

YouGov - QEII brand reactions

Sample Size: 1708 adults in GB
Fieldwork: 13th - 14th September 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1708	579	423	154	634	675	830	878	186	711	412	397	973	735	205	574	371	411	147
Unweighted Sample	1708	565	428	149	682	665	778	930	165	741	412	389	997	711	204	544	381	425	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you noticed any brands making announcements paying their respects to Queen Elizabeth II?

Yes I have	69	66	79	76	76	65	64	74	68	75	69	58	74	62	66	69	68	68	75
No I have not	17	20	13	13	14	20	21	13	14	12	18	26	14	21	16	16	19	18	15
Don't know/can't recall	14	14	8	11	10	15	16	13	18	12	14	16	12	17	18	14	13	14	11

How likely do you think you would be to notice if a brand had not made an announcement paying their respects to Queen Elizabeth II?

Very likely	7	10	4	7	5	9	7	7	10	7	6	6	6	8	7	8	7	6	6
Fairly likely	18	20	17	20	18	19	17	19	16	19	19	15	18	17	17	18	16	19	21
TOTAL LIKELY	25	30	21	27	23	28	24	26	26	26	25	21	24	25	24	26	23	25	27
Not very likely	36	37	39	33	38	36	34	38	35	32	38	42	35	38	40	37	36	33	34
Not at all likely	29	24	33	35	33	23	32	26	29	31	26	27	34	22	26	27	29	31	32
TOTAL UNLIKELY	65	61	72	68	71	59	66	64	64	63	64	69	69	60	66	64	65	64	66
Don't know	11	9	6	6	5	12	11	11	9	11	10	11	7	15	11	10	12	11	6

Do you think brands making announcements paying their respects to Queen Elizabeth II are doing so more because they...

Are trying to maintain a positive public image for themselves	58	49	68	63	64	53	63	53	61	66	54	46	60	54	55	57	59	57	64
Have a sincere desire to pay tribute to Queen Elizabeth II	28	39	19	27	24	34	23	32	17	21	33	39	25	31	25	30	25	29	25
Something else	3	2	3	3	3	2	3	3	9	3	2	3	3	3	4	3	4	2	3
Don't know	11	9	10	8	8	11	11	12	13	11	12	12	11	12	16	10	13	11	8

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

Do you consider it appropriate or inappropriate for the following kinds of brands to make public announcements paying their respects to Queen Elizabeth II?

Lingerie and sex toy brands

Appropriate	27	30	26	26	27	28	24	29	25	27	28	25	27	27	31	26	26	26	30
Inappropriate	54	55	57	57	55	56	56	52	54	52	55	58	56	52	50	56	57	53	51
Don't know	19	16	17	17	18	16	19	18	22	20	17	16	17	21	19	18	17	22	19

Supermarkets

Appropriate	60	69	57	60	58	65	54	66	57	58	65	61	59	62	62	61	58	61	60
Inappropriate	21	17	25	23	24	20	26	16	23	21	19	23	23	18	18	23	24	19	20
Don't know	19	14	19	17	17	15	19	18	20	21	15	17	18	20	21	16	19	20	21

Fast food chains

Appropriate	48	56	44	44	45	53	43	52	44	45	54	49	45	51	47	48	45	50	49
Inappropriate	31	26	35	38	35	28	36	26	30	32	28	32	34	26	32	31	32	28	31
Don't know	22	18	22	18	20	19	21	22	25	24	18	19	21	23	22	21	23	22	20

Toy brands

Appropriate	49	58	45	43	48	54	44	54	44	46	56	50	47	52	49	49	47	52	50
Inappropriate	27	23	32	32	32	25	32	23	29	28	24	28	31	23	29	28	30	23	29
Don't know	23	19	22	24	21	22	24	23	27	25	20	22	22	26	23	23	24	25	21

Electronics retailers

Appropriate	50	60	47	45	48	56	46	55	45	47	57	52	48	53	46	52	47	53	49
Inappropriate	26	22	30	33	31	24	31	22	25	27	23	28	29	22	30	26	26	23	28
Don't know	24	18	24	22	21	21	24	24	29	26	21	21	22	26	24	21	27	24	23

Greetings card companies

Appropriate	57	63	54	58	55	62	51	62	51	56	61	56	55	59	61	56	53	60	56
Inappropriate	22	19	26	25	26	22	27	18	22	21	21	25	25	19	20	23	24	20	24
Don't know	21	17	20	16	19	17	22	20	26	23	17	19	20	22	19	21	24	20	21

Brands that have been granted a royal warrant (a mark of recognition to companies who regularly supply goods or services to the Royal Households)

Appropriate	83	88	84	89	86	85	79	87	73	82	88	84	84	82	80	84	83	82	87
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Inappropriate	7	4	8	7	7	6	10	4	15	6	4	8	8	6	9	6	6	9	3
Don't know	10	8	7	4	7	9	11	9	12	12	8	9	9	12	11	10	11	9	10

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

Tourism attractions that do not have a royal connection

Appropriate	59	65	57	55	58	62	55	62	54	57	65	58	58	60	60	58	57	60	59
Inappropriate	22	20	26	25	25	22	26	19	23	21	20	27	25	19	21	24	23	21	22
Don't know	19	14	17	21	17	15	19	19	23	22	16	15	18	21	19	18	21	19	19

Tourism attractions with a royal connection

Appropriate	81	85	84	87	86	82	76	85	72	81	85	80	82	79	81	81	81	80	84
Inappropriate	8	7	8	8	7	8	12	5	15	6	7	10	9	7	7	8	7	11	4
Don't know	11	8	9	5	8	10	12	10	13	13	8	10	10	13	12	11	12	10	11

Food companies

Appropriate	56	66	53	54	55	62	51	61	50	53	61	58	55	57	53	57	54	59	52
Inappropriate	23	18	28	27	26	21	28	18	27	24	20	24	26	20	25	24	25	20	24
Don't know	21	16	19	18	19	17	21	21	23	23	18	18	19	23	22	19	21	21	24

Gambling companies

Appropriate	32	39	28	31	32	35	29	35	22	32	38	31	32	32	35	30	30	33	36
Inappropriate	49	46	53	55	50	48	52	46	55	48	44	53	50	46	46	50	52	45	48
Don't know	19	15	19	14	18	17	19	19	23	21	18	16	18	21	19	19	17	22	16

Do you think companies and institutions would be right or wrong to do the following in reaction to Queen Elizabeth II's death?

Accommodation providers closing for the day of the Queen's funeral, including making current guests leave the premises for the 24 hour period

Right to do this	13	16	8	5	10	15	13	12	14	15	11	9	9	17	13	13	13	14	8
Wrong to do this	77	75	84	88	83	75	77	77	74	74	78	82	82	70	74	77	76	77	84
Don't know	11	9	8	7	7	10	10	11	12	11	10	10	9	13	13	11	11	10	8

Weather services reducing the number of public weather announcements to just daily forecasts and weather warnings

Right to do this	40	47	33	37	34	48	38	41	29	41	46	37	39	41	34	41	38	42	39
Wrong to do this	43	38	53	49	51	37	47	39	48	43	38	47	46	40	47	42	44	40	47
Don't know	17	15	15	14	15	16	15	19	23	17	16	16	16	19	19	17	18	17	14

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

High street retailers closing for the day of the Queen's funeral

Right to do this	72	83	69	70	71	81	66	78	52	70	78	80	71	75	64	74	72	76	68
Wrong to do this	16	10	19	21	19	11	20	12	25	17	14	11	17	14	19	14	16	14	20
Don't know	12	7	12	9	10	9	13	10	23	13	7	9	12	11	18	11	11	10	12

London museums that would not normally be closed on a bank holiday closing for the day of the Queen's funeral

Right to do this	75	85	69	77	74	82	70	80	58	73	81	81	75	76	72	78	72	76	75
Wrong to do this	15	7	20	16	18	9	19	11	26	16	11	11	15	14	14	11	18	16	16
Don't know	10	7	12	7	8	9	11	9	17	11	8	8	10	10	14	11	10	7	9

Suspending postal delivery services for the day of the Queen's funeral

Right to do this	66	77	61	66	66	75	60	72	38	63	78	72	64	68	58	69	67	65	63
Wrong to do this	23	16	29	27	26	16	29	18	43	25	16	18	25	20	28	19	23	24	27
Don't know	11	7	10	7	8	9	12	10	19	13	6	10	11	12	14	11	10	10	10

Schools closing for the day of the Queen's funeral

Right to do this	77	86	74	72	75	83	73	80	59	73	84	84	77	77	74	79	78	73	78
Wrong to do this	15	9	17	21	18	11	18	13	27	17	11	10	15	15	15	13	15	18	14
Don't know	8	5	8	7	7	6	9	7	15	10	4	6	8	9	11	8	7	8	7

Supermarkets closing for the day of the Queen's funeral

Right to do this	65	80	59	63	63	77	59	71	37	60	74	78	62	69	53	68	66	69	58
Wrong to do this	23	12	29	29	26	14	27	18	43	26	17	12	25	19	29	20	22	21	31
Don't know	12	8	13	8	10	10	14	11	20	14	8	10	13	12	18	12	12	10	11

Professional football games being postponed until after the Queen's funeral

Right to do this	56	64	49	60	54	63	50	62	38	57	56	64	54	59	55	58	57	55	51
Wrong to do this	31	26	39	30	35	27	38	25	43	31	32	25	33	28	27	28	32	35	36
Don't know	12	10	12	11	11	10	12	13	20	12	11	11	13	12	18	13	11	10	13

Non-essential medical procedures and appointments that were due to take place on the day of the Queen's funeral to be postponed

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right to do this	32	42	24	30	31	39	32	32	12	30	39	36	29	36	29	34	32	33	24
Wrong to do this	54	45	64	59	59	47	54	54	71	56	44	51	57	49	55	50	54	54	65
Don't know	14	14	11	11	11	14	14	15	17	13	17	13	14	16	16	17	13	13	10