%	35%	30%	25%	28%	27%	28%	25%	24%	21%	27%	38%	28%	28%	33%
	A little less likely to like or respect	1%	2%	1%	3%	3%	2%	1%	0%	1%	1%	2%	3%	3%	1%	2%	1%	1%	1%	0%	0%	0%	2%	1%	1%	2%	3%	0%	1%	3%	2%	6%	3%	1%	2%	1%	1%
	Somewhat less likely to like or respect	4%	5%	3%	10%	8%	3%	1%	0%	1%	4%	3%	5%	2%	5%	4%	6%	3%	2%	5%	13%	2%	1%	3%	4%	5%	6%	2%	3%	6%	2%	4%	3%	4%	4%	3%	6%
	Much less likely to like or respect	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	3%	0%	2%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	2%	3%	1%	0%	0%	1%
	Total More likely	64%	61%	67%	55%	59%	64%	65%	69%	72%	58%	72%	58%	62%	71%	67%	57%	65%	68%	65%	66%	63%	64%	61%	65%	67%	61%	71%	68%	66%	73%	66%	64%	57%	66%	67%	60%
	Total Less likely	6%	8%	4%	14%	11%	6%	3%	1%	3%	5%	4%	8%	5%	6%	6%	9%	4%	6%	5%	15%	2%	5%	4%	5%	7%	11%	2%	4%	9%	3%	13%	9%	5%	6%	5%	7%
They fund extra Police Community Support Officers in towns where they have branches	Much more likely to like or respect	14%	12%	17%	10%	11%	15%	13%	16%	19%	11%	14%	14%	11%	14%	15%	12%	18%	12%	19%	13%	25%	23%	12%	13%	15%	11%	25%	17%	16%	16%	13%	17%	10%	14%	18%	12%
	Somewhat more likely to like or respect	20%	19%	20%	21%	12%	23%	18%	21%	22%	21%	15%	14%	20%	19%	23%	15%	20%	25%	24%	27%	18%	20%	19%	24%	18%	18%	18%	23%	20%	21%	18%	14%	16%	21%	21%	15%
	A little more likely to like or respect	27%	28%	25%	20%	25%	27%	25%	28%	33%	24%	34%	27%	29%	26%	29%	26%	27%	24%	24%	29%	23%	23%	30%	26%	27%	26%	21%	29%	28%	27%	17%	26%	23%	31%	26%	24%
	Would have no effect	33%	33%	32%	35%	41%	29%	40%	32%	23%	38%	30%	35%	31%	33%	31%	39%	31%	34%	24%	27%	28%	30%	34%	30%	32%	37%	32%	26%	26%	30%	40%	34%	44%	29%	28%	42%
	A little less likely to like or respect	1%	1%	1%	3%	2%	1%	1%	0%	0%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	1%	1%	0%	1%	2%	1%	3%	0%	1%	3%	2%	2%	1%	0%	2%	2%	0%
	Somewhat less likely to like or respect	4%	5%	4%	9%	8%	3%	3%	2%	1%	5%	5%	7%	5%	3%	1%	6%	6%	2%	1%	2%	4%	3%	4%	5%	4%	4%	3%	3%	6%	2%	8%	6%	5%	3%	3%	6%
	Much less likely to like or respect	1%	2%	0%	1%	1%	2%	1%	1%	0%	0%	0%	1%	2%	1%	1%	1%	1%	3%	1%	2%	0%	1%	0%	1%	2%	1%	1%	1%	1%	2%	2%	3%	1%	1%	1%	1%
	Total More likely	61%	59%	62%	51%	48%	65%	56%	65%	75%	56%	64%	56%	60%	60%	68%	53%	62%	61%	72%	67%	67%	66%	61%	63%	60%	55%	64%	69%	64%	64%	48%	56%	50%	66%	65%	50%
	Total Less likely	7%	8%	5%	14%	11%	6%	4%	4%	2%	6%	7%	9%	9%	7%	2%	8%	8%	6%	4%	5%	5%	4%	5%	8%	7%	8%	4%	4%	10%	6%	12%	10%	6%	6%	6%	7%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
They donate to charities that seek to reduce crime locally	Much more likely to like or respect	16%	12%	21%	21%	14%	19%	14%	15%	17%	21%	15%	12%	9%	19%	21%	11%	19%	15%	16%	18%	17%	25%	12%	16%	18%	15%	26%	15%	17%	12%	9%	16%	19%	14%	16%	21%
	Somewhat more likely to like or respect	21%	21%	21%	17%	21%	26%	21%	20%	21%	19%	23%	20%	16%	23%	20%	24%	18%	21%	27%	12%	30%	17%	25%	22%	19%	17%	21%	22%	22%	21%	16%	19%	19%	22%	21%	20%
	A little more likely to like or respect	29%	32%	26%	21%	28%	25%	29%	33%	35%	27%	30%	34%	36%	26%	31%	25%	28%	32%	28%	37%	15%	32%	28%	28%	33%	30%	20%	33%	27%	37%	43%	31%	24%	31%	30%	24%
	Would have no effect	27%	29%	26%	28%	27%	23%	31%	31%	25%	28%	27%	27%	28%	23%	22%	35%	28%	27%	26%	22%	36%	23%	32%	28%	24%	25%	28%	26%	26%	24%	23%	26%	31%	27%	27%	28%
	A little less likely to like or respect	1%	1%	1%	5%	1%	1%	1%	0%	1%	1%	1%	2%	2%	2%	1%	0%	1%	1%	0%	6%	0%	1%	2%	1%	1%	2%	2%	1%	2%	4%	2%	3%	0%	2%	1%	1%
	Somewhat less likely to like or respect	4%	4%	4%	8%	8%	4%	5%	1%	2%	3%	3%	5%	7%	6%	5%	5%	5%	3%	2%	4%	1%	2%	2%	4%	4%	10%	3%	3%	6%	2%	4%	4%	5%	3%	4%	6%
	Much less likely to like or respect	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	1%	0%	2%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	2%	2%	1%	1%	1%	0%
	Total More likely	66%	65%	68%	59%	62%	70%	63%	68%	72%	68%	69%	66%	61%	68%	72%	60%	65%	68%	71%	67%	62%	74%	65%	66%	70%	62%	67%	70%	65%	70%	68%	65%	63%	67%	67%	65%
	Total Less likely	6%	6%	6%	13%	11%	6%	6%	1%	2%	5%	5%	6%	11%	9%	6%	6%	7%	5%	3%	11%	2%	4%	4%	6%	6%	13%	5%	4%	9%	6%	8%	9%	6%	6%	6%	7%
They try hard to hire local people that have been unemployed for a long time	Much more likely to like or respect	20%	14%	25%	20%	16%	19%	17%	24%	23%	22%	18%	18%	9%	22%	16%	17%	22%	25%	26%	23%	21%	22%	15%	19%	21%	21%	30%	18%	23%	17%	20%	16%	19%	21%	22%	17%
	Somewhat more likely to like or respect	26%	27%	25%	23%	23%	30%	24%	21%	32%	26%	21%	26%	31%	25%	26%	26%	25%	29%	29%	28%	21%	25%	29%	27%	27%	17%	28%	27%	25%	27%	21%	26%	25%	26%	25%	27%
	A little more likely to like or respect	26%	27%	24%	22%	25%	20%	31%	30%	27%	26%	32%	28%	26%	23%	28%	29%	23%	22%	24%	17%	28%	28%	29%	28%	26%	22%	17%	30%	25%	32%	26%	31%	22%	27%	25%	26%
	Would have no effect	23%	25%	21%	22%	27%	25%	24%	23%	17%	21%	23%	22%	27%	23%	23%	22%	23%	20%	20%	30%	28%	20%	23%	20%	20%	31%	22%	21%	19%	19%	23%	17%	28%	20%	22%	25%
	A little less likely to like or respect	1%	2%	1%	4%	1%	1%	2%	0%	0%	2%	1%	4%	3%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	2%	3%	1%	1%	1%	0%	2%	2%	2%	1%	1%	1%
	Somewhat less likely to like or respect	3%	4%	3%	9%	6%	3%	2%	1%	1%	3%	5%	3%	3%	3%	5%	5%	4%	4%	1%	0%	1%	3%	3%	3%	4%	5%	1%	3%	6%	4%	6%	7%	2%	3%	4%	3%
	Much less likely to like or respect	1%	1%	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	2%	1%	2%	1%	2%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	2%	1%	2%	1%	1%	1%
	Total More likely	72%	69%	75%	65%	64%	70%	72%	75%	82%	75%	72%	71%	65%	71%	70%	72%	70%	76%	79%	68%	70%	76%	73%	74%	73%	60%	75%	75%	73%	77%	67%	73%	66%	74%	72%	70%
	Total Less likely	6%	6%	5%	13%	10%	5%	4%	2%	2%	5%	5%	7%	8%	6%	7%	7%	7%	4%	1%	2%	2%	4%	4%	5%	7%	9%	2%	4%	8%	4%	10%	10%	6%	5%	6%	5%
They pay for scholarships to top universities to underprivileged state school kids	Much more likely to like or respect	15%	12%	18%	19%	12%	15%	14%	18%	16%	16%	21%	9%	11%	17%	11%	12%	16%	15%	18%	28%	23%	12%	13%	14%	20%	13%	19%	13%	19%	12%	18%	13%	14%	16%	15%	15%
	Somewhat more likely to like or respect	21%	20%	22%	16%	21%	23%	23%	18%	23%	28%	16%	29%	18%	22%	16%	21%	17%	22%	28%	14%	12%	25%	25%	21%	21%	14%	22%	19%	22%	28%	21%	14%	22%	21%	20%	23%
	A little more likely to like or respect	25%	28%	23%	21%	22%	23%	25%	27%	33%	23%	30%	23%	32%	22%	34%	22%	30%	23%	21%	13%	25%	31%	25%	28%	23%	25%	23%	31%	27%	26%	19%	29%	20%	30%	26%	19%
	Would have no effect	30%	32%	28%	31%	30%	29%	33%	34%	25%	25%	25%	32%	30%	31%	32%	36%	29%	30%	28%	36%	33%	28%	31%	29%	28%	33%	33%	32%	23%	27%	27%	36%	33%	27%	31%	33%
	A little less likely to like or respect	2%	2%	2%	4%	2%	3%	1%	1%	0%	1%	4%	5%	3%	2%	0%	1%	1%	1%	0%	0%	4%	1%	1%	3%	2%	3%	2%	1%	3%	3%	0%	1%	2%	2%	2%	2%
	Somewhat less likely to like or respect	5%	6%	5%	8%	10%	7%	4%	1%	2%	5%	2%	3%	5%	5%	8%	7%	6%	6%	4%	7%	3%	2%	4%	4%	6%	12%	1%	2%	6%	4%	12%	5%	8%	4%	4%	8%
	Much less likely to like or respect	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	2%	1%	2%	0%	0%	1%	0%	2%	1%	2%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	2%	3%	1%	1%	1%	0%
	Total More likely	62%	60%	64%	56%	56%	61%	62%	63%	72%	68%	67%	60%	60%	61%	60%	55%	63%	61%	67%	55%	60%	69%	64%	63%	64%	52%	64%	63%	67%	66%	59%	55%	56%	67%	62%	57%
	Total Less likely	8%	8%	8%	13%	14%	10%	6%	3%	3%	7%	7%	8%	10%	8%	8%	9%	8%	9%	5%	9%	7%	3%	5%	8%	9%	15%	2%	5%	9%	7%	14%	9%	10%	6%	7%	10%
They encourage girls at school to consider a career in their business or their industry	Much more likely to like or respect	11%	8%	15%	15%	13%	8%	11%	13%	10%	12%	10%	5%	5%	9%	12%	10%	15%	12%	20%	19%	18%	11%	8%	11%	12%	13%	16%	10%	15%	12%	11%	10%	9%	13%	10%	12%
	Somewhat more likely to like or respect	21%	21%	20%	19%	16%	24%	22%	20%	24%	22%	20%	21%	18%	27%	18%	24%	20%	22%	12%	18%	17%	29%	21%	22%	20%	15%	25%	20%	22%	21%	19%	12%	22%	22%	20%	22%
	A little more likely to like or respect	24%	24%	23%	20%	19%	23%	23%	24%	31%	26%	28%	24%	23%	19%	32%	20%	19%	29%	24%	12%	25%	28%	29%	20%	22%	23%	24%	28%	23%	28%	31%	26%	20%	25%	24%	21%
	Would have no effect	38%	39%	37%	32%	40%	39%	42%	43%	33%	34%	36%	40%	46%	40%	37%	34%	41%	35%	36%	42%	36%	26%	37%	42%	38%	40%	32%	39%	32%	34%	24%	42%	45%	33%	41%	40%
	A little less likely to like or respect	1%	1%	1%	3%	1%	1%	1%	0%	0%	2%	1%	2%	1%	1%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	2%	0%	0%	2%	1%	4%	2%	0%	1%	0%	1%
	Somewhat less likely to like or respect	4%	5%	4%	10%	9%	4%	3%	0%	1%	4%	5%	6%	4%	3%	2%	10%	4%	2%	7%	7%	3%	5%	3%	4%	5%	6%	2%	3%	5%	2%	8%	5%	4%	5%	4%	4%
	Much less likely to like or respect	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%	1%	1%	0%
	Total More likely	56%	54%	58%	54%	48%	56%	55%	56%	65%	60%	58%	50%	47%	55%	62%	54%	54%	63%	57%	49%	61%	68%	59%	53%	54%	52%	65%	57%	60%	61%	62%	49%	50%	60%	54%	55%
	Total Less likely	6%	7%	5%	14%	12%	5%	3%	1%	2%	6%	6%	10%	7%	5%	2%	12%	5%	2%	8%	9%	3%	6%	4%	6%	7%	9%	3%	4%	8%	4%	14%	9%	5%	7%	5%	5%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

PUBLICFIRST

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
They donate to the political party I vote for	Much more likely to like or respect	3%	3%	4%	6%	4%	3%	3%	2%	3%	5%	3%	3%	2%	2%	5%	3%	4%	5%	3%	4%	2%	9%	3%	3%	3%	3%	4%	3%	6%	4%	2%	7%	2%	5%	3%	2%
	Somewhat more likely to like or respect	7%	7%	7%	9%	11%	7%	6%	6%	5%	12%	8%	4%	10%	4%	6%	6%	6%	8%	10%	6%	5%	12%	6%	7%	9%	7%	8%	7%	11%	4%	7%	6%	5%	9%	7%	5%
	A little more likely to like or respect	13%	15%	12%	16%	15%	12%	18%	10%	9%	15%	18%	13%	11%	11%	11%	11%	14%	14%	10%	21%	11%	16%	11%	9%	17%	17%	13%	11%	17%	11%	19%	17%	12%	15%	11%	14%
	Would have no effect	56%	54%	58%	47%	51%	55%	58%	64%	61%	51%	62%	46%	56%	63%	47%	65%	57%	57%	62%	54%	52%	46%	55%	62%	55%	53%	55%	62%	50%	58%	59%	46%	56%	55%	56%	58%
	A little less likely to like or respect	4%	4%	3%	4%	3%	4%	4%	2%	4%	5%	2%	6%	4%	3%	5%	3%	2%	3%	4%	1%	3%	1%	4%	4%	3%	3%	4%	3%	4%	6%	2%	0%	4%	3%	4%	4%
	Somewhat less likely to like or respect	9%	9%	9%	14%	12%	11%	5%	5%	9%	8%	6%	19%	10%	10%	13%	8%	8%	5%	4%	7%	13%	7%	14%	8%	8%	9%	5%	9%	8%	8%	7%	12%	11%	8%	10%	10%
	Much less likely to like or respect	7%	7%	7%	4%	4%	7%	6%	10%	9%	4%	2%	8%	6%	7%	13%	4%	9%	9%	8%	7%	12%	9%	7%	7%	5%	7%	11%	5%	4%	8%	4%	11%	11%	6%	8%	7%
	Total More likely	24%	26%	22%	32%	30%	22%	27%	18%	17%	33%	29%	21%	22%	17%	22%	20%	24%	27%	23%	31%	19%	37%	20%	19%	29%	27%	25%	21%	33%	20%	28%	30%	18%	29%	22%	21%
	Total Less likely	20%	20%	19%	22%	19%	23%	15%	18%	22%	16%	10%	33%	21%	20%	31%	15%	19%	16%	16%	15%	29%	17%	25%	19%	16%	20%	19%	17%	16%	22%	13%	24%	26%	16%	22%	20%
Their advertising highlights the evils of racism	Much more likely to like or respect	12%	9%	16%	16%	13%	11%	12%	11%	13%	15%	14%	7%	7%	14%	15%	11%	14%	11%	10%	16%	17%	10%	12%	11%	14%	9%	20%	8%	19%	9%	16%	9%	10%	15%	10%	12%
	Somewhat more likely to like or respect	17%	17%	17%	19%	15%	20%	15%	15%	20%	22%	14%	20%	15%	17%	14%	20%	14%	20%	17%	17%	20%	16%	17%	18%	19%	14%	20%	18%	18%	19%	14%	16%	17%	17%	16%	19%
	A little more likely to like or respect	22%	24%	21%	24%	22%	23%	24%	21%	21%	22%	26%	16%	18%	22%	24%	25%	26%	27%	26%	12%	16%	16%	22%	22%	23%	26%	19%	23%	25%	23%	13%	13%	21%	25%	20%	22%
	Would have no effect	38%	39%	37%	27%	35%	37%	43%	44%	40%	35%	36%	39%	50%	37%	38%	34%	37%	34%	41%	37%	41%	46%	41%	38%	36%	36%	33%	43%	29%	40%	49%	35%	42%	34%	43%	38%
	A little less likely to like or respect	2%	2%	1%	3%	3%	1%	1%	1%	1%	2%	3%	2%	2%	3%	1%	1%	1%	1%	2%	2%	0%	2%	1%	1%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	2%	0%
	Somewhat less likely to like or respect	6%	7%	5%	9%	9%	6%	4%	5%	4%	3%	5%	14%	5%	6%	8%	8%	7%	3%	5%	13%	2%	7%	6%	7%	5%	8%	4%	5%	6%	4%	4%	13%	8%	5%	6%	7%
	Much less likely to like or respect	2%	1%	2%	2%	3%	2%	1%	2%	2%	1%	2%	1%	2%	2%	0%	1%	2%	4%	0%	3%	5%	1%	1%	3%	1%	3%	1%	2%	2%	2%	2%	11%	1%	1%	2%	2%
	Total More likely	52%	50%	54%	60%	50%	53%	51%	47%	53%	59%	54%	43%	41%	52%	52%	56%	53%	57%	52%	45%	52%	43%	51%	51%	56%	50%	59%	49%	62%	51%	43%	38%	48%	58%	46%	53%
	Total Less likely	10%	10%	9%	13%	14%	10%	6%	9%	7%	6%	10%	18%	9%	11%	9%	10%	10%	8%	7%	18%	7%	11%	8%	11%	8%	14%	7%	8%	9%	9%	8%	27%	10%	8%	11%	9%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them? The UK should have the most internationally competitive global tax system	Much more likely to like or respect	11%	12%	11%	5%	5%	12%	12%	14%	18%	12%	12%	13%	7%	13%	9%	10%	11%	13%	13%	7%	12%	12%	10%	9%	12%	9%	18%	15%	11%	10%	10%	26%	7%	10%	16%	8%
	Somewhat more likely to like or respect	15%	17%	13%	17%	14%	17%	11%	17%	15%	13%	13%	16%	10%	18%	16%	12%	19%	12%	26%	11%	14%	20%	14%	16%	17%	12%	13%	20%	13%	10%	16%	11%	13%	14%	18%	15%
	A little more likely to like or respect	20%	21%	19%	15%	25%	16%	14%	21%	25%	21%	22%	15%	26%	15%	18%	24%	18%	21%	13%	15%	22%	18%	23%	18%	19%	20%	16%	23%	20%	16%	17%	22%	17%	22%	19%	17%
	Would have no effect	43%	37%	48%	47%	43%	42%	51%	41%	35%	41%	44%	45%	40%	43%	43%	45%	43%	41%	43%	54%	39%	40%	41%	46%	41%	43%	44%	35%	42%	44%	37%	29%	50%	40%	39%	49%
	A little less likely to like or respect	6%	6%	6%	11%	7%	6%	5%	5%	3%	5%	8%	7%	3%	6%	9%	4%	6%	7%	1%	5%	10%	4%	5%	5%	6%	11%	2%	4%	6%	10%	10%	6%	7%	7%	4%	7%
	Somewhat less likely to like or respect	3%	5%	2%	2%	3%	4%	5%	2%	3%	5%	1%	3%	9%	3%	4%	2%	2%	1%	2%	4%	2%	4%	4%	3%	2%	3%	6%	2%	3%	5%	6%	3%	4%	5%	3%	2%
	Much less likely to like or respect	2%	3%	1%	3%	3%	2%	2%	1%	1%	3%	1%	1%	5%	2%	1%	1%	1%	4%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	4%	4%	4%	2%	1%	3%	1%	2%
	Total More likely	46%	49%	42%	36%	44%	45%	37%	52%	57%	47%	46%	43%	43%	46%	43%	47%	48%	46%	53%	34%	48%	51%	48%	43%	49%	41%	48%	58%	44%	37%	42%	60%	37%	45%	53%	40%
	Total Less likely	11%	13%	10%	17%	13%	13%	12%	7%	7%	13%	10%	12%	16%	11%	14%	8%	9%	12%	4%	12%	13%	9%	11%	11%	11%	16%	8%	6%	14%	19%	20%	11%	12%	15%	8%	11%
Big companies should pay more in tax	Much more likely to like or respect	28%	29%	26%	18%	18%	27%	34%	34%	32%	30%	25%	26%	22%	26%	23%	18%	36%	30%	28%	43%	31%	26%	26%	27%	31%	23%	34%	24%	35%	34%	26%	32%	23%	27%	31%	26%
	Somewhat more likely to like or respect	20%	21%	19%	20%	16%	24%	22%	19%	17%	24%	14%	16%	21%	18%	20%	16%	18%	27%	28%	8%	21%	31%	20%	21%	17%	18%	21%	19%	23%	21%	21%	15%	16%	22%	19%	17%
	A little more likely to like or respect	20%	19%	21%	18%	27%	15%	17%	21%	22%	19%	28%	23%	21%	21%	25%	15%	19%	19%	18%	14%	12%	14%	21%	21%	21%	19%	17%	23%	17%	23%	28%	18%	19%	22%	20%	16%
	Would have no effect	25%	23%	27%	30%	28%	27%	22%	20%	24%	21%	24%	24%	29%	24%	25%	42%	21%	19%	25%	28%	29%	23%	25%	25%	24%	29%	22%	24%	17%	20%	14%	26%	34%	21%	22%	34%
	A little less likely to like or respect	5%	5%	5%	9%	7%	3%	2%	4%	3%	4%	7%	9%	4%	3%	5%	7%	4%	4%	1%	4%	3%	3%	6%	3%	4%	6%	4%	5%	5%	2%	4%	1%	5%	5%	5%	4%
	Somewhat less likely to like or respect	2%	2%	2%	4%	2%	3%	1%	1%	1%	2%	1%	2%	2%	4%	1%	2%	1%	0%	0%	3%	3%	1%	2%	2%	2%	3%	1%	2%	2%	1%	6%	5%	2%	2%	2%	2%
	Much less likely to like or respect	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%	1%	1%	1%	3%	1%	2%	2%	1%	0%	0%	1%	2%	1%	1%	1%	2%	2%	2%	1%	0%	0%	3%	1%	1%	2%	1%
	Total More likely	67%	69%	66%	56%	61%	66%	73%	75%	71%	73%	67%	65%	64%	65%	68%	48%	72%	76%	74%	65%	65%	71%	67%	69%	69%	59%	72%	67%	75%	78%	75%	66%	58%	72%	69%	59%
	Total Less likely	8%	8%	7%	14%	10%	7%	5%	5%	5%	6%	8%	12%	7%	11%	7%	10%	7%	6%	1%	7%	7%	6%	9%	6%	7%	11%	6%	8%	8%	2%	10%	9%	8%	8%	8%	7%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

PUBLICFIRST

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
The UK should leave the European Union	Much more likely to like or respect	16%	20%	12%	5%	6%	12%	17%	25%	29%	12%	20%	23%	19%	16%	21%	12%	17%	10%	14%	8%	23%	29%	17%	13%	14%	14%	27%	32%	10%	5%	5%	47%	9%	5%	35%	7%
	Somewhat more likely to like or respect	11%	12%	9%	9%	13%	11%	8%	11%	11%	12%	7%	9%	14%	13%	9%	11%	9%	11%	14%	5%	8%	12%	8%	10%	15%	11%	8%	14%	11%	7%	14%	16%	9%	8%	16%	8%
	A little more likely to like or respect	12%	13%	11%	14%	14%	13%	12%	8%	10%	8%	14%	12%	14%	11%	14%	14%	14%	11%	13%	5%	7%	4%	10%	14%	11%	12%	13%	14%	12%	11%	18%	10%	9%	10%	13%	12%
	Would have no effect	33%	26%	40%	40%	37%	32%	38%	31%	25%	26%	32%	29%	32%	31%	31%	44%	31%	42%	39%	38%	37%	26%	31%	32%	36%	39%	30%	26%	29%	28%	28%	20%	44%	29%	27%	46%
	A little less likely to like or respect	9%	7%	11%	14%	14%	8%	4%	8%	7%	10%	15%	9%	5%	10%	7%	7%	11%	6%	9%	10%	10%	4%	8%	10%	7%	12%	10%	5%	11%	10%	8%	1%	11%	11%	5%	11%
	Somewhat less likely to like or respect	6%	6%	6%	7%	6%	6%	6%	5%	7%	9%	4%	6%	6%	6%	6%	4%	6%	6%	4%	15%	4%	4%	7%	8%	5%	5%	6%	4%	9%	7%	12%	2%	5%	11%	2%	5%
	Much less likely to like or respect	13%	16%	10%	12%	9%	17%	16%	12%	11%	24%	9%	13%	10%	12%	12%	8%	12%	14%	7%	19%	12%	20%	19%	14%	12%	6%	6%	6%	18%	31%	16%	4%	12%	26%	2%	12%
	Total More likely	39%	46%	32%	28%	33%	36%	36%	44%	51%	31%	41%	44%	48%	41%	44%	36%	40%	32%	41%	18%	38%	46%	35%	36%	40%	37%	48%	60%	33%	23%	36%	73%	28%	23%	64%	27%
	Total Less likely	28%	29%	28%	33%	30%	32%	26%	24%	25%	42%	27%	27%	20%	28%	25%	20%	29%	26%	20%	44%	26%	28%	34%	32%	24%	23%	22%	15%	37%	49%	35%	7%	28%	48%	9%	28%
We should hold a second referendum and campaign to stay within the European Union	Much more likely to like or respect	16%	16%	16%	17%	14%	22%	15%	13%	16%	26%	10%	11%	10%	15%	17%	11%	18%	21%	11%	22%	20%	31%	19%	17%	14%	11%	16%	9%	25%	36%	23%	3%	12%	31%	4%	14%
	Somewhat more likely to like or respect	9%	10%	9%	10%	13%	9%	9%	9%	4%	12%	10%	10%	5%	6%	6%	9%	10%	15%	7%	9%	10%	10%	9%	9%	9%	11%	8%	6%	13%	14%	12%	7%	7%	15%	5%	8%
	A little more likely to like or respect	10%	10%	9%	15%	16%	10%	8%	5%	5%	10%	7%	12%	9%	9%	10%	11%	9%	11%	12%	14%	3%	9%	10%	10%	8%	15%	5%	7%	11%	9%	15%	4%	10%	13%	5%	11%
	Would have no effect	26%	23%	30%	40%	26%	26%	29%	21%	20%	24%	27%	21%	30%	25%	25%	34%	28%	22%	33%	25%	22%	16%	21%	29%	31%	27%	25%	17%	26%	27%	24%	15%	36%	25%	18%	37%
	A little less likely to like or respect	7%	6%	8%	7%	14%	6%	4%	4%	6%	7%	8%	9%	7%	5%	7%	11%	7%	4%	6%	10%	3%	3%	6%	7%	6%	8%	8%	7%	7%	4%	6%	7%	7%	6%	7%	7%
	Somewhat less likely to like or respect	6%	7%	6%	5%	4%	7%	6%	8%	8%	7%	6%	3%	7%	12%	6%	5%	5%	2%	6%	5%	8%	5%	9%	5%	5%	6%	8%	10%	4%	2%	13%	11%	7%	5%	8%	5%
	Much less likely to like or respect	25%	29%	22%	6%	12%	20%	29%	39%	42%	15%	32%	34%	32%	27%	29%	18%	24%	24%	25%	16%	34%	26%	25%	24%	27%	23%	30%	44%	15%	9%	8%	54%	21%	6%	52%	17%
	Total More likely	35%	36%	34%	42%	44%	41%	33%	28%	25%	48%	27%	33%	24%	30%	33%	32%	36%	47%	29%	45%	33%	50%	38%	35%	31%	36%	29%	22%	48%	59%	50%	14%	30%	59%	14%	33%
	Total Less likely	39%	42%	36%	18%	30%	33%	38%	51%	56%	28%	46%	46%	46%	45%	41%	34%	36%	31%	37%	30%	45%	34%	40%	36%	38%	37%	46%	61%	26%	15%	27%	71%	35%	17%	67%	29%
The boards of major companies should be made up of 50 men and 50 women	Much more likely to like or respect	13%	8%	17%	16%	11%	16%	12%	11%	11%	14%	11%	7%	9%	16%	9%	11%	14%	13%	10%	23%	20%	17%	10%	10%	13%	14%	20%	8%	14%	12%	15%	17%	14%	14%	10%	13%
	Somewhat more likely to like or respect	13%	12%	14%	15%	15%	12%	16%	9%	11%	19%	11%	11%	10%	10%	17%	12%	12%	18%	8%	14%	9%	14%	10%	17%	9%	14%	16%	10%	17%	14%	15%	12%	12%	14%	10%	17%
	A little more likely to like or respect	16%	15%	17%	20%	18%	16%	15%	13%	17%	20%	15%	12%	22%	22%	15%	15%	15%	8%	20%	13%	9%	14%	17%	15%	17%	19%	13%	16%	20%	15%	30%	5%	15%	19%	14%	14%
	Would have no effect	42%	44%	40%	34%	40%	43%	44%	48%	43%	33%	47%	49%	42%	33%	38%	49%	46%	48%	48%	30%	53%	35%	45%	43%	43%	40%	35%	45%	36%	35%	25%	38%	46%	38%	45%	45%
	A little less likely to like or respect	7%	9%	6%	7%	10%	5%	7%	7%	9%	7%	10%	9%	7%	8%	10%	7%	7%	5%	6%	4%	5%	10%	11%	6%	6%	6%	9%	9%	6%	11%	6%	6%	8%	7%	8%	7%
	Somewhat less likely to like or respect	4%	5%	4%	6%	4%	4%	2%	3%	7%	4%	3%	4%	6%	5%	8%	3%	1%	5%	6%	6%	3%	4%	4%	5%	6%	4%	3%	5%	4%	10%	8%	9%	3%	4%	6%	2%
	Much less likely to like or respect	4%	6%	2%	2%	4%	4%	4%	7%	4%	4%	3%	9%	3%	6%	3%	2%	4%	4%	2%	10%	2%	6%	4%	4%	5%	4%	4%	7%	3%	3%	0%	13%	2%	3%	8%	1%
	Total More likely	42%	35%	48%	51%	43%	44%	43%	34%	38%	52%	37%	30%	41%	47%	42%	38%	41%	39%	39%	50%	38%	45%	37%	42%	40%	46%	49%	34%	51%	41%	61%	34%	41%	47%	34%	44%
	Total Less likely	16%	20%	12%	15%	17%	13%	14%	18%	19%	15%	16%	22%	16%	20%	20%	13%	12%	14%	14%	20%	10%	20%	18%	14%	17%	14%	15%	21%	13%	24%	14%	28%	13%	14%	22%	11%
The UK should ban single use plastics in the next five years	Much more likely to like or respect	26%	26%	27%	20%	14%	27%	28%	32%	35%	31%	25%	24%	20%	29%	27%	17%	30%	28%	26%	25%	27%	27%	25%	29%	28%	17%	36%	24%	30%	26%	37%	30%	22%	29%	27%	23%
	Somewhat more likely to like or respect	19%	19%	19%	17%	19%	19%	19%	15%	22%	19%	17%	15%	17%	24%	16%	18%	20%	21%	23%	16%	17%	29%	20%	20%	17%	16%	18%	23%	20%	20%	12%	17%	15%	21%	20%	15%
	A little more likely to like or respect	21%	20%	22%	21%	24%	18%	19%	20%	23%	18%	22%	21%	23%	19%	27%	26%	17%	22%	21%	15%	14%	16%	21%	21%	21%	22%	18%	24%	23%	18%	21%	24%	19%	23%	20%	19%
	Would have no effect	24%	25%	23%	24%	26%	27%	28%	27%	15%	22%	26%	26%	29%	19%	21%	29%	22%	24%	26%	27%	31%	13%	26%	22%	23%	33%	19%	21%	18%	30%	16%	19%	32%	18%	24%	31%
	A little less likely to like or respect	6%	7%	6%	11%	13%	7%	3%	3%	3%	6%	7%	8%	5%	7%	7%	6%	9%	4%	4%	10%	3%	9%	5%	6%	7%	9%	4%	5%	5%	3%	9%	4%	9%	6%	5%	8%
	Somewhat less likely to like or respect	2%	3%	1%	5%	3%	1%	2%	1%	1%	3%	1%	3%	5%	2%	1%	1%	2%	1%	0%	4%	2%	0%	1%	2%	3%	3%	2%	2%	3%	2%	3%	2%	1%	2%	2%	3%
	Much less likely to like or respect	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	0%	3%	5%	5%	1%	1%	1%	1%	2%	1%	1%	2%	2%	3%	1%	1%	1%	1%
	Total More likely	66%	64%	68%	58%	57%	64%	66%	67%	80%	69%	64%	60%	60%	72%	70%	62%	66%	71%	70%	56%	59%	72%	67%	69%	66%	54%	72%	70%	73%	64%	70%	71%	56%	73%	68%	57%
	Total Less likely	10%	11%	8%	18%	17%	9%	6%	6%	5%	10%	10%	14%	11%	10%	8%	9%	12%	6%	4%	17%	10%	15%	8%	9%	11%	13%	9%	9%	9%	6%	14%	9%	12%	9%	8%	12%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
The UK should ban the sale of new petrol cars after 2030	Much more likely to like or respect	8%	8%	8%	8%	5%	9%	7%	9%	10%	13%	5%	5%	4%	10%	7%	5%	10%	9%	6%	7%	6%	8%	9%	7%	7%	6%	14%	8%	12%	14%	14%	11%	4%	10%	8%	6%
	Somewhat more likely to like or respect	10%	11%	8%	14%	13%	10%	9%	7%	7%	16%	7%	7%	16%	7%	10%	8%	5%	10%	10%	11%	7%	17%	10%	10%	10%	6%	10%	7%	12%	11%	21%	6%	9%	12%	8%	10%
	A little more likely to like or respect	13%	14%	13%	17%	18%	16%	11%	8%	11%	16%	15%	10%	14%	13%	17%	13%	11%	15%	14%	8%	7%	13%	14%	13%	15%	12%	9%	11%	16%	15%	18%	8%	14%	17%	9%	13%
	Would have no effect	44%	38%	50%	38%	39%	44%	51%	49%	43%	37%	48%	49%	38%	40%	39%	51%	47%	45%	47%	51%	50%	37%	43%	48%	42%	42%	48%	43%	40%	41%	30%	45%	49%	40%	43%	50%
	A little less likely to like or respect	10%	12%	9%	10%	12%	9%	10%	10%	11%	9%	10%	13%	9%	10%	9%	13%	14%	7%	10%	4%	11%	4%	11%	10%	11%	13%	7%	12%	10%	8%	5%	6%	11%	10%	11%	10%
	Somewhat less likely to like or respect	6%	6%	6%	9%	7%	4%	6%	6%	6%	6%	6%	4%	9%	9%	8%	5%	4%	5%	3%	10%	6%	5%	5%	4%	7%	9%	7%	7%	5%	7%	8%	12%	7%	4%	8%	5%
	Much less likely to like or respect	8%	11%	6%	4%	5%	9%	8%	11%	12%	4%	10%	11%	10%	10%	8%	5%	8%	9%	11%	9%	13%	15%	9%	8%	8%	10%	5%	13%	5%	5%	4%	13%	7%	6%	13%	6%
	Total More likely	31%	32%	30%	39%	37%	34%	26%	23%	28%	45%	26%	23%	34%	30%	35%	26%	26%	34%	29%	26%	20%	39%	33%	31%	33%	25%	33%	25%	40%	39%	53%	24%	26%	39%	24%	29%
	Total Less likely	25%	30%	20%	23%	24%	22%	23%	28%	29%	19%	26%	28%	27%	29%	26%	23%	26%	21%	24%	23%	30%	25%	25%	22%	26%	33%	19%	32%	20%	20%	17%	31%	25%	21%	33%	21%
The UK should move to a four-day work week	Much more likely to like or respect	15%	13%	17%	16%	21%	28%	13%	11%	4%	16%	17%	17%	12%	15%	11%	12%	15%	12%	22%	26%	17%	16%	15%	16%	16%	16%	7%	6%	18%	15%	13%	18%	21%	17%	11%	20%
	Somewhat more likely to like or respect	11%	12%	11%	17%	16%	11%	13%	7%	5%	12%	10%	7%	17%	11%	8%	10%	15%	12%	10%	7%	10%	9%	10%	10%	13%	11%	15%	10%	16%	8%	16%	11%	9%	13%	10%	11%
	A little more likely to like or respect	15%	15%	15%	18%	18%	13%	16%	18%	10%	19%	17%	17%	12%	12%	17%	19%	15%	14%	12%	20%	11%	24%	13%	12%	19%	17%	13%	12%	18%	17%	17%	13%	16%	17%	12%	18%
	Would have no effect	35%	34%	36%	26%	29%	30%	38%	42%	42%	28%	35%	37%	32%	34%	30%	40%	34%	40%	42%	35%	47%	29%	34%	39%	32%	35%	39%	35%	32%	37%	32%	29%	37%	31%	37%	36%
	A little less likely to like or respect	12%	11%	12%	15%	9%	7%	9%	12%	17%	13%	13%	8%	12%	13%	16%	11%	12%	10%	7%	11%	5%	7%	15%	13%	9%	8%	16%	17%	8%	16%	9%	7%	9%	11%	13%	10%
	Somewhat less likely to like or respect	6%	8%	4%	5%	3%	4%	7%	5%	11%	8%	2%	7%	9%	8%	10%	2%	4%	6%	3%	0%	8%	6%	9%	5%	6%	6%	5%	11%	5%	5%	10%	8%	5%	7%	8%	4%
	Much less likely to like or respect	5%	7%	4%	4%	3%	5%	3%	5%	11%	3%	5%	6%	7%	7%	8%	5%	5%	5%	5%	0%	2%	10%	5%	4%	6%	6%	6%	10%	4%	2%	4%	14%	3%	5%	10%	1%
	Total More likely	42%	40%	44%	51%	56%	53%	42%	36%	18%	47%	44%	41%	40%	37%	36%	41%	45%	39%	43%	53%	37%	49%	38%	39%	48%	45%	34%	28%	52%	40%	45%	42%	46%	46%	32%	49%
	Total Less likely	23%	27%	20%	23%	15%	17%	20%	22%	40%	25%	21%	22%	28%	29%	34%	19%	21%	21%	15%	11%	16%	23%	28%	22%	21%	20%	27%	38%	17%	23%	22%	29%	17%	22%	31%	15%
The UK should seek ambitious new free trade deals prioritising lower prices for consumers	Much more likely to like or respect	19%	19%	19%	12%	12%	18%	17%	26%	25%	19%	24%	17%	12%	19%	21%	12%	22%	18%	19%	21%	24%	19%	16%	17%	22%	16%	26%	24%	17%	7%	16%	34%	16%	14%	27%	15%
	Somewhat more likely to like or respect	18%	20%	17%	13%	18%	18%	17%	18%	24%	15%	14%	19%	21%	20%	17%	18%	20%	19%	25%	20%	16%	20%	18%	18%	18%	17%	24%	25%	17%	12%	15%	18%	15%	16%	26%	12%
	A little more likely to like or respect	24%	25%	23%	21%	23%	23%	26%	23%	26%	26%	21%	22%	22%	26%	20%	28%	24%	26%	29%	12%	20%	23%	27%	25%	25%	20%	16%	27%	23%	26%	26%	17%	23%	26%	22%	23%
	Would have no effect	30%	27%	32%	39%	35%	29%	31%	29%	19%	29%	33%	32%	35%	23%	35%	31%	28%	29%	24%	33%	29%	27%	31%	31%	26%	35%	25%	19%	31%	39%	21%	22%	37%	32%	20%	39%
	A little less likely to like or respect	5%	5%	6%	9%	8%	6%	4%	2%	3%	6%	7%	7%	2%	7%	4%	7%	3%	5%	3%	4%	6%	8%	5%	4%	6%	5%	5%	3%	6%	6%	6%	5%	6%	6%	3%	7%
	Somewhat less likely to like or respect	2%	3%	2%	3%	2%	4%	2%	0%	2%	2%	0%	2%	6%	2%	1%	2%	2%	1%	1%	5%	3%	0%	2%	3%	2%	3%	3%	1%	4%	3%	12%	3%	2%	4%	1%	2%
	Much less likely to like or respect	2%	2%	2%	3%	2%	2%	2%	0%	1%	2%	1%	2%	2%	3%	3%	2%	0%	2%	0%	6%	1%	3%	1%	2%	1%	4%	1%	1%	3%	7%	4%	0%	1%	3%	1%	2%
	Total More likely	61%	64%	59%	46%	53%	59%	60%	68%	75%	60%	59%	57%	56%	65%	57%	58%	66%	62%	73%	52%	60%	62%	61%	60%	65%	53%	66%	76%	57%	45%	57%	69%	54%	56%	75%	50%
	Total Less likely	9%	9%	9%	15%	12%	12%	8%	3%	6%	11%	8%	10%	9%	12%	7%	11%	6%	9%	3%	15%	10%	11%	8%	9%	9%	13%	9%	5%	12%	16%	22%	8%	9%	12%	5%	10%
The UK should not sign a new free trade deal if it hurts British companies	Much more likely to like or respect	15%	15%	15%	10%	13%	15%	17%	13%	21%	15%	20%	13%	14%	13%	11%	14%	21%	16%	19%	14%	11%	15%	11%	15%	15%	15%	30%	16%	16%	14%	12%	26%	14%	12%	20%	15%
	Somewhat more likely to like or respect	17%	18%	16%	13%	16%	18%	14%	20%	19%	14%	20%	16%	12%	17%	13%	13%	18%	17%	30%	11%	25%	16%	19%	19%	17%	10%	13%	20%	18%	12%	17%	11%	14%	18%	19%	12%
	A little more likely to like or respect	22%	23%	21%	18%	20%	21%	20%	27%	26%	23%	17%	22%	24%	27%	28%	28%	20%	20%	13%	15%	11%	14%	26%	20%	24%	20%	18%	26%	21%	25%	19%	18%	20%	25%	21%	19%
	Would have no effect	35%	33%	37%	37%	37%	35%	41%	35%	26%	37%	34%	35%	43%	32%	34%	34%	29%	37%	32%	35%	39%	42%	34%	36%	33%	41%	26%	29%	32%	39%	28%	28%	43%	33%	29%	42%
	A little less likely to like or respect	6%	6%	6%	12%	9%	6%	3%	2%	5%	6%	6%	7%	3%	6%	9%	6%	7%	5%	3%	10%	4%	4%	5%	5%	6%	10%	7%	4%	8%	8%	13%	4%	5%	6%	5%	7%
	Somewhat less likely to like or respect	3%	3%	3%	5%	4%	3%	3%	1%	3%	3%	2%	3%	4%	4%	1%	2%	3%	2%	2%	6%	4%	3%	3%	3%	3%	2%	4%	3%	3%	0%	4%	8%	3%	3%	3%	2%
	Much less likely to like or respect	2%	3%	2%	5%	1%	2%	3%	2%	1%	1%	1%	4%	0%	1%	3%	3%	2%	3%	1%	9%	6%	6%	1%	2%	3%	2%	2%	2%	3%	3%	6%	5%	2%	2%	3%	2%
	Total More likely	54%	56%	52%	41%	48%	54%	50%	60%	65%	52%	57%	51%	50%	57%	52%	54%	59%	53%	63%	41%	48%	46%	57%	54%	56%	45%	61%	62%	55%	50%	48%	55%	47%	55%	60%	46%
	Total Less likely	11%	12%	11%	22%	14%	11%	9%	5%	9%	11%	9%	14%	7%	11%	14%	11%	12%	10%	5%	25%	14%	12%	9%	10%	11%	14%	13%	9%	13%	11%	24%	18%	10%	11%	11%	11%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
The UK should ban zero hour contracts	Much more likely to like or respect	30%	32%	29%	13%	23%	41%	37%	33%	32%	24%	33%	35%	26%	34%	27%	24%	38%	32%	30%	42%	28%	32%	26%	30%	34%	30%	37%	23%	35%	28%	39%	34%	32%	30%	32%	30%
	Somewhat more likely to like or respect	14%	15%	14%	13%	14%	13%	14%	17%	16%	15%	14%	12%	11%	16%	16%	11%	17%	20%	20%	1%	10%	11%	16%	13%	14%	13%	19%	16%	19%	15%	14%	22%	9%	16%	17%	10%
	A little more likely to like or respect	18%	16%	20%	22%	23%	15%	16%	16%	18%	22%	18%	23%	13%	11%	19%	22%	17%	20%	24%	12%	18%	14%	20%	19%	18%	17%	15%	19%	19%	18%	19%	10%	17%	20%	17%	17%
	Would have no effect	27%	26%	27%	30%	29%	23%	26%	29%	27%	29%	28%	21%	34%	25%	28%	31%	20%	23%	22%	34%	35%	31%	31%	28%	23%	26%	21%	30%	17%	29%	14%	19%	34%	24%	24%	35%
	A little less likely to like or respect	6%	6%	5%	12%	7%	5%	2%	5%	5%	6%	3%	6%	13%	8%	7%	5%	4%	0%	3%	3%	2%	8%	4%	6%	6%	8%	4%	6%	6%	5%	8%	6%	5%	6%	6%	5%
	Somewhat less likely to like or respect	3%	3%	3%	8%	2%	2%	3%	0%	2%	3%	1%	1%	2%	3%	2%	5%	2%	3%	1%	5%	6%	3%	2%	2%	3%	4%	3%	3%	2%	2%	2%	4%	3%	3%	2%	3%
	Much less likely to like or respect	2%	2%	1%	2%	3%	2%	1%	1%	1%	2%	2%	1%	2%	3%	1%	1%	1%	2%	0%	3%	0%	2%	2%	2%	1%	2%	1%	2%	2%	3%	4%	4%	0%	1%	2%	1%
	Total More likely	63%	63%	63%	48%	60%	69%	68%	65%	66%	61%	66%	70%	49%	61%	62%	58%	72%	72%	74%	55%	56%	56%	61%	62%	66%	60%	71%	59%	72%	61%	72%	67%	58%	66%	66%	57%
	Total Less likely	10%	11%	9%	22%	12%	8%	7%	6%	7%	10%	7%	9%	17%	14%	10%	11%	8%	6%	4%	11%	9%	12%	8%	10%	10%	13%	7%	12%	11%	10%	14%	14%	9%	10%	10%	9%
Workers have should have the freedom to choose the type of job that best suits them	Much more likely to like or respect	13%	10%	15%	13%	14%	14%	12%	14%	10%	14%	14%	11%	8%	13%	11%	11%	18%	13%	8%	16%	16%	12%	10%	11%	14%	16%	17%	10%	17%	13%	21%	19%	10%	13%	13%	12%
	Somewhat more likely to like or respect	19%	18%	19%	19%	18%	23%	18%	17%	17%	20%	17%	13%	20%	16%	18%	21%	12%	28%	24%	15%	20%	22%	14%	18%	23%	19%	19%	17%	16%	14%	9%	18%	23%	16%	17%	25%
	A little more likely to like or respect	26%	27%	25%	25%	25%	29%	24%	28%	27%	26%	31%	24%	23%	28%	33%	21%	28%	23%	25%	28%	21%	17%	27%	28%	27%	23%	29%	26%	27%	32%	31%	19%	24%	29%	25%	22%
	Would have no effect	33%	33%	33%	28%	30%	26%	40%	35%	37%	30%	31%	37%	34%	33%	30%	39%	32%	32%	32%	28%	37%	44%	39%	33%	30%	28%	29%	37%	29%	32%	25%	32%	35%	32%	34%	34%
	A little less likely to like or respect	6%	8%	5%	10%	8%	6%	5%	4%	4%	8%	5%	9%	11%	5%	6%	5%	5%	3%	6%	6%	2%	4%	7%	7%	4%	9%	3%	6%	7%	5%	2%	3%	6%	7%	6%	6%
	Somewhat less likely to like or respect	2%	2%	2%	4%	4%	2%	1%	1%	3%	2%	1%	6%	2%	3%	2%	2%	3%	0%	3%	6%	2%	1%	2%	3%	1%	4%	2%	3%	2%	3%	9%	5%	2%	2%	3%	1%
	Much less likely to like or respect	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%
	Total More likely	58%	56%	59%	57%	56%	65%	55%	59%	54%	60%	62%	48%	51%	57%	62%	54%	59%	63%	57%	59%	57%	51%	51%	57%	64%	58%	65%	53%	61%	59%	62%	57%	57%	58%	56%	58%
	Total Less likely	9%	11%	8%	15%	14%	8%	6%	6%	9%	10%	7%	15%	15%	10%	8%	7%	9%	4%	11%	13%	6%	5%	10%	10%	6%	14%	6%	11%	10%	9%	13%	11%	8%	10%	10%	8%
The UK should introduce a new tax on fatty and unhealthy foods	Much more likely to like or respect	10%	8%	11%	7%	7%	13%	6%	11%	13%	12%	11%	8%	4%	14%	8%	7%	11%	9%	6%	13%	12%	15%	11%	7%	11%	9%	10%	10%	9%	15%	16%	13%	8%	12%	10%	8%
	Somewhat more likely to like or respect	13%	14%	12%	17%	14%	15%	10%	8%	12%	20%	11%	9%	11%	11%	12%	8%	13%	15%	18%	16%	11%	13%	14%	12%	13%	13%	11%	12%	14%	13%	14%	10%	12%	14%	11%	14%
	A little more likely to like or respect	22%	23%	21%	17%	25%	19%	23%	19%	25%	25%	20%	20%	22%	25%	27%	17%	24%	15%	20%	18%	19%	22%	24%	23%	21%	17%	22%	23%	22%	23%	30%	9%	20%	25%	21%	17%
	Would have no effect	34%	32%	35%	30%	28%	28%	41%	40%	35%	24%	32%	39%	36%	30%	37%	50%	30%	35%	41%	24%	36%	26%	32%	33%	32%	38%	39%	34%	31%	29%	29%	33%	37%	31%	33%	37%
	A little less likely to like or respect	10%	10%	10%	16%	12%	10%	8%	8%	8%	8%	12%	13%	13%	6%	8%	10%	16%	8%	7%	15%	5%	13%	10%	11%	11%	7%	9%	9%	12%	10%	0%	14%	9%	9%	11%	12%
	Somewhat less likely to like or respect	5%	6%	4%	7%	7%	4%	6%	5%	2%	7%	4%	7%	7%	8%	3%	4%	1%	4%	2%	8%	2%	7%	4%	7%	4%	6%	3%	4%	6%	6%	11%	5%	4%	5%	5%	5%
	Much less likely to like or respect	7%	7%	7%	6%	6%	10%	6%	9%	5%	5%	10%	3%	6%	6%	6%	4%	6%	15%	6%	7%	15%	4%	5%	6%	9%	10%	7%	7%	6%	4%	0%	16%	9%	5%	9%	7%
	Total More likely	44%	45%	44%	41%	47%	47%	39%	38%	50%	56%	42%	37%	37%	49%	47%	32%	47%	39%	44%	47%	42%	50%	49%	43%	45%	39%	42%	46%	45%	51%	60%	33%	41%	51%	42%	39%
	Total Less likely	22%	23%	21%	28%	25%	24%	20%	22%	14%	20%	26%	23%	27%	20%	16%	19%	23%	26%	15%	29%	22%	24%	19%	24%	23%	22%	19%	20%	24%	20%	11%	34%	22%	18%	25%	24%
Government should introduce more regulation of social media and new technologies	Much more likely to like or respect	18%	17%	18%	10%	11%	16%	19%	24%	25%	14%	20%	15%	17%	22%	17%	14%	20%	16%	21%	25%	17%	26%	18%	15%	18%	14%	29%	21%	16%	17%	20%	25%	17%	16%	23%	15%
	Somewhat more likely to like or respect	17%	20%	15%	12%	16%	17%	12%	20%	25%	22%	18%	18%	16%	15%	17%	19%	12%	24%	21%	9%	15%	17%	21%	19%	19%	12%	12%	21%	18%	20%	15%	15%	14%	17%	19%	17%
	A little more likely to like or respect	24%	25%	23%	23%	25%	24%	24%	25%	22%	23%	23%	25%	26%	24%	23%	25%	24%	21%	16%	16%	33%	15%	24%	25%	24%	25%	21%	24%	26%	25%	25%	17%	20%	26%	21%	24%
	Would have no effect	30%	28%	32%	32%	30%	31%	35%	26%	25%	28%	28%	28%	29%	28%	36%	32%	32%	26%	34%	31%	31%	31%	30%	30%	27%	34%	28%	27%	25%	26%	20%	32%	39%	28%	27%	33%
	A little less likely to like or respect	7%	5%	8%	14%	11%	7%	5%	3%	2%	7%	6%	8%	8%	8%	4%	7%	10%	4%	2%	8%	3%	6%	5%	6%	9%	8%	5%	4%	9%	4%	6%	4%	8%	7%	4%	8%
	Somewhat less likely to like or respect	2%	2%	2%	4%	6%	2%	2%	0%	0%	4%	5%	3%	1%	2%	1%	2%	2%	3%	2%	5%	1%	2%	1%	3%	2%	4%	2%	2%	3%	3%	8%	2%	2%	3%	2%	2%
	Much less likely to like or respect	2%	3%	2%	5%	2%	3%	3%	1%	1%	2%	0%	4%	3%	2%	2%	2%	1%	5%	4%	6%	0%	3%	1%	2%	3%	3%	3%	1%	4%	5%	6%	5%	2%	2%	3%	1%
	Total More likely	59%	62%	56%	44%	52%	57%	56%	69%	72%	59%	62%	57%	59%	61%	57%	58%	56%	61%	58%	50%	65%	58%	63%	59%	60%	51%	62%	66%	59%	62%	60%	57%	50%	60%	63%	56%
	Total Less likely	11%	10%	12%	23%	18%	12%	10%	5%	3%	13%	11%	15%	12%	11%	7%	10%	12%	13%	8%	19%	4%	11%	7%	11%	13%	15%	10%	7%	16%	12%	20%	11%	11%	12%	10%	11%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age					Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
The Government should stop trying to tell adults how to live their lives	Much more likely to like or respect	17%	17%	17%	9%	16%	20%	18%	17%	18%	15%	15%	10%	11%	19%	14%	15%	17%	23%	22%	22%	23%	9%	15%	17%	17%	19%	16%	19%	16%	10%	17%	26%	15%	14%	22%	14%
	Somewhat more likely to like or respect	16%	18%	15%	18%	12%	17%	15%	19%	16%	13%	19%	18%	19%	13%	12%	17%	20%	23%	17%	11%	6%	5%	16%	14%	20%	13%	23%	16%	17%	18%	15%	27%	15%	15%	19%	15%
	A little more likely to like or respect	23%	21%	25%	21%	28%	19%	24%	23%	21%	21%	21%	21%	21%	21%	29%	26%	23%	19%	25%	19%	27%	35%	19%	22%	24%	25%	21%	23%	23%	17%	30%	18%	23%	23%	24%	20%
	Would have no effect	32%	31%	34%	34%	30%	28%	31%	33%	37%	34%	34%	29%	36%	34%	34%	31%	31%	28%	29%	25%	33%	41%	37%	34%	26%	30%	31%	33%	29%	37%	23%	20%	35%	35%	26%	37%
	A little less likely to like or respect	7%	7%	6%	14%	6%	6%	6%	5%	4%	7%	7%	11%	8%	7%	5%	8%	6%	0%	4%	11%	5%	7%	5%	7%	7%	8%	5%	4%	9%	9%	4%	5%	6%	7%	4%	8%
	Somewhat less likely to like or respect	4%	4%	3%	3%	5%	6%	3%	3%	3%	5%	2%	7%	5%	5%	3%	3%	1%	2%	1%	7%	6%	2%	4%	3%	5%	3%	3%	3%	4%	5%	9%	3%	4%	3%	4%	4%
	Much less likely to like or respect	2%	2%	2%	2%	3%	3%	2%	1%	1%	4%	1%	3%	0%	1%	2%	1%	1%	4%	2%	5%	1%	1%	3%	2%	1%	3%	2%	1%	3%	3%	2%	1%	2%	2%	2%	2%
	Total More likely	55%	55%	56%	48%	56%	57%	57%	59%	55%	49%	56%	50%	51%	53%	56%	57%	60%	65%	65%	52%	56%	50%	50%	54%	61%	57%	60%	58%	56%	45%	62%	71%	54%	52%	64%	50%
	Total Less likely	12%	14%	11%	19%	14%	15%	11%	8%	8%	16%	10%	21%	13%	13%	10%	12%	9%	7%	6%	22%	11%	10%	13%	12%	13%	14%	9%	9%	16%	18%	15%	10%	11%	13%	10%	14%
The UK needs more low skills immigrants to fill jobs current British workers don't want to	Much more likely to like or respect	6%	7%	6%	5%	8%	7%	7%	4%	6%	10%	5%	2%	6%	6%	6%	4%	9%	3%	2%	10%	6%	16%	5%	5%	7%	6%	5%	5%	9%	12%	13%	6%	3%	10%	4%	5%
	Somewhat more likely to like or respect	9%	11%	8%	9%	10%	9%	7%	11%	9%	12%	7%	8%	7%	9%	8%	9%	7%	13%	15%	4%	9%	11%	11%	10%	11%	6%	7%	8%	13%	15%	5%	4%	7%	14%	6%	9%
	A little more likely to like or respect	14%	16%	13%	18%	17%	12%	11%	11%	16%	15%	11%	14%	10%	16%	16%	18%	15%	15%	13%	13%	8%	13%	15%	15%	15%	12%	14%	14%	18%	21%	18%	6%	10%	19%	12%	10%
	Would have no effect	35%	33%	37%	37%	35%	37%	38%	34%	31%	39%	40%	31%	40%	33%	41%	39%	30%	35%	27%	22%	30%	26%	39%	34%	31%	38%	38%	32%	33%	34%	34%	26%	41%	36%	28%	44%
	A little less likely to like or respect	13%	12%	14%	15%	13%	13%	11%	12%	15%	10%	13%	13%	15%	12%	10%	13%	17%	15%	12%	17%	17%	8%	14%	15%	12%	15%	10%	16%	13%	8%	9%	10%	12%	10%	18%	10%
	Somewhat less likely to like or respect	8%	9%	8%	9%	6%	9%	10%	8%	8%	7%	12%	9%	7%	10%	6%	8%	7%	7%	13%	5%	9%	5%	8%	9%	10%	8%	6%	10%	7%	4%	13%	10%	8%	6%	12%	6%
	Much less likely to like or respect	14%	13%	14%	7%	11%	14%	15%	20%	15%	7%	11%	23%	15%	14%	13%	8%	14%	11%	18%	29%	22%	20%	9%	12%	16%	15%	22%	15%	8%	7%	7%	38%	18%	5%	21%	16%
	Total More likely	30%	33%	26%	32%	34%	27%	26%	26%	31%	37%	23%	23%	23%	31%	30%	31%	32%	32%	30%	27%	23%	41%	31%	30%	32%	24%	25%	27%	40%	47%	37%	16%	21%	43%	22%	24%
	Total Less likely	35%	34%	37%	31%	30%	35%	36%	40%	38%	24%	37%	45%	37%	36%	29%	30%	38%	33%	43%	52%	47%	33%	30%	36%	37%	38%	37%	41%	28%	19%	29%	58%	38%	21%	50%	33%
We need to focus more on training the existing workforce rather than rely on immigration	Much more likely to like or respect	23%	22%	24%	13%	15%	24%	22%	33%	30%	20%	25%	31%	17%	25%	24%	15%	24%	24%	30%	24%	27%	28%	18%	23%	24%	24%	28%	32%	18%	11%	16%	45%	21%	14%	36%	18%
	Somewhat more likely to like or respect	21%	23%	19%	18%	21%	21%	18%	22%	23%	19%	22%	15%	25%	20%	16%	31%	21%	18%	23%	10%	22%	16%	23%	18%	23%	18%	23%	23%	17%	22%	13%	24%	22%	18%	23%	21%
	A little more likely to like or respect	21%	21%	22%	18%	21%	16%	24%	24%	24%	24%	15%	22%	26%	19%	26%	22%	16%	21%	22%	25%	17%	25%	25%	23%	21%	14%	17%	22%	24%	25%	23%	11%	19%	25%	19%	20%
	Would have no effect	26%	26%	26%	32%	31%	27%	28%	19%	18%	27%	30%	22%	22%	25%	25%	23%	30%	29%	23%	20%	28%	17%	28%	27%	22%	29%	27%	19%	27%	28%	25%	13%	31%	31%	15%	31%
	A little less likely to like or respect	5%	5%	6%	10%	8%	7%	5%	1%	3%	5%	3%	5%	6%	6%	6%	6%	6%	7%	5%	2%	9%	4%	7%	4%	5%	4%	11%	2%	2%	8%	9%	11%	4%	4%	6%	3%	6%
	Somewhat less likely to like or respect	3%	2%	3%	7%	3%	2%	2%	0%	2%	4%	4%	3%	2%	4%	2%	2%	1%	1%	0%	3%	2%	3%	1%	3%	3%	3%	2%	2%	4%	3%	4%	4%	3%	3%	2%	3%
	Much less likely to like or respect	1%	2%	1%	2%	1%	3%	1%	1%	0%	1%	0%	1%	2%	2%	1%	1%	1%	2%	0%	9%	0%	3%	1%	1%	2%	2%	1%	0%	3%	3%	8%	0%	1%	2%	1%	1%
	Total More likely	65%	66%	64%	49%	57%	61%	64%	79%	77%	62%	63%	68%	68%	63%	66%	68%	62%	63%	75%	59%	66%	69%	67%	64%	69%	55%	68%	77%	59%	57%	52%	80%	62%	57%	79%	59%
	Total Less likely	9%	9%	9%	19%	12%	12%	8%	2%	4%	10%	7%	10%	10%	12%	9%	9%	9%	8%	2%	20%	6%	14%	6%	9%	9%	16%	5%	5%	14%	15%	23%	7%	7%	12%	6%	10%
The Government needs to do more to keep prices and the cost of living low	Much more likely to like or respect	25%	21%	30%	22%	18%	35%	31%	26%	22%	21%	35%	24%	18%	24%	22%	21%	30%	27%	34%	35%	33%	20%	17%	24%	31%	25%	41%	19%	29%	19%	22%	29%	28%	21%	26%	31%
	Somewhat more likely to like or respect	20%	21%	20%	17%	25%	20%	22%	17%	19%	23%	15%	13%	22%	23%	18%	21%	25%	20%	22%	18%	15%	16%	20%	22%	18%	23%	18%	19%	22%	27%	8%	19%	19%	21%	21%	19%
	A little more likely to like or respect	24%	25%	22%	23%	19%	22%	22%	30%	27%	25%	21%	25%	21%	26%	26%	31%	17%	27%	26%	15%	17%	26%	26%	23%	25%	20%	24%	29%	22%	18%	32%	20%	22%	27%	25%	19%
	Would have no effect	23%	24%	22%	21%	25%	16%	23%	23%	29%	22%	23%	27%	32%	21%	25%	20%	21%	23%	15%	19%	32%	23%	31%	24%	18%	23%	13%	27%	19%	28%	27%	21%	22%	24%	23%	23%
	A little less likely to like or respect	5%	6%	4%	10%	10%	5%	1%	3%	3%	5%	5%	8%	6%	4%	9%	4%	6%	1%	3%	7%	1%	12%	4%	6%	4%	5%	4%	4%	4%	3%	0%	7%	8%	4%	4%	6%
	Somewhat less likely to like or respect	1%	1%	1%	5%	2%	1%	1%	0%	0%	4%	0%	2%	1%	1%	0%	2%	0%	0%	0%	4%	1%	0%	1%	0%	3%	2%	0%	1%	2%	1%	6%	3%	0%	2%	1%	1%
	Much less likely to like or respect	1%	1%	0%	2%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	2%	0%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	4%	4%	0%	0%	2%	0%	0%
	Total More likely	70%	67%	72%	62%	62%	77%	75%	73%	68%	69%	71%	62%	60%	73%	66%	73%	72%	74%	82%	68%	65%	62%	64%	69%	74%	68%	82%	67%	73%	63%	62%	69%	70%	69%	71%	69%
	Total Less likely	7%	8%	6%	17%	13%	6%	2%	3%	4%	9%	6%	10%	9%	7%	9%	7%	8%	3%	3%	13%	3%	15%	5%	7%	8%	9%	5%	6%	8%	8%	11%	10%	8%	8%	6%	8%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
The Government should spend more on protective equipment for our police officers	Much more likely to like or respect	18%	15%	20%	10%	13%	17%	22%	22%	21%	17%	15%	18%	10%	19%	18%	14%	23%	16%	18%	25%	27%	22%	13%	19%	18%	15%	26%	21%	16%	15%	21%	25%	15%	15%	22%	16%
	Somewhat more likely to like or respect	19%	20%	18%	17%	16%	22%	15%	19%	23%	24%	19%	15%	18%	18%	19%	16%	21%	23%	20%	9%	11%	16%	18%	21%	20%	14%	22%	22%	18%	21%	17%	21%	17%	18%	21%	18%
	A little more likely to like or respect	24%	23%	24%	19%	28%	24%	20%	26%	24%	16%	29%	23%	33%	22%	23%	19%	26%	18%	35%	21%	28%	20%	26%	21%	24%	25%	20%	25%	27%	24%	29%	20%	20%	28%	23%	18%
	Would have no effect	33%	34%	32%	36%	34%	30%	40%	28%	30%	36%	29%	34%	35%	33%	30%	44%	26%	35%	26%	35%	29%	39%	37%	34%	31%	33%	23%	27%	29%	35%	21%	23%	41%	31%	28%	39%
	A little less likely to like or respect	4%	4%	4%	11%	6%	3%	2%	2%	1%	5%	6%	6%	3%	4%	7%	3%	2%	4%	1%	4%	1%	1%	3%	3%	3%	7%	6%	2%	5%	2%	5%	5%	4%	4%	3%	5%
	Somewhat less likely to like or respect	2%	2%	1%	3%	3%	2%	1%	2%	1%	1%	2%	3%	1%	3%	2%	2%	0%	2%	2%	3%	3%	0%	2%	1%	2%	3%	2%	1%	2%	2%	7%	2%	2%	2%	1%	2%
	Much less likely to like or respect	1%	2%	1%	4%	0%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	3%	1%	2%	0%	3%	1%	2%	0%	1%	2%	3%	1%	1%	2%	2%	0%	4%	1%	1%	1%	2%
	Total More likely	60%	58%	62%	46%	57%	63%	56%	67%	68%	57%	63%	56%	61%	59%	61%	49%	70%	56%	72%	55%	66%	58%	58%	61%	63%	54%	68%	69%	61%	60%	67%	66%	52%	61%	67%	52%
	Total Less likely	7%	8%	6%	18%	9%	7%	4%	5%	2%	8%	8%	10%	4%	8%	9%	7%	4%	9%	2%	10%	5%	3%	5%	5%	6%	13%	9%	4%	10%	5%	12%	11%	7%	7%	5%	9%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1802	881	919	251	307	307	307	252	378	252	150	128	164	242	145	156	200	153	86	50	76	72	415	468	397	288	162	505	475	88	19	22	540	601	647	480
If a general election was called tomorrow, how likely would you be to vote on a scale from 0 to 10?	0 - certain not to vote	12%	11%	13%	12%	16%	13%	10%	14%	7%	17%	12%	15%	8%	7%	17%	11%	6%	10%	12%	7%	27%	15%	8%	12%	12%	14%	17%	1%	2%	2%	6%	1%	35%	1%	5%	34%
	1	2%	2%	3%	6%	2%	4%	2%	1%	1%	1%	0%	1%	2%	4%	6%	2%	1%	3%	2%	6%	0%	0%	1%	1%	2%	6%	6%	1%	1%	0%	0%	2%	6%	2%	1%	6%
	2	2%	2%	2%	2%	3%	4%	2%	1%	1%	1%	9%	4%	0%	2%	2%	3%	0%	2%	1%	5%	1%	0%	3%	1%	2%	5%	0%	1%	3%	1%	5%	1%	4%	2%	1%	4%
	3	2%	2%	3%	6%	3%	2%	2%	2%	1%	2%	1%	1%	4%	4%	1%	3%	1%	4%	1%	1%	3%	0%	3%	2%	1%	7%	0%	1%	2%	3%	2%	2%	4%	1%	1%	5%
	4	2%	2%	3%	2%	6%	2%	4%	0%	0%	1%	1%	3%	2%	2%	2%	6%	3%	2%	6%	0%	0%	1%	1%	2%	3%	4%	5%	0%	2%	1%	0%	2%	5%	3%	1%	4%
	5	8%	6%	10%	14%	11%	10%	10%	4%	1%	8%	9%	8%	10%	6%	3%	10%	6%	10%	13%	15%	5%	5%	4%	9%	10%	12%	5%	2%	3%	3%	4%	4%	19%	5%	4%	16%
	6	3%	4%	2%	4%	3%	5%	2%	4%	0%	2%	3%	6%	4%	3%	2%	2%	3%	1%	5%	1%	2%	0%	3%	3%	4%	3%	1%	1%	2%	3%	15%	3%	5%	2%	3%	4%
	7	5%	4%	5%	9%	7%	5%	3%	3%	2%	7%	5%	2%	6%	3%	4%	3%	6%	3%	3%	6%	4%	9%	3%	4%	6%	7%	2%	3%	6%	4%	7%	0%	6%	5%	4%	5%
	8	5%	4%	6%	9%	5%	7%	3%	5%	4%	6%	5%	5%	6%	7%	3%	6%	5%	3%	4%	7%	3%	4%	5%	5%	7%	3%	5%	7%	7%	4%	0%	7%	3%	6%	6%	3%
	9	7%	8%	6%	7%	4%	7%	7%	7%	8%	9%	4%	9%	8%	7%	8%	8%	5%	5%	6%	7%	0%	6%	9%	8%	4%	5%	4%	10%	7%	12%	7%	8%	2%	9%	8%	2%
	10 - certain to vote	51%	55%	48%	29%	39%	41%	55%	60%	75%	47%	50%	46%	50%	55%	51%	45%	62%	55%	48%	46%	55%	61%	60%	54%	48%	35%	55%	74%	65%	67%	54%	70%	12%	65%	67%	16%
If a general election was called tomorrow, which party would you vote for?	Labour	25%	22%	29%	41%	33%	26%	24%	17%	16%	28%	32%	32%	20%	20%	24%	26%	37%	19%	21%	9%	27%	20%	20%	24%	34%	24%	27%	3%	76%	4%	10%	6%	11%	37%	20%	18%
	Conservative	25%	31%	20%	12%	11%	20%	22%	30%	50%	21%	27%	28%	27%	35%	29%	26%	28%	14%	21%	8%	23%	43%	34%	25%	22%	15%	21%	78%	2%	7%	2%	7%	8%	24%	42%	8%
	Liberal Democrats	6%	7%	4%	4%	3%	6%	9%	5%	8%	7%	4%	3%	3%	10%	8%	4%	8%	5%	4%	2%	4%	4%	6%	8%	5%	3%	6%	2%	4%	68%	6%	1%	3%	11%	2%	5%
	The UK Independence Party (UKIP)	3%	4%	3%	2%	2%	3%	3%	6%	4%	3%	6%	3%	5%	4%	2%	4%	3%	2%	0%	0%	3%	1%	2%	4%	4%	3%	4%	4%	2%	4%	4%	68%	2%	1%	7%	1%
	Scottish National Party (SNP)	2%	3%	1%	2%	2%	2%	3%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	20%	0%	2%	0%	0%	1%	2%	2%	3%	2%	0%	1%	1%	0%	2%	0%	3%	2%	1%
	The Green Party	2%	2%	2%	2%	3%	3%	1%	1%	1%	2%	2%	1%	4%	2%	1%	3%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	0%	1%	2%	0%	66%	2%	1%	3%	2%	1%
	Other (Please Specify)	1%	2%	0%	0%	1%	2%	1%	4%	0%	0%	1%	5%	1%	1%	0%	1%	0%	0%	0%	10%	4%	4%	3%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	2%	1%
	Democratic Unionist Party (DUP)	1%	1%	1%	1%	2%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	20%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%
	Plaid Cymru	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	7%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Sinn Féin	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Don't Know	19%	14%	23%	20%	22%	21%	22%	18%	13%	16%	14%	19%	27%	21%	11%	19%	15%	27%	27%	17%	14%	10%	20%	20%	16%	24%	15%	11%	12%	14%	9%	13%	28%	15%	17%	23%
	I would not vote	15%	13%	16%	15%	21%	18%	14%	15%	7%	21%	14%	8%	15%	7%	24%	17%	8%	12%	18%	17%	22%	16%	10%	12%	13%	23%	23%	1%	2%	1%	4%	1%	45%	3%	4%	43%

Fieldwork: 13-18th February 2019

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			Gender		Age						Region												Social Grade						2017 Election Vote						EU Referendum Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	Yorkshire and the Humber	East Midlands	East of England	South East	South West	West Midlands	North West	Scotland	Wales	Northern Ireland	North East	A	B	C1	C2	D	E	Conservative	Labour	Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	I did not vote	Remain	Leave	I did not vote
	Unweighted	1802	869	931	243	295	312	303	256	393	248	163	132	135	247	143	159	208	152	89	48	78	75	452	484	360	272	159	607	586	107	48	97	195	737	786	205
	Weighted	1313	665	646	155	196	207	230	194	331	178	106	89	124	186	100	108	165	111	61	36	49	56	333	354	284	172	113	467	409	78	15	19	199	523	555	187
If a general election was called tomorrow, which party would you vote for? *Weighted by likelihood to vote (each weighting multiplied by expressed likelihood to vote/10)*	Labour	30%	25%	35%	53%	40%	33%	27%	21%	17%	35%	35%	34%	21%	21%	28%	33%	40%	25%	28%	6%	38%	24%	22%	28%	39%	31%	35%	2%	79%	3%	11%	6%	19%	39%	20%	28%
	Conservative	32%	37%	26%	13%	14%	24%	27%	37%	55%	27%	33%	34%	34%	41%	38%	33%	31%	19%	29%	6%	32%	48%	40%	31%	28%	19%	27%	80%	2%	7%	2%	8%	13%	24%	47%	12%
	Liberal Democrats	7%	9%	5%	5%	3%	7%	11%	6%	9%	9%	5%	4%	4%	11%	11%	5%	9%	5%	4%	3%	5%	5%	7%	9%	7%	4%	7%	2%	3%	71%	6%	2%	7%	12%	2%	9%
	The UK Independence Party (UKIP)	4%	5%	3%	1%	3%	5%	4%	7%	4%	4%	7%	3%	5%	4%	3%	5%	3%	3%	0%	0%	4%	1%	2%	4%	5%	4%	6%	4%	1%	3%	3%	72%	4%	1%	8%	2%
	Scottish National Party (SNP)	2%	3%	2%	1%	2%	2%	4%	3%	1%	1%	0%	0%	0%	0%	0%	0%	0%	24%	0%	0%	0%	0%	1%	2%	2%	4%	2%	0%	1%	0%	0%	1%	0%	3%	2%	1%
	The Green Party	2%	2%	2%	2%	4%	4%	1%	1%	1%	2%	2%	2%	4%	2%	2%	3%	1%	1%	1%	1%	4%	1%	2%	3%	2%	2%	0%	0%	2%	0%	67%	1%	1%	3%	2%	1%
	Other (Please Specify)	2%	3%	1%	1%	1%	3%	1%	5%	0%	0%	2%	7%	1%	1%	0%	2%	1%	0%	0%	14%	6%	5%	3%	1%	2%	0%	0%	0%	0%	1%	0%	0%	3%	1%	2%	2%
	Democratic Unionist Party (DUP)	1%	1%	1%	2%	2%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	27%	1%	0%	2%	1%	0%	2%	2%	0%	0%	0%	0%	0%	1%	1%	1%	1%
	Plaid Cymru	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Sinn Féin	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Don't Know	18%	13%	22%	19%	23%	19%	20%	18%	12%	18%	13%	15%	28%	19%	12%	17%	14%	21%	25%	18%	12%	11%	18%	19%	14%	24%	17%	11%	11%	15%	9%	12%	38%	14%	16%	31%
	I would not vote	2%	2%	3%	4%	6%	3%	2%	1%	0%	3%	3%	0%	3%	1%	5%	3%	2%	2%	3%	10%	0%	7%	1%	1%	0%	8%	4%	0%	0%	0%	0%	0%	14%	1%	0%	13%

Fieldwork: 13-18th February 2019

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			Which of these chains do you tend to do the majority of your grocery shopping at?									Which of the following banks do you have your main personal bank account at?									Which of the following businesses provides the bulk of your energy to your home (for heating, lighting, powering appliances etc.)							
		Total	Sainsbury's	Tesco	Morrisons	Asda	Lidl	Iceland	Waitrose	Marks & Spencer	Aldi	Lloyds	Natwest	Santander	Halifax	Nationwide	HSBC	TSB	RBS	Barclays	British Gas	E.ON	EDF Energy	Extraenergy	Npower	OVO Energy	Scottish Power	SSE
	Unweighted	1802	288	490	212	284	123	33	70	33	206	220	210	233	236	165	179	60	59	242	457	237	176	14	137	88	154	182
	Weighted	1802	279	499	198	288	136	30	68	33	210	213	218	230	229	152	184	62	62	258	445	241	170	9	149	84	137	181
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	57%	57%	61%	54%	60%	29%	53%	55%	49%	63%	50%	61%	66%	58%	56%	40%	44%	51%	57%	54%	56%	-19%	43%	57%	56%	52%
	They cut down on the plastic waste they produce	67%	74%	69%	75%	55%	59%	24%	69%	70%	70%	73%	73%	65%	62%	73%	61%	70%	60%	64%	63%	70%	69%	12%	57%	63%	77%	58%
	They offer discounted services to those working in the emergency services	55%	56%	57%	58%	47%	62%	40%	52%	64%	55%	52%	57%	57%	63%	49%	48%	56%	38%	60%	57%	53%	55%	34%	40%	57%	58%	57%
Net positivity (Total Positive % – Total Negative %)	They pledge to become 'carbon neutral'	52%	60%	54%	57%	50%	46%	21%	52%	48%	47%	50%	56%	60%	53%	59%	47%	41%	45%	51%	50%	55%	51%	3%	47%	47%	63%	46%
	They raise the wages of all their employees above national minimum wage	67%	74%	68%	71%	56%	70%	47%	67%	72%	66%	71%	67%	70%	63%	71%	64%	49%	69%	70%	65%	71%	59%	17%	58%	61%	78%	65%
	They place a focus on providing goods from British producers	59%	61%	58%	67%	51%	67%	29%	57%	49%	62%	70%	52%	67%	61%	63%	56%	60%	45%	57%	55%	55%	58%	3%	58%	61%	63%	65%
	They regularly put money into purchasing sporting equipment at local schools	52%	56%	56%	56%	47%	47%	43%	47%	46%	48%	53%	58%	54%	50%	52%	54%	55%	55%	48%	53%	52%	45%	22%	48%	57%	62%	50%
	They ensure all of their products are gender neutral	21%	22%	24%	12%	22%	16%	32%	26%	22%	22%	19%	20%	27%	27%	10%	13%	29%	26%	29%	26%	29%	29%	-13%	15%	14%	30%	12%
	They give their employees shares in the company	55%	58%	57%	61%	46%	53%	59%	49%	62%	48%	60%	56%	59%	57%	51%	51%	47%	57%	54%	53%	57%	52%	32%	55%	47%	65%	52%
	They seek greater minority representation in their advertising	29%	32%	30%	30%	26%	20%	37%	29%	39%	26%	27%	40%	30%	38%	25%	27%	14%	19%	31%	28%	39%	34%	14%	21%	37%	36%	31%
	They fund events for local pensioners to socialise together	58%	60%	58%	59%	54%	62%	53%	63%	59%	62%	64%	58%	63%	58%	60%	52%	54%	57%	60%	57%	60%	60%	19%	50%	59%	63%	55%
	They fund extra Police Community Support Officers in towns where they have branches	54%	55%	57%	59%	50%	54%	40%	56%	57%	51%	52%	51%	63%	54%	56%	56%	50%	37%	59%	52%	55%	55%	31%	52%	50%	50%	55%
	They donate to charities that seek to reduce crime locally	60%	56%	61%	67%	59%	66%	34%	48%	52%	62%	59%	59%	64%	65%	62%	53%	51%	56%	59%	60%	62%	55%	3%	57%	56%	68%	56%
	They try hard to hire local people that have been unemployed for a long time	66%	66%	71%	69%	61%	65%	40%	69%	69%	64%	66%	69%	66%	71%	74%	61%	66%	56%	62%	65%	63%	65%	23%	60%	68%	65%	63%
	They pay for scholarships to top universities to underprivileged state school kids	54%	61%	55%	57%	47%	49%	40%	53%	63%	53%	54%	55%	59%	50%	52%	47%	62%	47%	57%	52%	57%	56%	23%	44%	47%	51%	52%
	They encourage girls at school to consider a career in their business or their industry	50%	60%	49%	56%	40%	47%	48%	39%	47%	49%	52%	56%	55%	50%	53%	46%	42%	53%	48%	49%	55%	53%	36%	43%	41%	63%	53%
	They donate to the political party I vote for	4%	3%	6%	2%	7%	-7%	7%	13%	-1%	3%	7%	-1%	8%	19%	0%	8%	-23%	-6%	3%	12%	1%	5%	-7%	1%	5%	11%	4%
	Their advertising highlights the evils of racism	43%	47%	47%	43%	40%	33%	49%	38%	36%	35%	35%	53%	44%	43%	39%	37%	37%	51%	49%	48%	52%	42%	8%	30%	39%	45%	34%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	38%	31%	35%	38%	36%	12%	35%	12%	38%	38%	35%	45%	35%	25%	25%	24%	13%	46%	33%	42%	42%	13%	36%	26%	38%	23%
	Big companies should pay more in tax	59%	62%	60%	63%	57%	56%	57%	63%	62%	57%	57%	56%	66%	60%	60%	57%	64%	47%	63%	56%	60%	61%	-20%	52%	59%	64%	58%
	The UK should leave the European Union	11%	8%	13%	14%	15%	-4%	-5%	-5%	11%	18%	17%	5%	27%	7%	15%	8%	6%	-9%	13%	17%	14%	14%	17%	0%	-2%	14%	7%
	We should hold a second referendum, and campaign to stay within the European Union	-3%	-2%	-2%	-10%	-1%	-4%	-9%	14%	-6%	-14%	1%	-8%	-20%	-1%	-8%	-2%	-11%	8%	6%	3%	3%	-4%	-21%	-11%	-8%	-4%	-9%
	The boards of major companies should be made up of 50% men and 50% women	26%	24%	28%	26%	24%	25%	17%	27%	57%	25%	22%	28%	25%	28%	21%	23%	24%	16%	31%	31%	34%	27%	4%	16%	25%	22%	26%
Net positivity (Total Positive % – Total Negative %)	The UK should ban single use plastics in the next five years	56%	64%	55%	58%	52%	59%	17%	48%	70%	56%	62%	57%	59%	49%	58%	54%	55%	48%	54%	47%	61%	60%	-29%	53%	56%	64%	48%
	The UK should ban the sale of new petrol cars after 2030	6%	7%	5%	6%	2%	17%	11%	18%	15%	-2%	0%	11%	6%	7%	0%	6%	9%	8%	9%	8%	8%	7%	-27%	3%	8%	13%	0%
	The UK should move to a four-day work week	18%	12%	18%	19%	24%	17%	31%	13%	-6%	25%	6%	25%	10%	16%	16%	26%	2%	28%	26%	26%	24%	8%	-6%	7%	21%	19%	15%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	51%	51%	49%	57%	55%	22%	35%	40%	60%	58%	45%	55%	54%	45%	51%	59%	28%	59%	49%	58%	54%	-25%	47%	42%	52%	50%
	The UK should not sign a new free trade deal if it hurts British companies	43%	46%	42%	45%	37%	42%	5%	50%	45%	48%	47%	44%	37%	46%	37%	43%	40%	28%	44%	37%	45%	43%	-37%	35%	44%	50%	46%
	The UK should ban zero-hour contracts	53%	53%	51%	62%	55%	58%	34%	46%	50%	51%	47%	50%	60%	55%	50%	53%	50%	51%	52%	55%	46%	48%	21%	50%	50%	60%	50%
	Workers have should have the freedom to choose the type of job that best suits them	48%	46%	50%	49%	46%	56%	26%	51%	48%	49%	41%	51%	48%	55%	50%	43%	42%	51%	52%	46%	51%	50%	-44%	43%	46%	51%	47%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	22%	23%	16%	23%	29%	-13%	35%	46%	21%	27%	27%	30%	22%	9%	21%	2%	-3%	27%	14%	31%	15%	-17%	34%	22%	24%	14%
	Government should introduce more regulation of social media and new technologies	48%	53%	47%	54%	40%	52%	10%	51%	64%	47%	46%	47%	56%	46%	41%	38%	35%	39%	55%	43%	50%	54%	-7%	40%	42%	54%	36%
	The Government should stop trying to tell adults how to live their lives	43%	41%	40%	49%	47%	36%	26%	44%	38%	48%	46%	34%	46%	48%	40%	34%	43%	48%	47%	45%	46%	51%	-11%	16%	50%	45%	43%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	-2%	3%	-13%	-5%	-10%	-26%	1%	-46%	-12%	-3%	1%	-14%	-6%	-14%	0%	-7%	-4%	0%	-4%	2%	4%	-6%	-8%	-4%	-2%	-16%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	51%	56%	66%	58%	54%	27%	52%	55%	60%	57%	48%	64%	53%	57%	51%	58%	45%	62%	54%	58%	56%	-2%	57%	52%	57%	51%
	The Government needs to do more to keep prices and the cost of living low	62%	57%	64%	63%	57%	70%	43%	58%	62%	69%	62%	64%	60%	66%	61%	64%	52%	64%	65%	61%	66%	58%	-12%	52%	55%	70%	62%
	The Government should spend more on protective equipment for our police officers	53%	51%	51%	63%	53%	59%	31%	40%	64%	57%	62%	46%	56%	44%	57%	56%	39%	30%	58%	53%	55%	47%	4%	54%	51%	55%	53%
EU Referendum	Leave	36%	39%	33%	44%	34%	25%	34%	28%	42%	43%	42%	30%	45%	38%	41%	29%	36%	34%	32%	34%	33%	37%	48%	37%	39%	40%	34%
	Remain	33%	38%	35%	31%	29%	34%	20%	50%	33%	27%	33%	29%	30%	37%	36%	37%	30%	35%	30%	34%	35%	33%	50%	28%	38%	37%	30%
	I did not vote	27%	21%	27%	21%	33%	38%	37%	17%	20%	25%	23%	37%	22%	22%	19%	30%	33%	26%	33%	25%	29%	26%	0%	33%	21%	22%	29%
Leave Lean (Leave % - Remain %)		3%	1%	-2%	13%	5%	-10%	15%	-22%	9%	16%	9%	1%	14%	0%	5%	-7%	6%	-1%	2%	1%	-2%	4%	-2%	9%	1%	3%	4%
2017 General Election Vote	Labour	26%	26%	26%	32%	26%	27%	33%	19%	26%	22%	23%	30%	24%	30%	24%	29%	28%	18%	25%	33%	28%	25%	66%	19%	28%	31%	20%
	Conservative	28%	34%	28%	32%	21%	17%	15%	44%	30%	29%	35%	24%	33%	29%	33%	23%	22%	22%	26%	25%	28%	32%	9%	27%	25%	33%	28%
	Liberal Democrats	5%	6%	5%	6%	3%	7%	9%	3%	4%	4%	7%	6%	4%	3%	5%	6%	6%	3%	4%	5%	4%	6%	16%	3%	9%	4%	5%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	2%	1%	2%	0%	0%	2%	2%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	7%	2%	1%	2%	1%
	The Green Party	1%	2%	1%	1%	2%	1%	0%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%
	I did not vote	30%	24%	31%	21%	35%	42%	31%	24%	35%	34%	28%	33%	27%	30%	24%	35%	31%	33%	36%	29%	32%	26%	0%	38%	28%	19%	31%
2017 Conservative Lean (Conservative % - Labour %)		2%	8%	3%	0%	-5%	-10%	-18%	25%	4%	7%	12%	-6%	9%	-1%	9%	-6%	-6%	4%	0%	-8%	-1%	7%	-57%	8%	-3%	3%	8%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	9%	1%	13%	0%	-20%	-3%	2%	13%	23%	21%	-6%	23%	0%	14%	-13%	1%	3%	2%	-7%	-3%	11%	-60%	17%	-1%	6%	12%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

PUBLICFIRST

			Which of the following transport companies have you used in the last two years? (Please select all that apply)																	
		Total	British Airways	Easyjet	Virgin Atlantic	Ryanair	Jet2	Stagecoach	Eurostar	East Midlands Trains	C2C	CrossCountry	National Express	Grand Central	Great Western Railway	South Western Railway	Virgin Trains	West Midlands Trains	Northern Train	London North Eastern Railway	None of the above
	Unweighted	1802	488	481	200	327	247	183	127	104	35	134	211	29	177	125	309	88	143	95	432
	Weighted	1802	469	464	176	329	223	176	118	99	35	121	209	22	165	131	285	79	134	81	453
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	50%	56%	60%	49%	65%	63%	54%	57%	72%	58%	60%	63%	61%	65%	67%	58%	67%	65%	58%
	They cut down on the plastic waste they produce	67%	63%	72%	61%	65%	69%	69%	73%	74%	74%	81%	80%	74%	73%	80%	83%	76%	84%	75%	67%
	They offer discounted services to those working in the emergency services	55%	54%	56%	54%	53%	61%	60%	60%	56%	73%	54%	60%	61%	54%	56%	63%	46%	60%	56%	56%
Net positivity (Total Positive % – Total Negative %)	They pledge to become 'carbon neutral'	52%	55%	58%	55%	51%	55%	56%	59%	59%	58%	52%	62%	66%	55%	61%	59%	46%	60%	65%	44%
	They raise the wages of all their employees above national minimum wage	67%	64%	69%	60%	65%	72%	78%	74%	61%	70%	66%	80%	64%	72%	74%	77%	69%	71%	77%	66%
	They place a focus on providing goods from British producers	59%	50%	62%	58%	55%	58%	64%	67%	57%	63%	56%	69%	54%	62%	62%	66%	52%	59%	59%	64%
	They regularly put money into purchasing sporting equipment at local schools	52%	47%	58%	51%	53%	59%	49%	59%	56%	54%	56%	59%	56%	56%	61%	60%	50%	60%	66%	50%
	They ensure all of their products are gender neutral	21%	27%	21%	29%	27%	27%	22%	30%	8%	42%	25%	37%	46%	18%	25%	25%	18%	19%	26%	20%
	They give their employees shares in the company	55%	52%	57%	56%	58%	59%	54%	53%	58%	62%	58%	64%	51%	58%	60%	62%	52%	67%	62%	53%
	They seek greater minority representation in their advertising	29%	30%	33%	35%	35%	40%	26%	32%	29%	29%	34%	45%	50%	30%	39%	32%	31%	39%	41%	24%
	They fund events for local pensioners to socialise together	58%	53%	62%	61%	54%	64%	61%	66%	68%	64%	50%	64%	63%	59%	64%	65%	51%	71%	64%	59%
	They fund extra Police Community Support Officers in towns where they have branches	54%	49%	58%	55%	53%	60%	55%	60%	58%	61%	54%	62%	47%	59%	55%	61%	53%	55%	64%	56%
	They donate to charities that seek to reduce crime locally	60%	55%	61%	62%	62%	60%	61%	65%	63%	64%	60%	69%	67%	65%	64%	71%	62%	63%	60%	60%
	They try hard to hire local people that have been unemployed for a long time	66%	61%	66%	63%	63%	66%	69%	69%	72%	72%	70%	75%	62%	64%	72%	73%	63%	71%	74%	68%
	They pay for scholarships to top universities to underprivileged state school kids	54%	52%	54%	52%	52%	56%	53%	65%	70%	50%	58%	57%	56%	56%	56%	67%	51%	62%	61%	52%
	They encourage girls at school to consider a career in their business or their industry	50%	49%	55%	56%	54%	58%	48%	54%	61%	52%	57%	62%	41%	57%	56%	58%	61%	56%	67%	46%
	They donate to the political party I vote for	4%	9%	7%	16%	6%	13%	8%	9%	9%	44%	8%	7%	31%	0%	6%	11%	3%	6%	18%	0%
	Their advertising highlights the evils of racism	43%	45%	51%	31%	47%	50%	36%	36%	36%	23%	54%	53%	55%	49%	52%	51%	43%	48%	50%	37%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	39%	34%	46%	31%	44%	30%	22%	31%	68%	19%	42%	46%	35%	29%	34%	44%	30%	45%	33%
	Big companies should pay more in tax	59%	59%	64%	64%	66%	56%	71%	69%	74%	75%	67%	63%	87%	65%	60%	66%	60%	69%	63%	55%
	The UK should leave the European Union	11%	4%	0%	24%	-2%	13%	3%	-18%	5%	27%	-5%	-2%	61%	-9%	-4%	1%	13%	6%	-17%	21%
Net positivity (Total Positive % – Total Negative %)	We should hold a second referendum, and campaign to stay within the European Union	-3%	10%	11%	7%	20%	8%	10%	31%	14%	32%	24%	26%	44%	7%	10%	17%	8%	13%	23%	-25%
	The boards of major companies should be made up of 50% men and 50% women	26%	29%	27%	32%	32%	34%	28%	37%	33%	37%	26%	37%	62%	20%	37%	32%	28%	34%	32%	21%
	The UK should ban single use plastics in the next five years	56%	53%	61%	52%	59%	62%	58%	68%	59%	68%	68%	71%	78%	65%	63%	66%	70%	68%	56%	55%
	The UK should ban the sale of new petrol cars after 2030	6%	13%	14%	20%	16%	10%	9%	14%	13%	29%	22%	20%	56%	11%	21%	18%	3%	16%	21%	-4%
	The UK should move to a four-day work week	18%	22%	23%	29%	33%	18%	16%	23%	27%	37%	16%	24%	65%	8%	26%	25%	23%	30%	20%	16%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	47%	51%	52%	54%	54%	53%	40%	56%	75%	46%	54%	49%	53%	49%	56%	49%	58%	47%	53%
	The UK should not sign a new free trade deal if it hurts British companies	43%	34%	39%	44%	40%	43%	49%	46%	24%	59%	39%	48%	66%	42%	49%	46%	35%	47%	45%	45%
	The UK should ban zero-hour contracts	53%	48%	49%	43%	52%	59%	59%	57%	53%	69%	52%	57%	58%	57%	52%	64%	57%	64%	57%	55%
	Workers have should have the freedom to choose the type of job that best suits them	48%	41%	50%	48%	48%	51%	57%	59%	55%	62%	51%	56%	59%	48%	50%	53%	58%	54%	56%	50%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	29%	29%	34%	32%	37%	27%	43%	27%	29%	29%	42%	53%	34%	34%	24%	13%	31%	35%	15%
	Government should introduce more regulation of social media and new technologies	48%	51%	43%	50%	47%	52%	39%	44%	37%	67%	34%	46%	76%	53%	48%	47%	38%	38%	42%	47%
	The Government should stop trying to tell adults how to live their lives	43%	35%	41%	37%	40%	53%	51%	38%	35%	47%	46%	47%	35%	42%	44%	45%	52%	44%	45%	45%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	8%	-4%	11%	2%	-1%	-21%	15%	-7%	11%	8%	8%	6%	5%	-1%	-3%	-2%	-7%	12%	-15%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	52%	55%	57%	50%	51%	65%	50%	60%	65%	60%	60%	69%	48%	57%	60%	56%	60%	49%	61%
	The Government needs to do more to keep prices and the cost of living low	62%	55%	63%	61%	67%	67%	69%	67%	60%	65%	58%	73%	70%	65%	66%	66%	58%	67%	61%	65%
	The Government should spend more on protective equipment for our police officers	53%	43%	51%	55%	52%	59%	51%	48%	55%	74%	41%	52%	76%	52%	52%	56%	58%	60%	49%	58%
EU Referendum	Leave	36%	30%	32%	38%	28%	41%	38%	27%	25%	40%	27%	23%	31%	32%	27%	30%	35%	36%	26%	43%
	Remain	33%	42%	39%	41%	37%	39%	39%	54%	41%	34%	42%	41%	49%	44%	43%	46%	52%	38%	55%	23%
	I did not vote	27%	26%	24%	16%	30%	16%	18%	16%	26%	22%	22%	29%	16%	22%	23%	18%	10%	19%	11%	31%
Leave Lean (Leave % - Remain %)		3%	-12%	-7%	-3%	-9%	3%	-1%	-27%	-16%	5%	-15%	-18%	-18%	-12%	-16%	-17%	-17%	-2%	-29%	19%
2017 General Election Vote	Labour	26%	28%	26%	27%	30%	32%	32%	23%	28%	38%	32%	28%	35%	24%	18%	29%	32%	33%	28%	24%
	Conservative	28%	29%	28%	39%	20%	27%	23%	28%	24%	26%	19%	21%	26%	34%	28%	28%	30%	24%	32%	28%
	Liberal Democrats	5%	5%	7%	5%	5%	4%	5%	9%	7%	4%	6%	7%	7%	9%	9%	6%	5%	7%	10%	5%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	4%	1%	1%	1%	1%	1%	1%	2%
	The Green Party	1%	1%	1%	1%	2%	2%	2%	3%	1%	0%	3%	2%	4%	2%	1%	2%	1%	2%	3%	0%
	I did not vote	30%	26%	28%	19%	32%	21%	30%	29%	31%	30%	27%	33%	14%	24%	34%	26%	23%	26%	16%	34%
2017 Conservative Lean (Conservative % - Labour %)		2%	0%	3%	12%	-10%	-5%	-8%	5%	-4%	-12%	-13%	-7%	-8%	10%	10%	-1%	-2%	-9%	4%	4%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	-12%	-4%	9%	-20%	-3%	-9%	-22%	-20%	-6%	-28%	-24%	-26%	-2%	-6%	-18%	-19%	-11%	-25%	24%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Which of the following High Street clothing brands have you shopped at in the last year, either online or in one of their shops? (Select as many as apply)															Which of the following is your main mobile phone network supplier?									
		Total	Primark	M&S	New Look	Zara	H&M	River Island	Next	GAP	Debenhams	John Lewis	House of Fraser	Topshop	Jack Wills	Superdry	AllSaints	None of the above	BT Mobile	EE	Giffgaff	O2	Plusnet	Talk Mobile	Tesco Mobile	Three	Virgin Mobile	Vodafone
	Unweighted	1802	612	668	308	131	262	142	445	111	392	325	121	116	69	130	28	200	69	394	85	335	32	25	157	188	153	248
	Weighted	1802	615	636	311	123	258	136	428	107	356	309	115	105	57	115	22	224	57	398	94	326	29	18	149	205	160	239
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	56%	65%	53%	59%	48%	63%	60%	58%	66%	63%	68%	46%	64%	64%	46%	55%	51%	55%	47%	62%	28%	67%	55%	49%	62%	58%
	They cut down on the plastic waste they produce	67%	67%	79%	58%	73%	70%	71%	72%	69%	81%	76%	82%	63%	70%	70%	50%	64%	67%	62%	63%	76%	68%	59%	69%	57%	67%	71%
	They offer discounted services to those working in the emergency services	55%	59%	64%	53%	62%	54%	64%	57%	58%	63%	60%	71%	61%	66%	60%	61%	46%	50%	55%	50%	61%	33%	64%	45%	48%	61%	66%
Net positivity (Total Positive % – Total Negative %)	They pledge to become 'carbon neutral'	52%	51%	61%	50%	67%	57%	55%	59%	59%	61%	62%	53%	57%	67%	59%	48%	46%	52%	51%	46%	58%	56%	26%	50%	48%	49%	61%
	They raise the wages of all their employees above national minimum wage	67%	69%	77%	59%	67%	68%	65%	75%	74%	78%	74%	79%	66%	66%	79%	44%	62%	58%	68%	54%	71%	64%	66%	75%	59%	63%	76%
	They place a focus on providing goods from British producers	59%	59%	73%	51%	65%	59%	66%	66%	64%	75%	69%	73%	47%	67%	66%	41%	57%	57%	58%	47%	65%	48%	30%	61%	57%	61%	63%
	They regularly put money into purchasing sporting equipment at local schools	52%	53%	62%	51%	57%	54%	64%	61%	64%	61%	61%	67%	40%	62%	64%	43%	42%	50%	50%	54%	59%	39%	21%	49%	47%	51%	62%
	They ensure all of their products are gender neutral	21%	18%	19%	24%	34%	34%	32%	25%	32%	23%	23%	36%	34%	35%	21%	42%	25%	22%	22%	9%	29%	32%	19%	10%	21%	24%	22%
	They give their employees shares in the company	55%	51%	63%	52%	63%	51%	61%	61%	65%	65%	65%	64%	57%	53%	60%	24%	49%	53%	57%	52%	59%	24%	50%	55%	52%	54%	53%
	They seek greater minority representation in their advertising	29%	34%	30%	30%	40%	38%	38%	34%	39%	35%	32%	30%	34%	46%	33%	22%	21%	36%	29%	30%	34%	-8%	36%	23%	28%	20%	42%
	They fund events for local pensioners to socialise together	58%	59%	66%	63%	64%	56%	64%	60%	66%	66%	66%	71%	55%	58%	64%	57%	49%	54%	61%	45%	66%	44%	58%	57%	47%	57%	67%
	They fund extra Police Community Support Officers in towns where they have branches	54%	57%	66%	51%	53%	54%	57%	59%	56%	68%	67%	59%	41%	65%	65%	50%	44%	57%	51%	50%	59%	37%	34%	59%	48%	49%	62%
	They donate to charities that seek to reduce crime locally	60%	58%	69%	61%	65%	59%	69%	67%	61%	72%	72%	75%	51%	68%	67%	50%	54%	60%	57%	47%	65%	43%	67%	65%	56%	62%	65%
	They try hard to hire local people that have been unemployed for a long time	66%	68%	77%	59%	73%	68%	74%	73%	68%	75%	74%	74%	62%	70%	70%	44%	58%	63%	63%	60%	73%	56%	75%	67%	59%	65%	72%
	They pay for scholarships to top universities to underprivileged state school kids	54%	53%	64%	52%	58%	53%	58%	60%	57%	64%	64%	57%	54%	70%	56%	48%	49%	52%	50%	55%	59%	47%	51%	61%	51%	48%	58%
	They encourage girls at school to consider a career in their business or their industry	50%	49%	58%	51%	56%	53%	55%	55%	64%	59%	57%	63%	47%	63%	42%	34%	37%	53%	47%	50%	52%	35%	46%	50%	44%	51%	59%
	They donate to the political party I vote for	4%	5%	3%	7%	18%	14%	18%	6%	10%	6%	1%	9%	21%	31%	5%	36%	-5%	12%	9%	7%	2%	-5%	16%	-9%	6%	11%	5%
	Their advertising highlights the evils of racism	43%	45%	47%	44%	48%	49%	51%	50%	50%	44%	52%	51%	49%	50%	43%	52%	37%	44%	44%	53%	44%	18%	28%	50%	41%	29%	47%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	39%	39%	30%	36%	36%	45%	43%	37%	50%	46%	50%	40%	42%	51%	40%	26%	27%	35%	15%	42%	4%	35%	36%	35%	27%	41%
	Big companies should pay more in tax	59%	63%	65%	49%	54%	65%	71%	68%	66%	70%	62%	62%	70%	54%	63%	43%	60%	54%	62%	52%	66%	56%	42%	55%	57%	54%	66%
	The UK should leave the European Union	11%	13%	11%	0%	6%	2%	25%	11%	10%	25%	8%	9%	24%	12%	11%	23%	18%	13%	9%	-9%	7%	8%	38%	19%	-2%	25%	11%
	We should hold a second referendum, and campaign to stay within the European Union	-3%	-3%	-9%	9%	22%	17%	23%	0%	-1%	-14%	2%	-7%	17%	25%	15%	10%	-25%	-7%	-4%	11%	5%	-8%	31%	-13%	2%	-23%	0%
Net positivity (Total Positive % – Total Negative %)	The boards of major companies should be made up of 50% men and 50% women	26%	28%	26%	34%	30%	36%	28%	29%	41%	18%	23%	29%	37%	25%	26%	23%	25%	22%	32%	25%	34%	21%	21%	24%	27%	22%	19%
	The UK should ban single use plastics in the next five years	56%	55%	68%	54%	58%	65%	59%	62%	53%	65%	63%	61%	49%	50%	63%	38%	56%	57%	57%	53%	66%	44%	22%	59%	49%	48%	57%
	The UK should ban the sale of new petrol cars after 2030	6%	5%	6%	11%	26%	22%	15%	8%	20%	0%	3%	4%	33%	23%	18%	29%	-2%	3%	9%	6%	17%	-9%	13%	-4%	16%	-3%	0%
	The UK should move to a four-day work week	18%	19%	6%	34%	38%	35%	43%	26%	32%	12%	13%	29%	38%	39%	43%	50%	11%	-9%	22%	20%	31%	-1%	5%	6%	29%	8%	21%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	53%	61%	45%	55%	39%	48%	55%	48%	68%	59%	52%	50%	53%	54%	32%	57%	41%	50%	44%	56%	13%	51%	48%	59%	46%	57%
	The UK should not sign a new free trade deal if it hurts British companies	43%	43%	50%	40%	49%	41%	46%	47%	37%	52%	48%	49%	39%	51%	50%	35%	43%	24%	45%	39%	44%	8%	31%	45%	33%	40%	51%
	The UK should ban zero-hour contracts	53%	52%	60%	50%	53%	56%	47%	62%	66%	62%	51%	59%	35%	41%	66%	40%	57%	36%	56%	48%	54%	47%	41%	49%	54%	49%	60%
	Workers have should have the freedom to choose the type of job that best suits them	48%	49%	51%	52%	54%	55%	56%	52%	55%	55%	53%	66%	46%	48%	61%	28%	47%	35%	48%	32%	61%	37%	52%	40%	46%	44%	51%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	23%	31%	17%	44%	26%	33%	28%	37%	34%	30%	36%	34%	50%	38%	42%	18%	35%	21%	17%	29%	6%	21%	25%	26%	11%	23%
	Government should introduce more regulation of social media and new technologies	48%	44%	63%	37%	52%	50%	61%	55%	61%	60%	66%	68%	51%	53%	53%	48%	48%	55%	53%	21%	49%	34%	30%	51%	36%	49%	50%
	The Government should stop trying to tell adults how to live their lives	43%	47%	43%	45%	44%	46%	53%	46%	40%	52%	42%	38%	39%	44%	45%	55%	43%	24%	41%	33%	45%	28%	61%	53%	40%	38%	51%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	-11%	-3%	-7%	10%	9%	-2%	0%	14%	-4%	5%	0%	3%	7%	10%	7%	-18%	-1%	-5%	-8%	-5%	-2%	27%	-15%	-4%	-18%	1%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	59%	64%	49%	61%	41%	62%	61%	48%	66%	63%	62%	54%	64%	57%	62%	60%	46%	53%	49%	60%	41%	34%	62%	55%	57%	55%
	The Government needs to do more to keep prices and the cost of living low	62%	63%	68%	63%	56%	65%	63%	61%	70%	68%	61%	71%	56%	64%	78%	52%	68%	46%	63%	52%	70%	43%	39%	59%	60%	55%	63%
	The Government should spend more on protective equipment for our police officers	53%	56%	62%	50%	44%	54%	59%	60%	57%	69%	59%	55%	46%	70%	53%	47%	50%	49%	55%	37%	54%	24%	49%	48%	59%	53%	58%
EU Referendum	Leave	36%	35%	43%	27%	21%	27%	27%	36%	31%	49%	34%	37%	29%	28%	36%	32%	41%	35%	34%	24%	35%	35%	51%	43%	29%	40%	38%
	Remain	33%	34%	38%	31%	52%	41%	41%	38%	37%	36%	44%	36%	37%	55%	48%	47%	24%	38%	34%	24%	37%	50%	47%	31%	35%	28%	36%
	I did not vote	27%	28%	18%	32%	23%	28%	30%	23%	31%	13%	21%	26%	28%	12%	17%	15%	30%	25%	28%	42%	24%	13%	0%	21%	33%	29%	21%
Leave Lean (Leave % - Remain %)		3%	1%	4%	-3%	-31%	-14%	-14%	-2%	-6%	13%	-10%	1%	-8%	-27%	-12%	-15%	17%	-3%	1%	0%	-1%	-15%	4%	12%	-7%	11%	2%
2017 General Election Vote	Labour	26%	29%	22%	31%	35%	33%	35%	26%	27%	24%	23%	21%	37%	22%	35%	39%	21%	28%	31%	31%	25%	23%	17%	22%	26%	25%	27%
	Conservative	28%	25%	42%	17%	20%	18%	20%	31%	30%	44%	40%	39%	22%	32%	24%	30%	26%	37%	26%	12%	30%	28%	62%	36%	21%	26%	32%
	Liberal Democrats	5%	4%	5%	5%	4%	4%	5%	4%	2%	4%	6%	4%	5%	8%	6%	7%	5%	5%	4%	3%	5%	6%	20%	4%	3%	11%	4%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	0%	2%	1%	1%	1%
	The Green Party	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	6%	2%	1%	0%	1%	1%
	I did not vote	30%	31%	21%	36%	29%	30%	29%	28%	30%	17%	21%	25%	25%	17%	24%	15%	38%	15%	30%	46%	27%	26%	0%	25%	40%	28%	24%
2017 Conservative Lean (Conservative % - Labour %)		2%	-3%	20%	-14%	-15%	-15%	-15%	5%	2%	19%	17%	18%	-15%	9%	-11%	-9%	5%	9%	-6%	-19%	5%	4%	44%	14%	-5%	1%	5%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	-2%	25%	-17%	-46%	-29%	-29%	3%	-4%	33%	7%	19%	-23%	-18%	-23%	-24%	22%	6%	-5%	-19%	4%	-11%	48%	26%	-12%	13%	7%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Which of the following is your main Broadband/internet supplier?										Thinking of the following companies, do you have a positive, negative or neutral view on them? (Net)													
													Shell		Greggs		BP		Oxfam		Sky		IKEA		McDonald's		Starbucks	
		Total	BT Broadband	EE	NOW Broadband	Plusnet	Post Office	Sky	SSE	TalkTalk	Virgin Media	Vodafone	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
	Unweighted	1802	387	102	15	98	43	414	16	209	386	59	559	366	976	198	596	359	768	482	809	454	984	220	777	521	584	627
	Weighted	1802	378	105	15	107	35	402	13	213	397	47	548	361	941	190	556	349	748	470	795	439	972	217	785	512	580	606
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	59%	44%	29%	50%	40%	54%	70%	64%	56%	61%	62%	51%	65%	37%	64%	50%	67%	55%	65%	51%	62%	38%	62%	54%	60%	56%
	They cut down on the plastic waste they produce	67%	73%	65%	30%	60%	63%	62%	88%	71%	68%	62%	69%	73%	74%	50%	72%	70%	79%	63%	72%	67%	75%	48%	71%	72%	69%	73%
	They offer discounted services to those working in the emergency services	55%	58%	47%	35%	42%	58%	53%	61%	55%	59%	69%	61%	47%	66%	35%	63%	47%	66%	45%	68%	43%	63%	35%	65%	50%	63%	52%
	They pledge to become 'carbon neutral'	52%	55%	50%	25%	55%	63%	50%	30%	56%	52%	61%	58%	60%	59%	41%	58%	54%	67%	44%	60%	47%	62%	27%	59%	58%	58%	57%
Net positivity (Total Positive % – Total Negative %)	They raise the wages of all their employees above national minimum wage	67%	73%	57%	39%	60%	43%	64%	56%	74%	67%	72%	70%	74%	75%	58%	69%	69%	78%	61%	71%	69%	75%	46%	73%	75%	70%	71%
	They place a focus on providing goods from British producers	59%	63%	47%	37%	57%	55%	53%	52%	65%	60%	60%	63%	55%	70%	41%	68%	52%	66%	60%	67%	55%	66%	42%	68%	58%	61%	63%
	They regularly put money into purchasing sporting equipment at local schools	52%	57%	46%	-7%	35%	40%	48%	41%	58%	55%	65%	62%	50%	63%	31%	62%	48%	66%	43%	63%	47%	62%	22%	63%	48%	59%	52%
	They ensure all of their products are gender neutral	21%	25%	30%	12%	7%	15%	18%	21%	21%	24%	35%	36%	15%	29%	7%	34%	16%	34%	7%	31%	8%	31%	-11%	30%	14%	34%	9%
	They give their employees shares in the company	55%	58%	57%	25%	48%	34%	53%	67%	63%	53%	62%	64%	53%	64%	37%	65%	52%	67%	51%	63%	53%	64%	41%	61%	57%	60%	57%
	They seek greater minority representation in their advertising	29%	31%	30%	-22%	14%	25%	33%	36%	32%	28%	38%	38%	34%	37%	14%	36%	30%	45%	10%	40%	18%	39%	3%	41%	22%	42%	22%
	They fund events for local pensioners to socialise together	58%	62%	48%	38%	49%	37%	57%	81%	63%	60%	62%	64%	58%	69%	42%	66%	58%	70%	55%	67%	57%	69%	30%	69%	59%	62%	60%
	They fund extra Police Community Support Officers in towns where they have branches	54%	58%	46%	36%	38%	48%	52%	36%	65%	56%	49%	63%	50%	64%	37%	64%	52%	65%	52%	67%	47%	63%	40%	60%	54%	61%	55%
	They donate to charities that seek to reduce crime locally	60%	65%	51%	23%	55%	51%	59%	31%	67%	59%	59%	68%	58%	70%	42%	67%	54%	74%	55%	69%	52%	69%	35%	70%	59%	66%	58%
	They try hard to hire local people that have been unemployed for a long time	66%	68%	52%	52%	60%	63%	65%	68%	67%	69%	67%	71%	67%	75%	51%	71%	65%	76%	64%	74%	57%	74%	48%	75%	65%	67%	71%
	They pay for scholarships to top universities to underprivileged state school kids	54%	56%	48%	38%	52%	38%	53%	69%	57%	54%	57%	63%	57%	62%	39%	61%	57%	68%	47%	62%	51%	65%	25%	61%	56%	60%	58%
	They encourage girls at school to consider a career in their business or their industry	50%	55%	45%	19%	37%	41%	48%	38%	62%	45%	62%	62%	53%	59%	35%	62%	46%	61%	45%	61%	46%	61%	27%	59%	49%	58%	51%
	They donate to the political party I vote for	4%	2%	12%	-51%	-1%	10%	2%	-33%	9%	5%	18%	18%	1%	11%	-7%	19%	-2%	16%	-9%	11%	-2%	10%	-6%	15%	-6%	17%	-2%
	Their advertising highlights the evils of racism	43%	47%	43%	24%	19%	40%	42%	25%	52%	43%	49%	49%	50%	48%	29%	48%	48%	61%	24%	52%	33%	51%	23%	54%	39%	52%	40%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	44%	25%	28%	24%	24%	34%	27%	40%	31%	33%	50%	22%	42%	23%	51%	20%	43%	35%	50%	19%	40%	25%	46%	24%	48%	29%
	Big companies should pay more in tax	59%	65%	63%	38%	55%	61%	60%	49%	56%	59%	36%	64%	60%	65%	53%	61%	63%	70%	55%	65%	57%	67%	44%	63%	64%	58%	65%
	The UK should leave the European Union	11%	9%	0%	-18%	8%	9%	10%	-15%	24%	13%	17%	29%	-16%	20%	-14%	30%	-12%	6%	23%	23%	-3%	10%	18%	25%	-8%	17%	4%
	We should hold a second referendum, and campaign to stay within the European Union	-3%	-9%	8%	-24%	-12%	16%	-2%	35%	-6%	-2%	12%	5%	5%	-3%	1%	3%	1%	17%	-30%	3%	-9%	9%	-30%	6%	-2%	16%	-13%
	The boards of major companies should be made up of 50% men and 50% women	26%	24%	39%	-22%	16%	14%	28%	18%	28%	30%	43%	26%	30%	31%	14%	27%	28%	38%	13%	34%	13%	36%	-3%	35%	22%	38%	15%
Net positivity (Total Positive % – Total Negative %)	The UK should ban single use plastics in the next five years	56%	57%	60%	24%	49%	55%	55%	60%	59%	58%	56%	60%	60%	63%	37%	60%	61%	68%	52%	61%	54%	65%	33%	63%	58%	59%	61%
	The UK should ban the sale of new petrol cars after 2030	6%	5%	7%	-36%	5%	3%	6%	2%	5%	11%	8%	9%	14%	9%	-4%	9%	13%	20%	-10%	13%	-3%	16%	-24%	12%	6%	17%	-1%
	The UK should move to a four-day work week	18%	16%	25%	-25%	11%	18%	21%	14%	2%	28%	5%	21%	28%	21%	5%	19%	25%	31%	-1%	25%	13%	29%	-14%	34%	9%	30%	7%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	60%	44%	-2%	37%	36%	52%	1%	62%	54%	25%	63%	32%	60%	34%	64%	31%	58%	57%	65%	37%	56%	42%	61%	44%	61%	50%
	The UK should not sign a new free trade deal if it hurts British companies	43%	44%	29%	-10%	32%	39%	44%	13%	53%	45%	46%	52%	36%	49%	29%	52%	37%	51%	43%	52%	33%	49%	39%	49%	46%	45%	45%
	The UK should ban zero-hour contracts	53%	52%	50%	37%	37%	55%	49%	55%	60%	60%	53%	49%	60%	58%	45%	55%	56%	61%	51%	58%	53%	57%	36%	56%	59%	50%	58%
	Workers have should have the freedom to choose the type of job that best suits them	48%	47%	51%	12%	39%	41%	45%	24%	53%	53%	40%	53%	49%	56%	28%	55%	45%	57%	40%	58%	39%	56%	29%	62%	43%	53%	46%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	21%	26%	-18%	11%	20%	27%	71%	25%	20%	47%	33%	24%	23%	17%	35%	20%	38%	12%	29%	15%	30%	5%	25%	27%	36%	18%
	Government should introduce more regulation of social media and new technologies	48%	58%	48%	25%	48%	36%	41%	25%	49%	50%	40%	58%	42%	53%	41%	56%	42%	56%	48%	55%	44%	52%	41%	54%	48%	52%	50%
	The Government should stop trying to tell adults how to live their lives	43%	43%	47%	23%	25%	41%	54%	7%	39%	38%	48%	54%	33%	51%	21%	51%	35%	50%	39%	55%	31%	46%	35%	55%	33%	51%	38%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	-3%	-4%	-25%	-9%	-19%	-7%	-4%	0%	-5%	4%	14%	-11%	1%	-6%	18%	-14%	14%	-29%	7%	-15%	5%	-24%	4%	-10%	17%	-14%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	59%	49%	47%	48%	51%	56%	37%	53%	58%	44%	64%	44%	64%	39%	62%	47%	58%	63%	66%	48%	58%	54%	63%	53%	59%	58%
	The Government needs to do more to keep prices and the cost of living low	62%	65%	66%	13%	53%	63%	58%	33%	73%	64%	42%	64%	61%	70%	46%	65%	62%	71%	59%	70%	58%	72%	36%	74%	58%	67%	63%
	The Government should spend more on protective equipment for our police officers	53%	59%	49%	11%	44%	28%	52%	41%	57%	52%	49%	64%	42%	63%	29%	65%	41%	61%	55%	65%	41%	61%	34%	63%	50%	61%	51%
EU Referendum	Leave	36%	36%	35%	26%	37%	45%	39%	11%	35%	33%	43%	40%	29%	39%	36%	41%	31%	31%	51%	36%	37%	31%	46%	34%	35%	31%	40%
	Remain	33%	38%	31%	36%	30%	38%	33%	48%	34%	32%	43%	35%	40%	32%	42%	35%	41%	41%	25%	34%	38%	36%	29%	30%	42%	35%	37%
	I did not vote	27%	22%	29%	12%	29%	15%	24%	38%	29%	30%	13%	23%	26%	26%	18%	22%	24%	25%	22%	26%	22%	29%	23%	31%	21%	28%	20%
Leave Lean (Leave % - Remain %)		3%	-1%	4%	-10%	7%	7%	5%	-37%	1%	2%	-1%	5%	-11%	7%	-6%	6%	-10%	-10%	27%	3%	-1%	-6%	17%	4%	-7%	-4%	3%
2017 General Election Vote	Labour	26%	24%	32%	29%	16%	39%	28%	28%	28%	27%	35%	23%	37%	28%	27%	25%	36%	31%	21%	25%	30%	28%	25%	27%	28%	27%	28%
	Conservative	28%	37%	18%	15%	29%	29%	29%	14%	27%	24%	31%	37%	14%	29%	27%	38%	16%	27%	36%	32%	25%	26%	34%	26%	30%	27%	30%
	Liberal Democrats	5%	4%	6%	4%	8%	3%	4%	18%	5%	6%	5%	4%	6%	4%	7%	6%	5%	6%	4%	4%	7%	5%	3%	4%	7%	3%	7%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
	The Green Party	1%	1%	1%	0%	0%	5%	1%	0%	1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%
	I did not vote	30%	26%	36%	24%	35%	16%	28%	21%	31%	32%	12%	28%	30%	27%	24%	23%	27%	26%	28%	29%	27%	31%	24%	33%	26%	31%	24%
2017 Conservative Lean (Conservative % - Labour %)		2%	13%	-14%	-14%	13%	-10%	1%	-14%	-1%	-3%	-5%	14%	-23%	1%	0%	13%	-20%	-4%	15%	6%	-4%	-2%	9%	0%	2%	-1%	2%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	12%	-10%	-24%	20%	-3%	7%	-51%	0%	-1%	-5%	18%	-35%	8%	-6%	19%	-29%	-14%	42%	9%	-5%	-8%	26%	3%	-5%	-5%	5%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.

			Thinking of the following companies, do you have a positive, negative or neutral view on them? (Net)													
			Pret a Manger		Unilever		Nestle		Heineken		BAE System		PWC		Boots	
		Total	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
	Unweighted	1802	467	461	667	235	851	284	595	239	512	198	268	269	1136	144
	Weighted	1802	425	460	668	228	852	268	582	247	468	197	245	255	1135	135
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	60%	51%	61%	44%	65%	43%	61%	38%	64%	35%	57%	43%	65%	25%
	They cut down on the plastic waste they produce	67%	74%	67%	75%	57%	74%	68%	75%	46%	70%	52%	56%	54%	75%	44%
	They offer discounted services to those working in the emergency services	55%	64%	52%	64%	36%	65%	41%	63%	35%	60%	28%	57%	34%	65%	19%
Net positivity (Total Positive % – Total Negative %)	They pledge to become 'carbon neutral'	52%	63%	48%	64%	39%	62%	53%	61%	33%	61%	31%	52%	42%	59%	25%
	They raise the wages of all their employees above national minimum wage	67%	72%	66%	73%	58%	75%	67%	72%	51%	69%	47%	56%	55%	74%	39%
	They place a focus on providing goods from British producers	59%	66%	55%	67%	45%	68%	49%	64%	43%	65%	39%	50%	48%	69%	29%
	They regularly put money into purchasing sporting equipment at local schools	52%	63%	44%	62%	35%	64%	38%	62%	36%	62%	30%	50%	39%	62%	12%
	They ensure all of their products are gender neutral	21%	38%	12%	33%	11%	32%	11%	32%	6%	29%	13%	45%	11%	25%	2%
	They give their employees shares in the company	55%	63%	49%	64%	48%	64%	52%	65%	38%	64%	38%	54%	50%	62%	33%
	They seek greater minority representation in their advertising	29%	49%	23%	39%	20%	38%	24%	42%	9%	34%	19%	49%	12%	37%	-2%
	They fund events for local pensioners to socialise together	58%	65%	54%	69%	49%	69%	49%	64%	43%	64%	36%	55%	45%	69%	16%
	They fund extra Police Community Support Officers in towns where they have branches	54%	60%	54%	64%	43%	65%	41%	63%	42%	66%	28%	56%	35%	64%	28%
	They donate to charities that seek to reduce crime locally	60%	69%	55%	70%	43%	70%	49%	68%	38%	65%	37%	54%	41%	71%	22%
	They try hard to hire local people that have been unemployed for a long time	66%	72%	61%	74%	54%	75%	61%	71%	44%	70%	48%	59%	51%	74%	40%
	They pay for scholarships to top universities to underprivileged state school kids	54%	64%	50%	62%	44%	63%	54%	63%	37%	62%	33%	56%	40%	61%	23%
	They encourage girls at school to consider a career in their business or their industry	50%	64%	44%	63%	34%	61%	41%	60%	36%	59%	30%	55%	38%	59%	22%
	They donate to the political party I vote for	4%	26%	-4%	13%	-3%	13%	-5%	20%	-14%	21%	-6%	40%	-7%	7%	-5%
	Their advertising highlights the evils of racism	43%	56%	36%	52%	37%	53%	40%	56%	25%	50%	30%	59%	26%	50%	17%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	42%	27%	50%	14%	47%	16%	47%	19%	50%	5%	47%	21%	43%	-8%
	Big companies should pay more in tax	59%	65%	59%	65%	50%	63%	62%	68%	46%	65%	47%	62%	54%	65%	38%
	The UK should leave the European Union	11%	15%	2%	23%	-8%	25%	-20%	22%	-15%	28%	-15%	27%	4%	16%	-7%
	We should hold a second referendum, and campaign to stay within the European Union	-3%	24%	-12%	-3%	0%	1%	3%	8%	-10%	3%	1%	34%	-12%	-1%	-1%
Net positivity (Total Positive % – Total Negative %)	The boards of major companies should be made up of 50% men and 50% women	26%	37%	18%	31%	17%	32%	23%	31%	17%	23%	17%	40%	15%	31%	10%
	The UK should ban single use plastics in the next five years	56%	59%	58%	64%	43%	62%	59%	63%	40%	58%	39%	52%	42%	63%	27%
	The UK should ban the sale of new petrol cars after 2030	6%	25%	-7%	14%	4%	11%	9%	18%	-4%	10%	-1%	27%	-5%	7%	-2%
	The UK should move to a four-day work week	18%	31%	9%	20%	10%	23%	18%	29%	2%	18%	5%	39%	5%	22%	-5%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	51%	48%	67%	25%	63%	28%	61%	34%	63%	22%	51%	35%	60%	16%
	The UK should not sign a new free trade deal if it hurts British companies	43%	50%	40%	51%	33%	51%	37%	51%	30%	51%	27%	46%	30%	52%	22%
	The UK should ban zero-hour contracts	53%	54%	49%	56%	44%	58%	53%	57%	39%	54%	45%	44%	43%	58%	31%
	Workers have should have the freedom to choose the type of job that best suits them	48%	47%	42%	51%	42%	58%	44%	56%	31%	45%	34%	42%	27%	56%	26%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	38%	18%	33%	9%	28%	16%	29%	20%	35%	18%	44%	6%	30%	3%
	Government should introduce more regulation of social media and new technologies	48%	52%	53%	58%	38%	55%	33%	52%	36%	57%	35%	52%	37%	54%	26%
	The Government should stop trying to tell adults how to live their lives	43%	47%	36%	47%	26%	54%	23%	56%	18%	48%	34%	48%	30%	50%	20%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	22%	-8%	8%	-12%	2%	-2%	10%	-12%	14%	-12%	36%	-18%	-1%	-10%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	55%	51%	63%	35%	64%	41%	62%	37%	65%	37%	48%	48%	63%	26%
	The Government needs to do more to keep prices and the cost of living low	62%	62%	61%	67%	48%	72%	51%	68%	46%	60%	44%	51%	39%	70%	37%
	The Government should spend more on protective equipment for our police officers	53%	57%	49%	65%	32%	65%	32%	62%	30%	62%	23%	53%	38%	63%	21%
EU Referendum	Leave	36%	29%	39%	38%	35%	37%	34%	36%	32%	41%	33%	29%	41%	36%	38%
	Remain	33%	44%	31%	32%	38%	32%	42%	35%	34%	38%	37%	42%	36%	34%	31%
	I did not vote	27%	23%	25%	27%	24%	27%	20%	27%	28%	19%	26%	26%	20%	26%	27%
Leave Lean (Leave % - Remain %)		3%	-15%	8%	6%	-4%	5%	-8%	2%	-2%	3%	-5%	-14%	4%	2%	7%
2017 General Election Vote	Labour	26%	29%	28%	24%	36%	25%	35%	26%	28%	28%	32%	33%	28%	25%	41%
	Conservative	28%	32%	26%	34%	18%	30%	20%	30%	23%	40%	19%	28%	32%	30%	18%
	Liberal Democrats	5%	5%	6%	5%	5%	4%	7%	4%	4%	6%	5%	6%	6%	5%	7%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
	The Green Party	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
	I did not vote	30%	23%	27%	29%	27%	30%	24%	29%	34%	19%	31%	24%	24%	30%	25%
2017 Conservative Lean (Conservative % - Labour %)		2%	3%	-2%	10%	-17%	5%	-15%	5%	-5%	12%	-13%	-5%	4%	5%	-23%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	-11%	6%	15%	-21%	10%	-23%	6%	-7%	15%	-17%	-18%	8%	7%	-16%

Fieldwork: 13-18th February 2019

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PUBLICFIRST

			Thinking of the following companies, do you have a positive, negative or neutral view on them? (Net)															
			Apple		Subway		Sports Direct		Jaguar Land Rover		Airbus		Netflix		Spotify		PepsiCo	
		Total	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
	Unweighted	1802	858	423	770	325	541	628	712	239	540	218	965	202	627	285	623	363
	Weighted	1802	845	426	786	316	550	599	692	225	541	196	967	211	631	273	621	346
Which of the following factors would make you more likely to like or respect a particular chain or major business?	They have a scheme to hire veterans leaving the armed forces	56%	61%	54%	61%	50%	60%	54%	65%	38%	61%	43%	61%	34%	61%	48%	62%	52%
	They cut down on the plastic waste they produce	67%	71%	69%	72%	51%	64%	70%	71%	52%	71%	43%	73%	45%	75%	54%	71%	69%
	They offer discounted services to those working in the emergency services	55%	64%	48%	66%	42%	62%	49%	62%	37%	61%	34%	68%	25%	67%	32%	64%	49%
Net positivity (Total Positive % – Total Negative %)	They pledge to become 'carbon neutral'	52%	59%	49%	57%	40%	56%	51%	59%	38%	65%	29%	61%	34%	64%	33%	58%	56%
	They raise the wages of all their employees above national minimum wage	67%	74%	65%	72%	59%	68%	71%	72%	53%	75%	51%	75%	47%	74%	57%	70%	71%
	They place a focus on providing goods from British producers	59%	66%	61%	63%	56%	61%	63%	66%	48%	62%	44%	64%	43%	64%	46%	66%	60%
	They regularly put money into purchasing sporting equipment at local schools	52%	63%	43%	62%	41%	62%	50%	63%	33%	62%	31%	62%	26%	63%	35%	63%	46%
	They ensure all of their products are gender neutral	21%	30%	9%	31%	0%	37%	11%	29%	4%	33%	3%	29%	-6%	41%	-8%	33%	19%
	They give their employees shares in the company	55%	65%	50%	63%	43%	60%	55%	63%	46%	66%	36%	63%	40%	65%	43%	64%	56%
	They seek greater minority representation in their advertising	29%	38%	18%	40%	11%	41%	22%	36%	15%	39%	9%	42%	2%	48%	14%	42%	27%
	They fund events for local pensioners to socialise together	58%	68%	54%	67%	52%	64%	58%	65%	41%	69%	38%	68%	41%	72%	40%	67%	55%
	They fund extra Police Community Support Officers in towns where they have branches	54%	64%	46%	64%	42%	60%	52%	62%	37%	69%	25%	64%	37%	65%	41%	61%	53%
	They donate to charities that seek to reduce crime locally	60%	69%	54%	68%	47%	68%	56%	66%	46%	68%	34%	71%	38%	72%	44%	70%	53%
	They try hard to hire local people that have been unemployed for a long time	66%	75%	61%	71%	56%	69%	70%	71%	53%	73%	47%	74%	47%	73%	53%	71%	64%
	They pay for scholarships to top universities to underprivileged state school kids	54%	65%	45%	60%	42%	61%	54%	61%	38%	65%	35%	61%	34%	66%	38%	60%	55%
	They encourage girls at school to consider a career in their business or their industry	50%	60%	40%	57%	40%	58%	50%	63%	33%	61%	30%	60%	28%	63%	37%	60%	55%
	They donate to the political party I vote for	4%	12%	-1%	15%	-12%	19%	-3%	15%	-9%	21%	-3%	11%	-8%	18%	-10%	16%	-8%
	Their advertising highlights the evils of racism	43%	53%	36%	52%	30%	52%	39%	49%	33%	51%	22%	54%	17%	59%	23%	53%	40%
Imagine a major business or its management made or campaigned for one of the following statements. For each, how likely would it be to make you more like or respect them?	The UK should have the most internationally competitive global tax system	34%	46%	21%	43%	20%	43%	29%	46%	21%	51%	13%	41%	18%	41%	31%	44%	20%
	Big companies should pay more in tax	59%	65%	56%	65%	52%	64%	62%	63%	48%	72%	41%	66%	44%	68%	54%	63%	66%
	The UK should leave the European Union	11%	15%	2%	18%	-3%	24%	0%	23%	-5%	17%	15%	11%	6%	10%	15%	27%	-12%
	We should hold a second referendum, and campaign to stay within the European Union	-3%	7%	-9%	8%	-12%	13%	-10%	1%	-7%	17%	-28%	10%	-21%	20%	-20%	6%	-4%
Net positivity (Total Positive % – Total Negative %)	The boards of major companies should be made up of 50% men and 50% women	26%	32%	20%	31%	14%	38%	15%	28%	19%	31%	10%	35%	4%	40%	12%	35%	24%
	The UK should ban single use plastics in the next five years	56%	61%	58%	60%	51%	56%	58%	62%	38%	63%	40%	64%	36%	65%	47%	59%	63%
	The UK should ban the sale of new petrol cars after 2030	6%	14%	1%	12%	-4%	13%	0%	8%	1%	17%	-10%	19%	-24%	23%	-10%	13%	9%
	The UK should move to a four-day work week	18%	27%	14%	30%	3%	32%	13%	20%	4%	30%	1%	31%	-8%	37%	-3%	33%	4%
	The UK should seek ambitious new free trade deals, prioritising lower prices for consumers	52%	61%	46%	58%	40%	60%	44%	59%	39%	61%	34%	56%	41%	55%	44%	61%	39%
	The UK should not sign a new free trade deal if it hurts British companies	43%	51%	37%	50%	38%	46%	43%	51%	26%	55%	23%	48%	31%	49%	39%	49%	43%
	The UK should ban zero-hour contracts	53%	56%	53%	52%	50%	54%	56%	53%	42%	59%	38%	57%	39%	57%	44%	53%	57%
	Workers have should have the freedom to choose the type of job that best suits them	48%	57%	46%	56%	38%	59%	41%	54%	35%	56%	26%	60%	28%	59%	39%	55%	43%
	The UK should introduce a new tax on fatty and unhealthy foods	22%	32%	13%	28%	20%	28%	19%	33%	9%	41%	-3%	28%	13%	31%	11%	26%	26%
	Government should introduce more regulation of social media and new technologies	48%	52%	48%	52%	47%	50%	50%	53%	38%	59%	29%	48%	45%	47%	49%	51%	50%
	The Government should stop trying to tell adults how to live their lives	43%	52%	36%	51%	28%	55%	36%	54%	26%	48%	38%	50%	25%	51%	42%	56%	30%
	The UK needs more low skills immigrants to fill jobs current British workers don't want to	-6%	3%	-17%	5%	-19%	7%	-11%	5%	-20%	20%	-29%	2%	-17%	11%	-11%	9%	-4%
	We need to focus more on training the existing workforce, rather than rely on immigration	56%	63%	52%	63%	47%	60%	56%	66%	34%	67%	40%	58%	48%	57%	53%	62%	49%
	The Government needs to do more to keep prices and the cost of living low	62%	69%	60%	70%	51%	69%	59%	66%	46%	67%	36%	72%	43%	68%	55%	67%	58%
	The Government should spend more on protective equipment for our police officers	53%	64%	44%	61%	42%	60%	48%	61%	36%	64%	32%	61%	33%	59%	43%	61%	45%
EU Referendum	Leave	36%	34%	34%	33%	37%	32%	39%	37%	36%	34%	48%	31%	40%	28%	44%	35%	35%
	Remain	33%	36%	33%	32%	38%	31%	39%	35%	38%	37%	30%	35%	32%	37%	30%	33%	41%
	I did not vote	27%	26%	29%	31%	22%	32%	20%	25%	21%	26%	18%	30%	26%	30%	22%	29%	21%
Leave Lean (Leave % - Remain %)		3%	-1%	1%	0%	-1%	1%	0%	3%	-1%	-3%	19%	-5%	9%	-9%	14%	2%	-5%
2017 General Election Vote	Labour	26%	25%	29%	27%	27%	27%	28%	26%	33%	26%	30%	28%	26%	30%	25%	28%	32%
	Conservative	28%	30%	26%	26%	27%	24%	30%	34%	25%	29%	32%	24%	30%	21%	35%	27%	27%
	Liberal Democrats	5%	6%	5%	4%	6%	3%	7%	5%	7%	6%	5%	5%	5%	4%	5%	4%	8%
	The UK Independence Party (UKIP)	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
	The Green Party	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%
	I did not vote	30%	29%	31%	32%	28%	34%	23%	26%	23%	30%	18%	32%	29%	33%	25%	32%	22%
2017 Conservative Lean (Conservative % - Labour %)		2%	5%	-3%	-1%	0%	-3%	3%	7%	-7%	4%	2%	-4%	4%	-8%	10%	-1%	-5%
Conservative-Leave Lean (Conservative Lean + Leave Lean)		4%	4%	-2%	-1%	-1%	-1%	2%	10%	-8%	1%	21%	-9%	13%	-17%	23%	2%	-10%

Fieldwork: 13-18th February 2019

All data weighted by age, gender, region, social grade, 2017 vote and EU referendum vote through Iterative Proportional Fitting. Public First is a member of the BPC and abides by its rules.