

YouGov / Share Action Survey Results

Sample Size: 2007 adults in GB
Fieldwork: 21st - 22nd June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample 2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And still thinking about how these financial companies invest your money, would you have a more positive or negative view of the financial company if you found that they were investing your money in each of the following, or would it have make no difference?

Companies that use large quantities of fossil fuels

I would have a much more positive view	2	2	1	1	2	2	1	1	1	2	3	1	2	1	2	2	2	1	1	1	
I would have a slightly more positive view	3	3	2	0	2	3	3	2	6	2	3	2	4	3	3	2	3	4	4	2	
TOTAL MORE POSITIVE	5	5	3	1	3	5	5	3	7	3	4	6	3	6	4	5	4	5	5	3	
This would have no impact on my view	29	43	17	17	20	41	35	22	15	27	32	34	28	30	29	25	27	28	30	30	29
I would have a slightly more negative view	23	23	23	32	27	20	21	25	22	23	26	21	26	19	22	26	28	19	28	24	21
I would have a much more negative view	30	17	45	43	40	20	28	32	47	30	28	26	32	27	31	26	28	32	25	27	34
TOTAL MORE NEGATIVE	53	40	68	75	67	40	49	57	69	53	54	47	58	46	53	52	56	51	53	51	55
Don't know	14	12	12	7	10	14	11	17	10	18	10	13	11	18	14	18	15	16	13	14	12
NET	-48	-35	-65	-74	-64	-35	-44	-54	-62	-50	-50	-41	-55	-40	-49	-47	-52	-46	-48	-46	-52

Companies that _do not_ meet human and labour rights standards for their workers

I would have a much more positive view	1	2	2	1	2	2	2	1	0	2	2	1	1	2	2	1	0	3	2	2	1
I would have a slightly more positive view	2	2	2	1	1	2	1	2	0	2	2	1	1	2	2	1	1	2	3	1	1
TOTAL MORE POSITIVE	3	4	4	2	3	4	3	3	0	4	4	2	2	4	4	2	1	5	5	3	2
This would have no impact on my view	13	19	6	2	6	18	17	8	13	12	13	14	12	14	13	10	10	15	14	13	11
I would have a slightly more negative view	16	23	7	16	13	21	18	14	9	13	18	20	16	16	16	12	16	14	19	11	17
I would have a much more negative view	58	46	76	75	72	46	53	64	69	58	59	54	62	53	58	60	61	55	55	60	61
TOTAL MORE NEGATIVE	74	69	83	91	85	67	71	78	78	71	77	74	78	69	74	72	77	69	74	71	78
Don't know	10	8	8	5	7	11	9	11	9	14	6	9	8	14	10	15	12	12	8	12	9
NET	-71	-65	-79	-89	-82	-63	-68	-75	-78	-67	-73	-72	-76	-65	-70	-70	-76	-64	-69	-68	-76

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2007	656	486	171		707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample 2007	702	502	181		826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that are involved in deforestation and damage to the environment

I would have a much more positive view	2	4	2	1	2	4	1	3	1	2	4	3	2	3	2	2	1	2	3	1	3
I would have a slightly more positive view	4	3	5	0	2	3	4	4	5	4	4	4	3	5	4	1	5	7	6	4	2
TOTAL MORE POSITIVE	6	7	7	1	4	7	5	7	6	6	8	7	5	8	6	3	6	9	9	5	5
This would have no impact on my view	14	23	9	2	8	20	19	10	12	14	15	15	14	14	15	12	11	16	15	14	14
I would have a slightly more negative view	16	18	13	21	17	16	18	14	18	16	16	16	19	12	16	13	17	14	18	18	17
I would have a much more negative view	52	44	63	72	64	45	49	56	54	49	56	54	54	51	52	56	53	50	51	51	55
TOTAL MORE NEGATIVE	68	62	76	93	81	61	67	70	72	65	72	70	73	63	68	69	70	64	69	69	72
Don't know	11	8	9	4	7	11	10	12	10	15	6	9	8	15	10	16	13	12	8	12	9
NET	-62	-55	-69	-92	-77	-54	-62	-63	-66	-59	-64	-63	-68	-55	-62	-66	-64	-55	-60	-64	-67

Companies that manufacture food products that are high in salt and sugar

I would have a much more positive view	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	3	1	1	1	2	0
I would have a slightly more positive view	2	1	1	0	1	2	2	1	3	2	2	1	2	2	2	1	0	2	2	2	2
TOTAL MORE POSITIVE	3	2	3	0	2	3	3	2	4	3	3	2	3	3	3	4	1	3	3	4	2
This would have no impact on my view	42	48	39	38	38	45	47	37	42	47	39	34	45	38	41	44	44	39	44	41	41
I would have a slightly more negative view	24	25	24	28	28	21	24	25	30	21	27	26	25	24	25	16	22	24	28	26	24
I would have a much more negative view	19	15	24	27	23	19	15	23	11	13	24	29	19	19	19	17	18	20	15	18	22
TOTAL MORE NEGATIVE	43	40	48	55	51	40	39	48	41	34	51	55	44	43	44	33	40	44	43	44	46
Don't know	12	9	10	7	9	12	11	14	13	16	8	10	9	17	12	18	15	14	10	11	11
NET	-40	-38	-45	-55	-49	-37	-36	-46	-37	-31	-48	-53	-41	-40	-41	-29	-39	-41	-40	-40	-44

Companies that are net-zero in their carbon emissions

I would have a much more positive view	23	14	32	35	29	15	21	24	34	24	20	18	26	18	23	30	17	20	20	21	26
I would have a slightly more positive view	29	27	34	33	35	23	26	32	34	28	34	24	30	28	29	24	35	29	32	29	27
TOTAL MORE POSITIVE	52	41	66	68	64	38	47	56	68	52	54	42	56	46	52	54	52	49	52	50	53
This would have no impact on my view	29	42	19	22	22	40	34	24	16	27	31	37	29	29	29	24	28	28	29	30	30
I would have a slightly more negative view	3	4	2	3	3	4	3	3	2	2	4	5	3	3	3	5	4	3	4	3	3
I would have a much more negative view	3	5	2	1	2	6	4	3	4	2	4	5	3	3	4	1	3	5	3	4	2
TOTAL MORE NEGATIVE	6	9	4	4	5	10	7	6	6	4	8	10	6	6	7	6	7	8	7	7	5
Don't know	13	9	10	6	9	12	11	14	10	17	8	11	9	18	13	15	13	14	12	12	12
NET	46	32	62	64	59	28	40	50	62	48	46	32	50	40	45	48	45	41	45	43	48

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Weighted Sample	2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample	2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that invest in their local communities

I would have a much more positive view	29	25	36	35	35	26	23	35	30	31	27	29	30	28	29	32	31	29	29	27	30
I would have a slightly more positive view	38	38	42	39	41	36	39	38	45	34	43	38	41	35	39	31	40	36	41	38	40
TOTAL MORE POSITIVE	67	63	78	74	76	62	62	73	75	65	70	67	71	63	68	63	71	65	70	65	70
This would have no impact on my view	20	28	13	18	15	26	26	14	12	20	21	23	20	21	21	20	14	22	22	19	20
I would have a slightly more negative view	1	1	1	1	1	1	1	1	3	0	1	1	1	1	1	0	1	1	1	2	1
I would have a much more negative view	0	0	0	2	1	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1	0
TOTAL MORE NEGATIVE	1	1	1	3	2	1	1	1	3	0	2	1	2	1	1	1	1	1	2	3	1
Don't know	11	8	8	5	7	11	10	12	10	15	7	9	8	15	10	16	13	12	7	13	10
NET	66	62	77	71	74	61	61	72	72	65	68	66	69	62	67	62	70	64	68	62	69

Companies that _do not_ have a gender pay gap

I would have a much more positive view	24	16	31	32	31	17	15	32	27	25	22	21	25	21	23	27	25	22	22	21	26
I would have a slightly more positive view	23	19	27	29	25	19	20	25	31	21	24	19	23	22	22	19	28	22	25	23	20
TOTAL MORE POSITIVE	47	35	58	61	56	36	35	57	58	46	46	40	48	43	45	46	53	44	47	44	46
This would have no impact on my view	30	44	19	21	23	41	42	19	20	28	33	36	30	30	30	28	28	29	33	27	31
I would have a slightly more negative view	5	6	5	5	5	5	7	4	6	5	6	5	6	4	6	4	3	6	5	8	5
I would have a much more negative view	6	5	9	7	8	5	5	7	2	6	6	7	7	5	6	6	5	6	7	6	6
TOTAL MORE NEGATIVE	11	11	14	12	13	10	12	11	8	11	12	12	13	9	12	10	8	12	12	14	11
Don't know	12	10	9	5	8	13	12	13	14	16	8	11	9	18	12	17	11	14	9	14	12
NET	36	24	44	49	43	26	23	46	50	35	34	28	35	34	33	36	45	32	35	30	35

Companies that have good benefit schemes for their workers

I would have a much more positive view	28	23	33	32	30	24	25	31	34	25	27	30	28	28	27	29	31	28	24	28	28
I would have a slightly more positive view	35	30	41	41	39	30	33	36	40	32	38	33	35	34	34	34	37	33	38	36	33
TOTAL MORE POSITIVE	63	53	74	73	69	54	58	67	74	57	65	63	63	62	61	63	68	61	62	64	61
This would have no impact on my view	26	38	18	23	23	34	32	20	14	28	27	27	28	23	27	20	20	26	28	23	28
I would have a slightly more negative view	1	1	0	0	1	1	1	1	3	0	1	1	1	0	1	0	2	0	1	2	1
I would have a much more negative view	0	0	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	2	0
TOTAL MORE NEGATIVE	1	1	0	1	2	1	2	1	3	0	2	1	1	0	1	0	2	0	2	4	1
Don't know	10	8	8	4	7	11	9	11	9	14	6	9	7	14	10	18	11	12	8	10	10
NET	62	52	74	72	67	53	56	66	71	57	63	62	62	62	60	63	66	61	60	60	60

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample	2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that you found out that your ****bank**** was investing your money in each of the following, would this make you more or less likely to change banks, or would it make no difference?

Companies that use large quantities of fossil fuels

Much more likely to change banks	17	10	28	25	23	13	17	18	21	19	16	14	20	14	17	23	19	19	13	15	18
Slightly more likely to change banks	21	19	25	25	26	17	16	26	25	21	20	21	23	19	21	22	22	18	23	20	22
TOTAL MORE LIKELY	38	29	53	50	49	30	33	44	46	40	36	35	43	33	38	45	41	37	36	35	40
Make no difference	41	56	31	33	34	53	50	33	28	39	47	45	41	42	42	32	39	40	45	41	42
Slightly less likely to change banks	3	3	2	3	2	3	3	3	1	2	4	4	3	3	3	4	1	3	2	4	2
Much less likely to change banks	3	2	4	4	3	3	3	4	6	2	3	4	3	3	4	3	1	4	5	3	3
TOTAL LESS LIKELY	6	5	6	7	5	6	6	7	7	4	7	8	6	6	7	7	2	7	7	7	5
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Don't know	13	10	8	8	11	11	11	15	18	16	9	11	10	18	13	17	16	14	10	17	12
NET	32	24	47	43	44	24	27	37	39	36	29	27	37	27	31	38	39	30	29	28	35

Companies that do not meet human and labour rights standards for their workers

Much more likely to change banks	30	20	43	40	38	23	26	34	35	33	29	24	33	26	30	33	32	30	27	34	30
Slightly more likely to change banks	24	25	24	28	25	26	22	26	26	22	25	27	25	23	24	25	25	23	24	24	26
TOTAL MORE LIKELY	54	45	67	68	63	49	48	60	61	55	54	51	58	49	54	58	57	53	51	58	56
Make no difference	25	36	16	16	18	35	33	18	12	25	27	30	24	26	26	19	20	27	29	21	26
Slightly less likely to change banks	3	3	1	2	2	3	3	3	7	2	3	3	3	4	3	5	3	2	2	5	3
Much less likely to change banks	5	6	6	7	6	3	5	4	6	4	6	5	5	5	5	3	5	4	7	5	4
TOTAL LESS LIKELY	8	9	7	9	8	6	8	7	13	6	9	8	8	9	8	8	8	6	9	10	7
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	0	2	1	2	0	1
Don't know	11	9	9	7	9	9	10	13	13	14	9	9	9	14	11	15	14	13	9	12	10
NET	46	36	60	59	55	43	40	53	48	49	45	43	50	40	46	50	49	47	42	48	49

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Unweighted Sample	2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that are involved in deforestation and damage to the environment

Much more likely to change banks	27	21	38	38	35	22	26	29	26	29	29	25	30	24	27	31	28	28	25	23	29
Slightly more likely to change banks	24	21	25	28	27	24	22	26	27	23	24	23	25	22	24	25	25	23	27	25	23
TOTAL MORE LIKELY	51	42	63	66	62	46	48	55	53	52	53	48	55	46	51	56	53	51	52	48	52
Make no difference	28	39	19	19	21	35	35	21	23	26	29	32	27	29	29	22	23	28	29	29	28
Slightly less likely to change banks	3	4	2	2	3	3	3	4	4	3	4	3	4	3	3	2	6	2	3	5	3
Much less likely to change banks	5	5	5	6	5	4	5	6	6	4	6	6	5	6	5	4	4	5	6	4	7
TOTAL LESS LIKELY	8	9	7	8	8	7	8	10	10	7	10	9	9	9	8	6	10	7	9	9	10
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	1	0	1	0	2	2	1	1	1	1	1	1	1	1	0	2	2	1
Don't know	11	9	8	5	9	10	9	13	11	14	7	9	9	14	11	15	13	13	7	12	10
NET	43	33	56	58	54	39	40	45	43	45	43	39	46	37	43	50	43	44	43	39	42

Companies that manufacture food products that are high in salt and sugar

Much more likely to change banks	8	6	12	10	10	9	7	10	4	6	9	13	8	8	8	13	10	8	8	6	8
Slightly more likely to change banks	15	13	15	23	16	13	15	15	15	13	17	16	16	14	15	12	16	16	15	12	15
TOTAL MORE LIKELY	23	19	27	33	26	22	22	25	19	19	26	29	24	22	23	25	26	24	23	18	23
Make no difference	57	63	56	54	56	62	62	53	56	61	56	53	59	55	58	56	57	55	59	58	58
Slightly less likely to change banks	3	4	3	2	3	2	3	3	5	2	3	3	3	3	3	3	2	3	3	3	3
Much less likely to change banks	4	4	4	1	3	3	3	4	6	2	5	4	4	3	4	3	0	5	3	6	3
TOTAL LESS LIKELY	7	8	7	3	6	5	6	7	11	4	8	7	7	6	7	6	2	8	6	9	6
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	2	2	1
Don't know	12	9	9	9	10	10	10	14	12	15	8	10	9	15	12	14	14	13	10	13	11
NET	16	11	20	30	20	17	16	18	8	15	18	22	17	16	16	19	24	16	17	9	17

Companies that are net-zero in their carbon emissions

Much more likely to change banks	3	3	3	6	3	4	3	3	2	3	3	4	3	3	3	1	2	4	2	5	3
Slightly more likely to change banks	7	6	9	11	8	6	6	8	11	6	7	6	8	6	7	5	9	8	9	5	6
TOTAL MORE LIKELY	10	9	12	17	11	10	9	11	13	9	10	10	11	9	10	6	11	12	11	10	9
Make no difference	44	57	37	38	39	54	50	39	24	43	48	52	44	44	44	44	42	42	46	45	45
Slightly less likely to change banks	12	9	15	12	14	8	11	13	22	12	12	9	13	12	12	10	14	12	13	14	12
Much less likely to change banks	20	15	27	26	26	17	19	22	27	19	21	19	22	18	20	25	19	19	20	19	22
TOTAL LESS LIKELY	32	24	42	38	40	25	30	35	49	31	33	28	35	30	32	35	33	31	33	33	34
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	0	1	2	1	1
Don't know	12	9	9	8	10	10	9	14	14	15	9	9	8	17	12	13	14	14	10	12	11
NET	-22	-15	-30	-21	-29	-15	-21	-24	-36	-22	-23	-18	-24	-21	-22	-29	-22	-19	-22	-23	-25

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Weighted Sample	2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample	2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that invest in their local communities

Much more likely to change banks	3	2	3	4	3	3	2	4	4	3	3	3	3	4	4	1	2	3	5	3	3
Slightly more likely to change banks	8	7	9	11	8	8	7	8	7	7	9	8	10	5	7	10	10	7	8	8	7
TOTAL MORE LIKELY	11	9	12	15	11	11	9	12	11	10	12	11	13	9	11	11	12	10	13	11	10
Make no difference	40	47	34	42	36	44	46	34	34	39	42	40	39	40	40	36	35	40	39	39	42
Slightly less likely to change banks	14	13	17	15	17	12	15	14	24	14	12	14	15	13	14	13	16	15	14	16	14
Much less likely to change banks	24	22	30	22	27	23	20	27	21	22	25	25	24	23	23	29	25	22	23	23	24
TOTAL LESS LIKELY	38	35	47	37	44	35	35	41	45	36	37	39	39	36	37	42	41	37	37	39	38
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1
Don't know	10	8	7	6	8	9	9	12	9	13	7	9	8	13	10	13	12	13	9	10	9
NET	-27	-26	-35	-22	-33	-24	-26	-29	-34	-26	-25	-28	-26	-27	-26	-31	-29	-27	-24	-28	-28

Companies that _do not_ have a gender pay gap

Much more likely to change banks	6	4	8	9	6	4	5	6	5	6	4	6	6	5	6	4	6	5	6	8	5
Slightly more likely to change banks	10	8	11	13	12	8	8	11	10	8	11	11	10	9	10	8	10	9	9	10	11
TOTAL MORE LIKELY	16	12	19	22	18	12	13	17	15	14	15	17	16	14	16	12	16	14	15	18	16
Make no difference	47	58	38	45	41	58	56	38	35	45	51	50	46	47	48	47	37	50	48	46	47
Slightly less likely to change banks	10	8	14	10	11	7	10	11	24	10	9	8	11	9	11	3	13	10	13	11	10
Much less likely to change banks	15	11	20	17	19	12	11	19	15	15	15	14	16	13	14	25	20	11	13	14	16
TOTAL LESS LIKELY	25	19	34	27	30	19	21	30	39	25	24	22	27	22	25	28	33	21	26	25	26
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	0	0	1	3	1	1
Don't know	12	9	8	7	10	10	9	14	12	15	9	9	9	15	11	13	14	14	9	11	10
NET	-9	-7	-15	-5	-12	-7	-8	-13	-24	-11	-9	-5	-11	-8	-9	-16	-17	-7	-11	-7	-10

Companies that have good benefit schemes for their workers

Much more likely to change banks	2	2	2	6	2	2	2	3	3	2	3	2	2	3	2	2	3	2	2	2	3
Slightly more likely to change banks	6	7	6	9	7	5	6	7	8	6	6	7	7	6	6	5	6	6	7	7	6
TOTAL MORE LIKELY	8	9	8	15	9	7	8	10	11	8	9	9	9	9	8	7	9	8	9	9	9
Make no difference	47	55	42	46	44	53	54	40	33	49	49	46	48	44	47	44	40	45	50	50	47
Slightly less likely to change banks	12	9	15	15	14	9	10	13	19	12	11	10	12	11	12	13	10	13	11	12	11
Much less likely to change banks	21	18	27	18	23	20	19	23	24	18	22	25	21	21	21	22	28	20	19	18	23
TOTAL LESS LIKELY	33	27	42	33	37	29	29	36	43	30	33	35	33	32	33	35	38	33	30	30	34
Not applicable - I do not have a bank account/am not responsible for my bank account	1	1	1	0	0	1	1	1	2	1	1	1	1	1	1	1	1	1	2	1	1
Don't know	11	9	8	6	9	9	9	13	10	14	8	9	9	14	11	13	12	13	9	10	10
NET	-25	-18	-34	-18	-28	-22	-21	-26	-32	-22	-24	-26	-24	-23	-25	-28	-29	-25	-21	-21	-25

Sample Size: 2007 adults in GB
Fieldwork: 21st - 22nd June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2007	656	486	171		707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample 2007	702	502	181		826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that you found out that your **pension provider** was investing your money in each of the following, would this make you more or less likely to change pension provider, or would it make no difference?

Companies that use large quantities of fossil fuels

Much more likely to change pension provider	15	10	23	20	19	10	15	15	17	16	13	13	16	12	14	16	19	17	9	12	16
Slightly more likely to change pension provider	15	13	19	18	19	12	13	17	16	16	18	11	17	13	15	12	16	12	21	16	15
TOTAL MORE LIKELY	30	23	42	38	38	22	28	32	33	32	31	24	33	25	29	28	35	29	30	28	31
Make no difference	38	53	28	34	32	52	45	31	17	36	45	43	38	38	39	34	33	37	40	35	41
Slightly less likely to change provider	2	2	2	0	1	2	3	2	4	2	2	2	2	2	2	6	3	2	1	3	2
Much less likely to change provider	3	2	3	3	3	3	3	3	3	2	3	4	3	3	3	2	2	4	4	4	2
TOTAL LESS LIKELY	5	4	5	3	4	5	6	5	7	4	5	6	5	5	5	8	5	6	5	7	4
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	14	13	12	11	17	27	11	10	18	13	16	14	14	14	15	15	16	13
Don't know	13	9	10	12	11	9	10	15	16	16	7	10	10	16	12	15	15	14	10	14	12
NET	25	19	37	35	34	17	22	27	26	28	26	18	28	20	24	20	30	23	25	21	27

Companies that _do not_ meet human and labour rights standards for their workers

Much more likely to change pension provider	23	17	34	25	30	17	22	24	26	25	22	19	26	19	23	22	27	24	19	24	24
Slightly more likely to change pension provider	17	18	17	21	18	18	15	18	13	15	22	17	18	15	17	23	16	14	19	14	18
TOTAL MORE LIKELY	40	35	51	46	48	35	37	42	39	40	44	36	44	34	40	45	43	38	38	38	42
Make no difference	29	41	19	24	22	40	37	22	15	29	32	33	29	29	31	19	22	30	33	28	31
Slightly less likely to change provider	2	2	2	1	1	2	2	2	1	2	2	1	2	2	2	2	3	2	2	3	1
Much less likely to change provider	3	3	3	4	4	3	3	4	2	3	4	2	3	4	3	3	2	4	4	3	3
TOTAL LESS LIKELY	5	5	5	5	5	5	6	3	5	6	3	3	5	6	5	5	5	6	6	6	4
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	14	13	12	11	17	25	11	10	19	13	16	14	14	13	15	15	14	13
Don't know	12	8	10	12	10	8	10	13	18	14	7	9	10	14	11	16	17	12	8	14	10
NET	35	30	46	41	43	30	32	36	36	35	38	33	39	28	35	40	38	32	32	32	38

Sample Size: 2007 adults in GB
Fieldwork: 21st - 22nd June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample	2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that are involved in deforestation and damage to the environment

Much more likely to change pension provider	22	19	30	28	27	20	21	23	18	24	24	20	24	20	22	22	26	23	19	23	23
Slightly more likely to change pension provider	17	15	18	14	18	16	16	17	20	15	20	15	19	14	17	17	18	15	19	15	18
TOTAL MORE LIKELY	39	34	48	42	45	36	37	40	38	39	44	35	43	34	39	39	44	38	38	38	41
Make no difference	29	41	22	27	25	39	35	24	14	29	33	31	30	27	30	22	22	29	31	29	31
Slightly less likely to change provider	2	1	2	0	2	1	3	1	3	2	2	2	1	3	2	3	5	2	2	2	2
Much less likely to change provider	3	3	3	4	4	3	3	4	3	3	4	4	3	4	3	6	2	4	4	3	2
TOTAL LESS LIKELY	5	4	5	4	6	4	6	5	6	5	6	6	4	7	5	9	7	6	6	5	4
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	14	13	12	11	18	27	12	10	19	13	17	15	15	13	15	15	16	14
Don't know	12	9	9	13	11	8	10	13	15	14	8	9	9	15	11	14	14	12	10	13	11
NET	34	30	43	38	39	32	31	35	32	34	38	29	39	27	34	30	37	32	32	33	37

Companies that manufacture food products that are high in salt and sugar

Much more likely to change pension provider	8	7	9	8	9	8	7	9	7	6	8	13	8	9	8	10	10	9	7	6	8
Slightly more likely to change pension provider	12	11	14	13	15	10	11	13	10	12	14	10	13	11	12	11	14	11	13	11	13
TOTAL MORE LIKELY	20	18	23	21	24	18	18	22	17	18	22	23	21	20	20	21	24	20	20	17	21
Make no difference	49	59	45	51	47	57	55	43	35	51	53	47	52	45	50	47	45	47	49	49	51
Slightly less likely to change provider	3	2	3	2	3	2	3	2	7	2	2	2	2	3	2	3	3	2	3	5	2
Much less likely to change provider	3	2	3	1	2	2	2	3	2	2	5	2	2	3	3	0	0	3	4	3	2
TOTAL LESS LIKELY	6	4	6	3	5	4	5	5	9	4	7	4	4	6	5	3	3	5	7	8	4
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	13	13	12	11	17	25	11	10	18	13	16	14	15	13	15	15	15	13
Don't know	12	9	10	11	11	8	9	13	14	16	7	8	10	14	11	14	15	13	9	11	11
NET	14	14	17	18	19	14	13	17	8	14	15	19	17	14	15	18	21	15	13	9	17

Companies that are net-zero in their carbon emissions

Much more likely to change pension provider	3	2	2	4	2	3	3	2	3	3	2	3	3	2	3	2	3	4	2	2	2
Slightly more likely to change pension provider	5	5	6	6	5	4	5	5	6	5	5	4	5	4	5	2	6	5	6	5	5
TOTAL MORE LIKELY	8	7	8	10	7	7	8	7	9	8	7	7	8	6	8	4	9	9	8	7	7
Make no difference	42	54	31	40	37	53	48	36	19	41	48	46	42	41	42	39	39	40	44	37	44
Slightly less likely to change provider	9	7	13	7	11	6	8	10	13	11	11	4	11	7	9	13	9	9	8	16	8
Much less likely to change provider	15	12	21	18	20	13	15	16	16	15	16	15	17	13	16	16	14	16	16	13	16
TOTAL LESS LIKELY	24	19	34	25	31	19	23	26	29	26	27	19	28	20	25	29	23	25	24	29	24
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	14	14	12	11	17	26	11	10	19	13	16	14	15	13	15	15	14	14
Don't know	12	9	10	11	11	8	10	14	16	15	8	9	9	15	11	13	17	13	9	13	11
NET	-16	-12	-26	-15	-24	-12	-15	-19	-20	-18	-20	-12	-20	-14	-17	-25	-14	-16	-16	-22	-17

Sample Size: 2007 adults in GB
Fieldwork: 21st - 22nd June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample 2007	656	486	171		707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample 2007	702	502	181		826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Companies that invest in their local communities

Much more likely to change pension provider	3	3	2	2	2	3	2	3	4	2	3	2	2	3	3	1	3	2	4	4	2
Slightly more likely to change pension provider	5	3	6	6	5	3	5	4	5	5	4	4	5	4	5	9	3	4	6	4	4
TOTAL MORE LIKELY	8	6	8	8	7	6	7	7	9	7	7	6	7	7	8	10	6	6	10	8	6
Make no difference	39	49	30	44	37	48	45	33	18	39	44	41	41	36	40	30	31	38	42	36	42
Slightly less likely to change provider	10	8	13	9	12	8	11	10	17	10	10	8	12	8	10	12	14	10	10	10	10
Much less likely to change provider	18	18	22	14	22	18	16	20	14	18	21	18	18	18	18	21	19	19	15	18	19
TOTAL LESS LIKELY	28	26	35	23	34	26	27	30	31	28	31	26	30	26	28	33	33	29	25	28	29
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	14	13	12	11	17	25	11	10	19	13	16	14	15	14	14	15	15	13
Don't know	11	9	10	10	10	8	10	13	16	15	7	8	9	14	11	13	15	12	9	13	10
NET	-20	-20	-27	-15	-27	-20	-20	-23	-22	-21	-24	-20	-23	-19	-20	-23	-27	-23	-15	-20	-23

Companies that _do not_ have a gender pay gap

Much more likely to change pension provider	5	3	7	5	4	4	4	5	5	5	4	5	5	4	5	3	4	5	5	7	4
Slightly more likely to change pension provider	7	8	7	8	8	6	6	8	5	7	8	6	8	6	7	6	10	6	8	5	7
TOTAL MORE LIKELY	12	11	14	13	12	10	10	13	10	12	12	11	13	10	12	9	14	11	13	12	11
Make no difference	42	54	34	44	39	54	52	33	20	42	50	45	44	40	43	42	39	43	45	39	43
Slightly less likely to change provider	7	6	9	5	9	4	6	9	11	8	6	5	8	6	7	5	7	7	7	7	7
Much less likely to change provider	12	9	17	14	15	10	10	14	15	12	14	10	13	11	12	15	11	10	10	13	14
TOTAL LESS LIKELY	19	15	26	19	24	14	16	23	26	20	20	15	21	17	19	20	18	17	17	20	21
Not applicable - I do not have a pension/am not responsible for my pension	14	11	15	14	13	12	11	17	25	11	10	19	13	16	14	14	13	15	15	15	13
Don't know	12	9	11	11	11	9	11	14	19	15	7	10	10	16	12	16	16	13	9	13	11
NET	-7	-4	-12	-6	-12	-4	-6	-10	-16	-8	-8	-4	-8	-7	-7	-11	-4	-6	-4	-8	-10

Companies that have good benefit schemes for their workers

Much more likely to change pension provider	2	1	2	1	1	2	1	2	1	2	2	2	2	2	2	1	2	2	3	2	1
Slightly more likely to change pension provider	4	4	5	6	4	3	5	4	6	4	4	4	4	5	4	7	5	4	5	4	4
TOTAL MORE LIKELY	6	5	7	7	5	5	6	6	7	6	6	6	6	7	6	8	7	6	8	6	5
Make no difference	42	53	35	47	40	52	50	36	25	43	48	43	46	38	43	34	36	41	44	38	47
Slightly less likely to change provider	11	9	12	9	12	9	10	11	14	11	12	8	12	9	10	11	14	11	10	12	9
Much less likely to change provider	15	14	20	13	19	13	14	17	12	15	17	17	15	15	15	18	15	16	13	17	15
TOTAL LESS LIKELY	26	23	32	22	31	22	24	28	26	26	29	25	27	24	25	29	29	27	23	29	24
Not applicable - I do not have a pension/am not responsible for my pension	14	11	16	15	13	12	11	17	26	11	10	18	13	17	14	15	13	15	15	15	14
Don't know	11	8	10	10	10	8	10	12	16	14	7	9	9	14	11	14	14	12	9	13	10
NET	-20	-18	-25	-15	-26	-17	-18	-22	-19	-20	-23	-19	-21	-17	-19	-21	-22	-21	-15	-23	-19

Sample Size: 2007 adults in GB
Fieldwork: 21st - 22nd June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample 2007	656	486	171	707	747	971	1036	211	829	496	472	1144	863	1732	100	175	484	333	243	672	
Unweighted Sample 2007	702	502	181	826	797	864	1143	129	806	520	552	1170	837	1716	104	187	468	344	187	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closest to your view?

Financial companies' first priority should always be maximising growth and profits, regardless of the impact on social and environmental concerns	9	16	5	5	5	14	15	4	7	9	9	12	10	9	9	7	8	11	9	7	10
Financial companies' should be prioritising maximising growth and profits, but there should be some focus on social and environmental concerns	30	37	26	34	31	32	31	29	23	28	35	31	34	25	30	35	32	28	31	36	28
TOTAL PRIORITISE GROWTH AND PROFITS	39	53	31	39	36	46	46	33	30	37	44	43	44	34	39	42	40	39	40	43	38
Financial companies' should have an equal focus on maximising growth and profits, and social and environmental concerns	30	27	34	39	36	27	27	34	27	30	33	30	31	29	30	29	30	30	29	28	32
Financial companies' should be prioritising social and environmental concerns, but there should be some focus on maximising growth and profits	8	4	14	12	10	7	7	9	14	7	8	9	10	7	8	6	11	9	7	7	8
Financial companies' first priority should always be social and environmental concerns, regardless of the impact on growth and profits	5	2	9	3	6	2	5	5	9	5	4	4	4	5	5	5	7	5	3	7	4
TOTAL PRIORITISE SOCIAL AND ENVIRONMENTAL CONCERNS	13	6	23	15	16	9	12	14	23	12	12	13	14	12	13	11	18	14	10	14	12
Don't know	17	14	12	7	11	18	16	18	20	21	12	14	11	25	18	18	12	17	20	14	18

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.