

YouGov / WeGlimpse Survey Results

Sample Size: 2123 adults in UK
Fieldwork: 8th - 9th November 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South		
Weighted Sample	2123	677	497	178	745	788	1030	1093	223	877	527	497	1210	913	1783	104	180	55	499	342	251	692	
Unweighted Sample	2123	692	517	174	887	760	975	1148	189	880	546	508	1284	839	1764	118	191	50	504	345	217	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following energy companies, if any, have you heard of before taking this survey?
Please tick all that apply.

BP	91	95	93	96	93	94	92	90	75	90	94	96	93	88	90	91	96	87	90	90	86	92
ExxonMobil	51	58	52	65	62	52	65	38	30	45	61	63	57	44	51	47	60	55	46	49	56	52
Chevron	42	47	40	56	48	44	56	29	28	35	49	55	45	38	42	42	47	46	37	39	51	43
Royal Dutch Shell	36	39	36	50	43	36	52	20	24	29	41	46	41	29	36	35	40	25	31	34	45	36
Gazprom	33	36	33	46	39	32	52	14	22	31	38	34	38	25	33	29	29	34	34	32	39	31
Aramco	22	27	18	36	24	24	34	10	16	18	25	29	27	16	23	20	21	14	19	21	29	23
National Iranian Oil	4	4	4	5	4	3	6	2	8	3	2	4	4	3	4	4	3	4	2	2	10	3
Petroleos Mexicanos (Pemex)	3	4	3	3	3	3	5	1	7	2	3	3	4	3	3	5	3	3	2	3	9	3
China National Petroleum Corp	3	4	3	4	3	3	5	1	7	4	3	2	4	2	3	3	4	2	1	1	9	4
Petroleos de Venezuela SA (PDVSA)	3	4	2	2	2	2	4	1	4	2	3	3	3	2	3	4	3	2	1	1	7	2
None of these	6	3	4	3	4	4	4	8	13	6	5	4	4	8	6	6	3	8	7	6	4	6
Don't know	2	1	1	1	1	1	2	2	6	2	1	0	1	2	2	1	0	0	2	3	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following company/ies and how they invest in new energy projects, how much, if any, of their investments do you think are currently in renewable energy projects? Please use the sliders below, where 0% means 'none of their investments are in renewable energy projects', and 100% means 'all of their investments are in renewable energy projects'.

Aramco

[Asked only to those who have heard of Aramco; n=484]

0	3	1	6	2	2	2	4	1	9	4	3	1	3	4	3	4	3	0	3	7	2	2
1	1	1	1	3	1	2	1	1	0	1	1	3	1	1	1	0	0	0	1	0	0	3
2	1	1	0	0	1	1	1	0	3	1	1	0	1	0	1	0	2	0	1	0	1	1
3	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
4	1	1	0	2	1	1	1	1	0	2	0	1	1	1	1	0	5	0	1	0	1	1
5	1	0	0	2	1	0	1	0	0	1	0	1	1	0	4	3	0	0	0	0	0	1
6	1	1	1	0	0	1	0	2	0	0	1	1	1	1	1	0	0	0	2	0	0	1
9	1	1	0	3	1	2	1	2	0	1	1	1	1	1	1	0	0	0	1	0	1	1
10	3	3	3	0	2	4	3	1	4	5	1	2	3	2	2	5	3	10	4	0	4	2
11	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
12	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	4	0	0	0	0	0	0
13	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
14	0	1	1	0	0	0	1	0	0	0	2	0	0	1	1	0	0	0	1	2	0	0
15	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1
18	1	1	0	2	1	1	1	0	3	1	0	1	1	1	1	0	0	0	0	0	2	2
19	1	0	1	2	0	0	1	0	6	0	0	0	1	0	1	0	0	0	0	2	0	1
20	3	4	4	5	4	3	3	2	3	1	4	5	4	1	3	0	3	0	2	5	7	2
21	0	1	1	0	0	0	0	1	0	1	1	0	1	0	0	2	0	0	0	0	0	1
24	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
25	1	1	0	0	0	1	1	1	3	0	1	1	1	0	1	0	0	0	0	3	1	0
26	1	0	1	0	1	0	1	0	3	0	1	0	1	0	1	0	0	0	1	2	1	0
27	1	1	0	0	0	1	1	0	0	1	0	1	0	1	0	2	14	1	1	0	0	0
28	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	9	0	0	0	0
29	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
30	4	4	2	1	4	2	4	2	0	5	3	3	4	3	4	4	0	0	6	1	5	3
31	1	1	1	0	1	1	1	1	0	1	1	0	1	1	0	5	0	0	0	1	0	1
32	1	0	0	4	0	0	1	1	0	2	1	0	0	1	1	0	0	0	0	2	2	0
33	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1

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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	Nothern Ireland	North	Midlands	London	South
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
34	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0
36	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	4	0	0	1	0	0	0
39	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
40	2	3	3	0	2	2	2	1	4	3	1	1	2	1	2	0	0	0	1	2	5	1
41	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
43	1	2	0	0	1	1	1	0	0	1	1	0	1	0	1	0	0	0	1	1	0	1
45	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
46	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0
48	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
49	1	0	1	0	1	0	1	0	0	0	1	1	1	0	0	0	2	0	0	0	1	1
50	1	1	3	0	1	1	1	1	2	1	2	1	1	3	1	0	0	0	2	2	1	1
51	0	1	0	0	0	1	1	0	0	0	0	1	0	1	1	0	0	0	0	0	0	1
52	0	0	1	0	0	1	1	0	0	1	0	0	1	0	1	0	0	0	1	0	0	1
55	1	0	0	0	0	0	0	1	3	0	1	0	0	1	0	0	3	0	1	0	0	0
56	1	1	0	0	0	1	1	2	6	2	0	0	1	1	1	8	0	0	1	0	3	0
60	1	0	4	0	1	0	2	0	6	2	0	0	1	2	1	0	0	0	0	0	4	1
61	1	1	1	0	1	1	1	0	3	0	1	1	1	1	1	0	0	0	1	0	2	1
63	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	3	0	0	0	0	0	0
65	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0
69	0	0	2	0	0	1	1	0	5	0	0	0	1	0	0	0	0	0	0	0	3	0
70	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	2	0	0	0	0	0
71	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0	3	0	0	0	0	0
73	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	2	0	0	0	0	0
76	0	1	0	0	1	0	0	0	3	0	0	0	0	1	0	0	0	0	0	0	2	0
82	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
89	0	1	0	0	0	1	1	0	0	1	0	0	1	0	0	0	5	0	0	0	0	0
97	0	1	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0
Don't know	63	63	58	76	66	66	60	74	28	59	68	72	62	66	64	69	50	67	66	70	49	67

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Royal Dutch Shell

[Asked only to those who have heard of Royal Dutch Shell; n=792]

0	2	1	2	3	1	1	2	0	4	1	2	1	1	2	2	0	2	0	3	1	0	2
1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
3	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0
4	1	0	0	1	0	1	1	1	0	0	1	1	0	1	1	0	0	0	0	1	0	1
5	1	0	2	0	1	0	1	0	0	2	0	0	1	1	1	0	1	0	2	1	0	0
6	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0	0	1
7	1	0	1	1	1	0	1	1	2	1	0	0	1	0	1	0	0	0	1	1	0	1
8	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1
9	1	1	1	0	0	0	0	2	2	0	0	1	0	1	1	0	1	0	0	1	1	1
10	3	4	3	0	3	4	4	1	0	5	3	2	4	2	4	0	2	6	4	2	5	3
11	1	0	0	2	1	0	1	0	4	0	0	0	1	0	0	0	2	0	0	0	1	1
12	0	0	1	1	1	0	1	0	2	0	0	0	0	0	0	0	2	0	1	0	0	0
13	0	1	0	0	0	1	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1
14	1	1	0	2	1	0	1	0	0	0	1	1	1	0	1	0	0	0	0	1	1	1
15	0	0	1	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0	1	0	0	1
16	1	0	0	0	1	0	1	0	3	0	0	1	1	0	0	2	2	0	0	0	0	1
17	1	1	1	0	1	1	1	0	0	1	0	0	1	0	1	3	0	0	0	1	2	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
19	1	1	1	2	1	1	0	2	0	1	0	1	1	2	1	0	1	0	0	0	1	2
20	3	3	3	4	3	3	3	3	3	3	2	4	3	2	3	0	4	0	3	1	3	3
21	1	1	2	2	2	1	2	0	0	1	1	2	1	1	1	3	0	8	1	2	0	1
22	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
23	1	1	1	0	0	0	1	1	0	0	1	1	1	0	1	0	0	0	0	1	1	1
25	1	0	1	0	0	0	1	0	2	1	1	0	1	1	1	0	1	0	2	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
27	0	0	1	1	0	0	1	0	2	0	0	0	1	0	0	0	1	0	0	0	0	1
28	0	0	0	0	0	0	1	0	2	0	0	1	0	0	1	0	0	0	1	0	0	1
29	1	1	1	0	1	1	1	1	0	2	0	1	1	1	1	2	0	0	2	1	1	1
30	2	2	1	4	2	2	2	2	2	1	2	4	2	2	2	5	5	0	2	2	1	1
31	2	0	3	1	2	1	1	3	2	1	2	1	2	1	2	0	1	0	1	2	4	1
32	1	0	1	3	1	0	1	0	0	1	1	1	1	0	1	0	1	0	1	2	0	0
33	0	0	0	2	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	2	0
34	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0
35	1	0	0	2	0	0	1	0	0	1	0	0	1	0	1	2	0	0	1	0	2	0
36	0	1	0	0	0	1	1	0	0	1	0	0	1	0	0	0	0	0	1	1	0	0
37	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
38	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1	0	0	1	0	0	1
39	1	1	1	2	1	2	1	0	0	1	2	0	1	1	1	0	2	0	0	3	1	1
40	2	2	3	1	2	2	1	3	2	2	1	3	2	1	2	0	1	0	1	4	2	2
41	0	1	1	0	1	1	0	1	0	0	0	1	1	0	1	0	0	0	1	1	0	0
42	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0
43	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
44	1	1	1	0	0	1	1	0	2	0	1	0	1	0	1	0	0	0	1	2	0	0
45	1	1	0	0	0	1	0	1	0	1	1	0	1	0	1	0	1	0	1	0	1	0
46	1	0	1	1	1	0	0	1	0	1	1	1	0	1	1	0	1	0	2	1	1	0
47	1	1	0	0	0	1	1	1	0	0	1	1	1	1	0	2	0	5	0	1	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48	1	1	0	1	1	1	1	0	0	1	0	1	1	0	1	0	0	0	0	2	0	1
49	1	1	0	0	1	0	1	1	0	1	1	0	1	1	1	0	2	0	0	1	0	1
50	2	3	2	3	3	2	3	1	0	3	2	2	3	2	2	5	0	12	0	4	6	1
51	2	3	1	0	1	2	2	0	4	3	0	2	2	1	2	0	2	0	1	0	4	2
52	1	1	1	1	1	1	1	0	3	0	1	1	1	1	1	0	1	0	1	0	2	1
53	1	0	2	0	1	0	1	0	0	1	0	0	0	1	1	0	0	0	1	0	2	0
54	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0
55	1	1	0	0	0	1	1	1	2	1	0	0	0	1	1	0	1	0	0	0	0	1
56	1	0	0	2	1	1	0	1	0	0	1	0	1	0	1	0	0	0	1	1	1	1
57	1	1	0	1	0	1	1	0	2	1	0	1	1	1	1	4	1	0	1	0	1	1
58	0	0	0	3	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1
59	1	1	1	0	1	0	1	0	2	0	1	1	1	1	1	0	0	0	0	1	1	1
60	1	1	2	2	1	1	1	1	4	0	2	1	1	1	1	2	2	6	0	2	3	0
61	1	1	2	0	2	1	1	1	0	1	1	1	2	0	1	2	1	0	1	0	2	1
62	1	1	1	0	0	1	1	0	0	2	0	1	1	1	1	0	3	0	1	0	1	1
63	0	1	0	0	0	1	1	0	0	0	1	0	0	1	0	2	0	6	1	0	0	0
66	1	0	0	0	0	1	1	1	0	1	0	1	1	0	0	0	0	7	1	0	0	0
67	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	1
68	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0
69	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0
70	2	2	5	1	2	2	2	3	7	1	4	1	2	3	2	2	1	0	1	2	1	5
71	1	1	2	1	1	1	1	1	6	1	0	1	1	1	1	0	2	0	1	1	4	0
72	0	1	0	0	0	1	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
75	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1
77	0	1	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0	0	0	1	1	0
79	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
80	0	1	0	0	0	0	0	0	3	0	0	0	0	1	0	0	0	0	0	1	0	0
82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
85	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0
88	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	5	0	0	0	0	0	0
91	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0
100	0	1	0	0	0	1	1	0	2	1	0	1	1	0	1	0	0	0	0	1	2	0
Don't know	48	46	47	50	48	51	43	58	28	45	55	49	44	54	48	60	41	51	51	52	40	47

Sample Size: 2123 adults in UK
Fieldwork: 8th - 9th November 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	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2123	677	497	178	745	788	1030	1093	223	877	527	497	1210	913	1783	104	180	55	499	342	251	692	
Unweighted Sample	2123	692	517	174	887	760	975	1148	189	880	546	508	1284	839	1764	118	191	50	504	345	217	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

BP

[Asked only to those who have heard of BP; n=1929]

0	1	0	3	0	2	0	2	1	3	1	1	1	1	1	1	0	2	0	2	1	1	1	1
1	0	0	1	1	1	0	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0	0
2	0	0	0	1	1	0	1	0	1	1	0	0	1	0	0	1	1	0	0	0	0	0	0
3	0	0	0	0	0	0	0	1	2	0	0	0	1	0	0	1	0	0	0	1	0	0	0
4	1	0	1	0	1	0	1	0	1	1	0	1	1	1	1	0	1	0	1	0	1	1	1
5	1	0	1	0	1	0	1	0	1	1	0	0	1	1	1	0	1	0	1	1	1	1	0
6	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	1	1	0	0	0	0	0	0
7	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
8	0	0	1	0	1	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
9	1	0	2	1	1	0	0	1	0	2	0	0	1	1	1	0	0	0	1	1	1	1	1
10	2	2	2	1	2	2	3	1	0	3	2	2	2	2	2	3	1	3	2	4	1	2	2
11	1	0	1	1	1	0	1	0	1	0	0	0	1	0	1	1	0	0	1	0	1	1	1
12	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0
13	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
14	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0
15	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	0	1	0	0	0	0
16	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
17	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
18	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0
19	1	0	1	1	1	1	1	0	1	0	1	1	1	0	1	0	1	0	1	0	0	0	0
20	2	1	3	3	2	2	2	2	4	3	1	1	2	2	2	3	2	0	2	1	1	3	3
21	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	0	0	0	1	1	2	1	1
22	1	1	1	1	1	0	0	1	1	0	1	0	1	0	1	0	2	0	1	1	0	0	0
23	1	1	0	1	1	1	1	1	1	1	0	1	1	0	1	0	1	2	0	1	1	1	1
24	0	0	1	0	1	0	0	0	1	1	0	0	0	0	1	0	0	0	1	1	0	1	1
25	1	1	1	1	1	0	0	1	1	1	0	0	1	0	1	1	1	0	1	1	1	0	0
26	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0	3	1	0	0	0	0
27	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	1	0	0	1	0	0	1	1	2	1	0	0	1	0	1	0	0	3	0	0	1	1	1
29	1	0	1	1	1	0	1	1	1	1	0	0	1	0	0	0	3	0	1	1	0	0	0
30	3	2	2	4	2	3	3	2	3	3	2	2	3	2	3	2	3	2	1	2	4	4	4
31	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	0	1	0	1	1	0	1	1
32	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1
33	0	0	1	1	0	1	1	0	0	1	0	0	0	1	0	1	0	0	1	1	0	0	0
34	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
35	1	1	0	2	1	1	1	0	1	1	0	1	1	1	1	0	2	3	1	0	2	0	0
36	1	1	1	1	1	1	1	1	1	1	0	0	1	0	1	0	1	2	0	1	1	1	1
37	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	2	1	0	0	0	1	0	0
38	1	0	1	0	1	1	1	1	1	1	0	1	1	0	1	1	2	2	0	0	1	1	1
39	1	1	1	0	1	0	0	1	0	0	1	1	1	0	1	0	1	0	1	1	0	1	1
40	2	3	3	1	3	2	2	2	0	2	2	4	3	1	2	3	3	4	1	2	3	3	3
41	1	1	1	2	2	1	1	1	3	1	1	1	2	1	1	3	1	0	1	1	2	1	1
42	0	1	1	1	1	0	1	0	0	1	1	0	0	1	1	0	0	0	0	0	1	1	1
43	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
44	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	1	0	0	0	0	0	0
45	0	1	0	0	0	1	0	0	1	0	0	1	0	1	1	0	0	0	0	0	0	0	1
46	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0

Sample Size: 2123 adults in UK
Fieldwork: 8th - 9th November 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	Nothern Ireland	North	Midlands	London	South
Weighted Sample	2123	677	497	178	745	788	1030	1093	223	877	527	497	1210	913	1783	104	180	55	499	342	251	692
Unweighted Sample	2123	692	517	174	887	760	975	1148	189	880	546	508	1284	839	1764	118	191	50	504	345	217	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	1	0	3	1	0	0	0
48	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	1	1	0	1	1	1	1	1	2	1	1	1	1	2	1	0	2	11	0	1	0	1
50	2	3	3	2	3	3	3	2	3	2	2	3	2	3	3	2	0	2	2	3	3	3
51	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	0	3	1	1	1	1
52	1	1	0	1	1	1	1	0	0	1	1	0	1	1	1	1	0	0	1	1	1	1
53	1	1	1	1	1	0	1	1	0	1	1	2	1	1	1	5	0	0	0	1	1	1
54	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
55	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0
56	0	1	1	1	1	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	1	0
57	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	1	1	1
58	1	1	0	2	1	0	1	0	1	1	0	0	1	1	1	0	0	0	0	0	1	1
59	1	1	0	0	0	1	1	0	1	1	1	0	1	0	0	0	1	2	1	0	0	0
60	1	2	1	1	1	1	1	1	1	0	2	1	1	1	1	2	1	0	0	1	0	1
61	1	1	1	0	1	1	1	0	0	0	1	1	1	0	1	0	1	0	1	0	0	1
62	1	1	0	1	1	0	1	0	0	0	1	1	0	1	1	0	1	0	1	0	1	1
63	0	1	0	0	0	0	1	0	2	0	0	0	1	0	1	0	0	0	0	0	2	0
64	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0
65	0	1	0	0	0	0	0	1	1	0	1	0	0	0	0	1	1	0	0	1	1	0
66	0	0	0	1	1	0	0	0	0	0	1	0	0	0	0	1	0	2	0	0	0	0
67	0	1	0	0	0	0	1	0	2	0	0	1	0	0	0	0	1	2	0	0	0	0
68	1	1	1	0	0	1	1	1	1	1	0	1	1	0	1	0	0	2	0	1	1	1
69	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
70	1	1	1	0	1	1	1	1	0	1	1	1	1	0	1	0	1	0	1	1	1	1
71	1	1	0	0	0	1	1	0	0	1	1	1	1	0	1	0	1	0	1	1	1	1
72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	1	1	0	0	1	0	1	2	0	0	0	1	0	1	0	0	0	0	0	2	0
75	1	1	0	1	0	1	1	0	0	1	1	0	0	1	1	0	1	0	2	0	0	0
76	0	1	0	0	0	1	1	0	0	0	1	0	0	1	0	0	1	0	0	1	0	0
77	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0
79	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0
80	0	0	1	1	1	1	1	0	0	1	1	0	0	1	1	0	0	0	0	0	1	1
81	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
82	1	1	1	0	0	1	1	0	0	0	1	1	0	1	0	2	1	2	0	0	0	0
83	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
85	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
86	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
91	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	53	52	49	55	51	54	45	61	42	49	58	58	48	60	54	57	49	46	55	55	47	54

Sample Size: 2123 adults in UK
Fieldwork: 8th - 9th November 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	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2123	677	497	178	745	788	1030	1093	223	877	527	497	1210	913	1783	104	180	55	499	342	251	692	
Unweighted Sample	2123	692	517	174	887	760	975	1148	189	880	546	508	1284	839	1764	118	191	50	504	345	217	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to your view?

Advertising agencies should work with any brand, regardless of that brand's track record on climate change issues	25	41	15	20	19	37	32	19	15	22	31	31	25	25	25	31	29	24	26	26	20	25
Advertising agencies should take into consideration the brand's track record on climate issues, but other factors should be considered	41	34	50	52	49	35	36	46	49	43	37	39	45	37	41	45	37	56	39	34	52	42
Advertising agencies should only work with brands with a good track record on climate issues	12	7	18	14	16	9	13	12	16	13	11	11	13	11	13	7	14	4	15	13	11	11
Don't know	21	19	17	14	16	20	19	23	19	23	21	19	17	27	22	18	20	16	20	27	18	21

Do you think advertising agencies should or should not make adverts for the following types of business?

Gambling firms																							
Should make them	25	31	21	21	24	28	32	18	20	28	27	18	26	23	24	25	25	26	27	23	24	23	
Should not make them	63	58	68	70	66	61	58	68	67	58	60	73	63	62	63	61	65	70	60	60	63	65	
Don't know	13	10	11	9	10	11	10	15	13	13	13	10	11	15	13	14	9	4	13	16	13	11	
Fossil fuel companies																							
Should make them	37	53	26	33	33	49	48	27	24	34	43	45	37	37	38	39	32	47	42	33	37	37	
Should not make them	36	24	51	43	44	26	34	39	53	40	29	29	41	31	37	30	40	34	35	36	36	38	
Don't know	26	23	23	24	23	25	18	34	23	26	28	26	22	32	26	31	28	19	23	31	27	25	
Tobacco firms																							
Should make them	20	25	15	15	15	26	27	14	17	20	23	17	21	19	20	20	19	34	22	21	21	17	
Should not make them	70	67	77	78	79	65	65	74	72	70	65	75	72	68	70	67	71	64	69	67	66	75	
Don't know	10	7	9	7	7	9	8	12	11	10	12	7	8	13	10	13	10	1	9	12	13	9	
Junk food brands																							
Should make them	44	48	42	41	43	45	49	40	54	50	42	32	48	40	45	41	39	45	47	45	48	43	
Should not make them	39	38	44	44	43	39	37	40	32	34	38	52	38	40	39	36	44	28	39	36	33	42	
Don't know	17	14	14	14	14	16	14	20	14	16	20	16	14	20	16	22	17	26	14	20	19	15	
Alcohol brands																							
Should make them	53	62	50	52	55	56	60	46	49	56	53	52	58	47	53	53	50	62	51	54	59	53	
Should not make them	30	24	36	34	31	28	27	33	38	29	27	33	28	33	31	28	32	24	34	24	25	33	
Don't know	16	14	14	14	14	16	12	20	13	15	21	15	14	19	16	20	17	15	16	22	17	14	

**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.*