

Topical Poll

09/03/2018

Prepared on behalf of the GMB



Topical Poll

Survation.

Methodology

Fieldwork Dates

7th – 8th March 2018

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in the United Kingdom

Sample Size

1,038

Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education, 2017 General Election vote and 2016 EU Referendum vote. Targets for the weighted data were derived from Office for National Statistics 2011 Census data, and the results of the 2017 General Election and 2016 EU Referendum.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,038 it is 95% certain that the 'true' value will fall within the range of 3.0% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross breaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative" and "Liberal Democrat" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt. Respondents in Northern Ireland were asked the same question, with "DUP", "Sinn Fein", "UUP", "SDLP" and "Alliance Party" and prompted in a randomising order.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2015 General Election. Final published voting intention can therefore be found in the final table of each question.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact:

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

Survation are a member of The British Polling Council and abide by its rules:

<http://www.britishpollingcouncil.org>

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Issues Poll
Prepared on behalf of the GMB

9 Mar 2018

Table 19
Q17. By Normal Weighting
Q17. If you knew that an organisation was guilty of negatively discriminating against people on the grounds of their race, sexuality, disability, nationality or age, to what extent would it make your more or less likely to do each of the following?
Buy products and services from them
Base: All Respondents

	Sex		Age						Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1038	445	593	85	244	225	197	166	121	208	236	169	425	356	418	242	291	372	62	25	69	383	430	92	131	48	124	120	92	83	85	114	889	80	49	20	
Weighted Total	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29	
Much more likely	5.7	2.7	3.0	1.1	2.8	8	6	3	1	1.7	1.5	6	1.9	1.6	2.2	1.8	1.3	1.1	5	4	6	1.9	2.2	5.0	1.8	3	5	3	1	5	3	4.5	8	3	1		
	5.5%	5.3%	5.6%	9.6%	15.6%	4.5%	3.0%	2.0%	0.5%	4.6%	5.8%	4.6%	6.6%	5.4%	6.3%	5.0%	3.6%	3.5%	8.0%	14.9%	9.4%	4.5%	5.6%	5.0%	13.3%	7.1%	4.0%	2.3%	3.2%	1.5%	5.2%	3.4%	5.2%	9.1%	5.6%	2.0%	
Slightly more likely	9.3	4.5	4.9	1.2	4.2	1.9	7	1.1	2	2.9	1.9	1.3	3.2	3.0	2.2	4.1	2.6	3.5	7	*	6	3.4	3.2	9	2.8	1	4	5	6	6	9	12	8.0	7	6	-	
	9.0%	8.8%	9.2%	10.5%	23.5%	11.4%	3.8%	7.2%	0.8%	7.8%	7.5%	10.1%	11.4%	9.9%	6.1%	11.6%	7.4%	10.6%	11.2%	1.2%	10.0%	8.1%	8.2%	9.8%	20.6%	3.2%	3.4%	3.6%	6.6%	8.6%	9.6%	13.6%	9.2%	7.8%	12.6%	-	
No more or less likely	24.8	14.9	9.9	3.8	2.6	3.6	4.4	3.9	6.5	10.7	6.3	2.4	5.5	7.6	7.8	8.5	9.9	6.6	2.0	2	1.2	1.1	7.2	8.2	2.6	2.5	1.3	1.5	3.6	2.5	2.1	2.7	1.5	2.0	2.2	1.3	9
	23.9%	29.4%	18.6%	32.0%	14.8%	21.1%	23.4%	26.2%	27.6%	28.5%	24.6%	18.4%	19.6%	25.0%	21.9%	23.9%	28.5%	20.0%	32.8%	6.6%	21.1%	28.0%	18.4%	27.1%	18.7%	29.7%	13.5%	25.1%	28.2%	27.7%	30.1%	17.8%	23.4%	24.7%	26.8%	31.6%	
Slightly less likely	1.68	7.4	9.5	1.5	2.3	2.8	3.2	2.3	4.9	5.7	4.2	2.4	4.5	4.9	6.4	5.1	7.0	5.3	3	5	1.2	6.3	7.3	1.6	1.5	8	2.2	2.5	1.7	1.3	1.8	1.6	1.4	1.2	6	2	
	16.2%	14.6%	17.8%	12.2%	12.7%	16.5%	17.1%	15.1%	20.9%	15.1%	16.7%	18.8%	16.1%	16.0%	18.1%	14.2%	20.1%	16.2%	5.5%	21.3%	19.9%	15.0%	18.6%	16.7%	11.1%	18.4%	19.2%	17.4%	18.9%	16.9%	19.6%	18.5%	17.1%	13.8%	11.6%	5.8%	
Much less likely	4.21	1.89	2.32	3.6	5.4	7.1	8.2	6.4	1.13	1.39	9.8	5.7	1.27	1.02	1.58	1.53	1.24	1.52	2.3	1.3	1.9	1.70	1.79	3.4	4.8	1.7	6.0	7.0	3.3	3.3	2.5	3.6	3.56	3.3	2.0	1.2	
	40.5%	37.4%	43.5%	30.2%	30.2%	41.8%	44.2%	42.7%	48.3%	37.3%	38.4%	44.6%	44.9%	33.3%	44.5%	43.0%	35.8%	46.5%	37.9%	53.5%	32.8%	40.3%	45.8%	35.7%	35.0%	40.4%	52.2%	49.3%	36.7%	44.7%	27.1%	42.1%	40.8%	38.1%	40.3%	40.1%	
Don't know	5.1	2.3	2.8	7	6	8	1.6	1.0	5	2.5	1.8	4	4	3.2	1.1	8	1.6	1.1	3	1	4	1.7	1.3	6	2	1	9	4	6	*	8	4	3.8	6	2	6	
	4.9%	4.5%	5.3%	5.5%	3.3%	4.7%	8.5%	6.8%	1.9%	6.6%	7.0%	3.5%	1.5%	10.4%	3.2%	2.2%	4.6%	3.3%	4.6%	2.6%	6.8%	4.0%	3.4%	5.8%	1.3%	1.3%	7.7%	2.5%	6.4%	0.6%	8.4%	4.5%	4.3%	6.5%	3.1%	20.5%	
SIGMA	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	



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Table 20
Q18. By Normal Weighting
Q18. If you knew that an organisation was guilty of negatively discriminating against people on the grounds of their race, sexuality, disability, nationality or age, to what extent would it make your more or less likely to do each of the following?
Apply to work for them
Base: All Respondents

	Sex		Age						Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1038	445	593	85	244	225	197	166	121	208	236	169	425	356	418	242	291	372	62	25	69	383	430	92	131	48	124	120	92	83	85	114	889	80	49	20	
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Much more likely	58	26	32	6	33	9	6	3	1	23	7	5	23	14	19	25	11	15	5	4	8	25	20	3	24	1	2	2	4	2	5	4	47	9	2	-	
	5.6%	5.1%	6.0%	5.2%	18.3%	5.4%	3.0%	2.3%	0.5%	6.2%	2.8%	3.9%	8.1%	4.8%	5.3%	6.9%	3.3%	4.7%	8.9%	16.1%	13.4%	5.9%	5.2%	2.8%	17.7%	2.9%	2.1%	1.3%	4.2%	2.6%	5.2%	5.2%	5.4%	10.3%	3.9%	-	
Slightly more likely	84	41	43	20	34	15	4	7	5	20	29	12	23	27	23	33	25	29	6	4	2	25	36	11	21	2	4	5	7	6	8	5	70	10	5	-	
	8.1%	8.2%	8.1%	16.5%	19.2%	8.6%	2.4%	4.4%	2.1%	5.4%	11.5%	9.3%	8.1%	8.9%	6.4%	9.4%	7.1%	8.9%	10.2%	15.3%	4.1%	5.9%	9.1%	11.9%	15.4%	5.0%	3.9%	3.3%	7.4%	7.6%	9.2%	6.4%	8.0%	11.1%	9.8%	-	
No more or less likely	199	111	88	31	26	30	41	29	42	84	44	21	50	61	73	55	70	63	12	-	13	89	57	18	22	12	13	22	19	16	30	16	168	13	9	9	
	19.2%	21.9%	16.6%	26.3%	14.4%	18.0%	22.0%	19.0%	18.0%	22.5%	17.3%	16.2%	17.8%	20.1%	20.6%	15.6%	20.1%	19.3%	19.8%	-	22.0%	21.0%	14.7%	19.1%	16.0%	28.3%	11.4%	15.8%	21.6%	21.4%	32.9%	18.3%	19.3%	14.4%	17.9%	31.6%	
Slightly less likely	144	77	66	16	17	25	27	21	37	51	36	21	35	45	46	51	59	34	9	2	9	54	61	16	10	8	18	19	13	13	11	11	119	16	8	1	
	13.8%	15.3%	12.5%	13.5%	9.6%	14.7%	14.3%	15.6%	13.7%	13.7%	14.3%	16.2%	12.5%	14.8%	13.0%	14.2%	17.1%	10.5%	14.8%	10.2%	14.9%	12.8%	15.5%	16.9%	7.4%	17.9%	15.7%	13.3%	14.7%	17.7%	12.2%	12.5%	13.7%	17.8%	15.3%	4.9%	
Much less likely	502	227	275	38	65	80	96	82	141	173	120	66	143	129	182	181	165	172	28	14	23	212	205	40	55	16	68	89	39	38	31	46	423	38	25	16	
	48.4%	44.9%	51.7%	32.2%	36.3%	47.1%	51.8%	54.6%	60.0%	46.4%	47.0%	52.0%	50.7%	42.4%	51.2%	50.9%	47.4%	52.5%	46.2%	56.0%	38.9%	50.4%	52.3%	41.7%	40.3%	37.3%	59.3%	62.9%	41.7%	40.3%	37.3%	59.3%	62.9%	53.8%	48.5%	43.8%	50.8%
Don't know	51	23	28	8	4	11	11	8	9	22	18	3	8	28	12	10	18	13	-	1	4	17	13	7	4	4	9	5	7	-	5	3	45	2	1	2	
	4.9%	4.6%	5.2%	6.4%	2.1%	6.3%	6.1%	5.6%	3.9%	5.9%	7.1%	2.4%	2.8%	9.1%	3.5%	2.9%	5.1%	4.0%	-	2.6%	6.8%	4.1%	3.2%	7.7%	3.2%	8.6%	7.6%	3.5%	8.1%	-	5.9%	3.9%	5.2%	2.7%	2.4%	8.2%	
SIGMA	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	



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Table 21
Q19. By Normal Weighting
Q19. Imagine a friend, colleague or family member said they were considering applying for a job with an organisation you knew was guilty of a form of discrimination.
How likely would you be to mention this to them?

Base: All Respondents

	Sex		Age					Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region													
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland
Unweighted Total	1038	445 593	85	244	225	197	166	121	208	236	169	425	356	418	242	291	372	62	25	69	383	430	92	131	48	124	120	92	83	85	114	889	80	49	20
Weighted Total	1038	506 532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29
Very likely	412	180 232	35	86	64	88	49	90	137	103	51	121	122	134	148	106	146	25	11	27	154	179	37	67	14	61	56	31	23	21	34	344	35	22	10
	39.7%	35.5% 43.6%	29.3%	48.2%	37.7%	47.3%	32.6%	38.3%	36.7%	40.4%	40.2%	42.7%	40.0%	37.7%	41.8%	30.6%	44.6%	40.7%	45.9%	45.8%	36.6%	45.7%	37.9%	49.2%	32.2%	53.2%	39.6%	35.1%	31.2%	23.5%	39.9%	39.5%	39.9%	44.7%	35.3%
Quite likely	362	195 167	39	56	70	52	57	89	121	83	54	104	98	128	124	135	120	23	6	17	152	142	40	43	18	32	47	30	30	37	29	307	32	15	8
	34.9%	38.6% 31.4%	32.7%	31.4%	41.1%	28.0%	37.8%	37.8%	32.4%	32.8%	42.4%	36.7%	32.0%	36.0%	34.9%	38.8%	36.5%	37.6%	24.1%	29.4%	36.1%	36.2%	41.6%	31.8%	43.4%	28.2%	33.4%	33.8%	40.1%	40.5%	33.6%	35.2%	36.1%	30.1%	28.4%
Not very likely	130	74 57	23	19	19	23	19	27	51	34	12	33	31	48	49	52	41	9	3	5	61	35	6	17	3	8	24	14	14	13	10	110	13	5	2
	12.5%	14.5% 10.6%	19.5%	10.4%	11.4%	12.4%	12.5%	11.5%	13.6%	13.5%	9.7%	11.6%	10.3%	13.6%	13.9%	14.9%	12.6%	14.1%	11.8%	8.6%	14.5%	9.1%	6.6%	12.3%	8.1%	7.0%	16.6%	15.9%	19.3%	14.4%	11.6%	12.6%	15.2%	9.6%	7.5%
Not at all likely	41	15 25	9	8	3	2	10	8	19	9	2	11	14	14	13	14	6	-	4	3	13	13	2	2	1	2	2	1	6	12	3	30	4	4	2
	3.9%	3.0% 4.8%	7.3%	4.6%	1.7%	1.3%	6.8%	3.5%	5.0%	3.5%	1.5%	4.0%	4.5%	3.8%	3.7%	4.1%	1.9%	-	18.2%	4.6%	3.0%	3.3%	2.1%	1.5%	1.6%	1.6%	1.1%	1.6%	7.5%	13.6%	3.2%	3.5%	5.1%	8.9%	5.5%
Don't know	93	42 51	13	9	14	21	15	21	46	25	8	14	40	31	20	40	14	5	-	7	41	22	11	7	6	12	13	12	1	7	10	80	3	3	7
	9.0%	8.3% 9.7%	11.2%	5.3%	8.1%	11.1%	10.2%	8.9%	12.4%	9.9%	6.3%	5.0%	13.1%	8.9%	5.7%	11.5%	4.4%	7.6%	-	11.6%	9.8%	5.6%	11.8%	5.2%	14.7%	10.1%	9.3%	13.6%	1.9%	8.0%	11.7%	9.2%	3.7%	6.7%	23.3%
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	100.0%	100.0% 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 22
Q20. By Normal Weighting
Q20. If you knew that an organisation took practical and proactive steps to being an equal opportunities employer, to what extent would it make your more or less likely to do each of the following?
Apply to work for them
Base: All Respondents

	Sex		Age					Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1038	445	593	85	244	225	197	166	121	208	236	169	425	356	418	242	291	372	62	25	69	383	430	92	131	48	124	120	92	83	85	114	889	80	49	20
Weighted Total	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29
Much more likely	352	136	216	39	70	60	77	42	64	110	94	47	100	100	125	118	84	115	27	9	22	114	160	33	55	11	43	46	29	21	24	31	292	27	19	14
	33.9%	26.9%	40.5%	32.8%	39.4%	35.7%	41.2%	27.6%	27.1%	29.5%	36.9%	37.0%	35.5%	32.9%	35.2%	33.2%	24.2%	35.2%	44.9%	38.6%	36.7%	27.0%	40.9%	34.5%	40.6%	24.7%	37.2%	32.2%	32.8%	27.9%	25.9%	36.4%	33.5%	31.1%	37.2%	47.3%
Slightly more likely	305	149	156	29	65	49	50	46	65	101	73	44	87	84	102	114	122	92	17	8	16	145	108	20	49	13	31	45	29	19	26	25	257	29	14	5
	29.4%	29.4%	29.3%	24.1%	36.6%	29.0%	27.1%	30.6%	27.7%	26.9%	28.6%	34.7%	30.8%	27.7%	28.6%	32.0%	35.2%	28.1%	27.7%	32.3%	27.0%	34.4%	27.7%	20.8%	35.8%	31.0%	26.7%	31.9%	33.2%	24.8%	28.9%	29.4%	29.5%	32.8%	27.2%	17.7%
No more or less likely	281	170	111	34	27	44	43	46	86	117	61	29	74	77	100	95	113	82	14	4	16	125	91	32	26	11	31	38	24	30	26	19	236	27	11	8
	27.1%	33.6%	20.9%	29.0%	15.2%	25.9%	23.3%	30.7%	36.8%	31.4%	24.0%	22.7%	26.2%	25.3%	28.2%	26.7%	32.6%	25.0%	23.2%	14.8%	26.9%	29.6%	23.3%	33.4%	19.0%	24.9%	26.9%	26.6%	40.2%	28.3%	22.6%	27.1%	30.6%	21.5%	26.8%	
Slightly less likely	32	14	17	8	7	6	3	4	3	10	10	4	9	8	15	9	10	12	*	3	1	8	10	1	5	3	2	1	2	4	5	2	26	3	3	-
	3.0%	2.8%	3.3%	6.7%	4.0%	3.4%	1.6%	2.8%	1.4%	2.5%	3.8%	2.8%	3.1%	2.5%	4.2%	2.6%	2.8%	3.6%	0.6%	11.8%	2.5%	2.0%	2.5%	0.6%	4.0%	8.0%	2.0%	1.0%	1.9%	5.1%	6.0%	1.8%	3.0%	3.3%	5.8%	-
Much less likely	36	23	13	5	4	3	6	5	13	21	7	2	6	13	10	13	7	19	2	-	1	12	17	1	-	3	5	9	1	2	5	6	31	*	4	-
	3.5%	4.6%	2.4%	4.5%	2.3%	1.6%	3.2%	3.4%	5.4%	5.6%	2.6%	1.8%	2.1%	4.2%	2.9%	3.6%	2.0%	5.7%	3.0%	-	1.2%	2.8%	4.4%	1.4%	-	7.0%	4.6%	6.0%	1.1%	2.1%	5.0%	7.3%	3.6%	0.4%	8.3%	-
Don't know	33	14	19	4	4	8	7	7	4	15	11	1	6	23	3	7	11	8	*	1	3	18	5	9	1	2	3	3	4	-	5	2	29	2	-	2
	3.2%	2.7%	3.6%	3.0%	2.4%	4.5%	3.5%	4.8%	1.5%	4.0%	4.1%	1.0%	2.2%	7.5%	0.9%	1.9%	3.1%	2.4%	0.7%	2.6%	5.7%	4.2%	1.2%	9.4%	0.5%	4.2%	2.5%	2.2%	4.3%	-	5.9%	2.5%	3.3%	1.8%	-	8.2%
SIGMA	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Issues Poll
Prepared on behalf of the GMB

9 Mar 2018

Table 23
Q21. By Normal Weighting
Q21. If you knew that an organisation took practical and proactive steps to being an equal opportunities employer, to what extent would it make your more or less likely to do each of the following?
Buy products and services from them
Base: All Respondents

	Sex		Age					Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1038	445	593	85	244	225	197	166	121	208	236	169	425	356	418	242	291	372	62	25	69	383	430	92	131	48	124	120	92	83	85	114	889	80	49	20
Weighted Total	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29
Much more likely	341	138	203	36	74	56	69	41	65	115	79	45	102	91	124	119	85	106	24	10	23	125	141	31	57	12	42	52	26	18	21	24	284	26	18	14
	32.9%	27.4%	38.1%	30.1%	41.5%	33.2%	37.0%	27.5%	27.6%	30.7%	31.0%	35.4%	36.3%	29.8%	34.7%	33.5%	24.6%	32.5%	39.7%	41.4%	38.7%	29.7%	36.1%	32.6%	42.1%	27.5%	36.7%	36.3%	29.6%	23.6%	23.7%	28.5%	32.5%	29.8%	35.5%	47.4%
Slightly more likely	306	148	158	34	54	46	49	47	75	104	78	40	83	96	107	98	104	111	17	11	18	129	128	25	45	13	32	33	30	26	29	23	256	33	11	5
	29.4%	29.2%	29.7%	28.9%	30.5%	27.3%	26.3%	31.3%	31.8%	27.7%	30.7%	31.7%	29.6%	31.6%	30.1%	27.6%	29.8%	34.0%	28.1%	44.3%	30.5%	30.7%	32.8%	26.0%	32.9%	30.4%	27.6%	23.5%	34.4%	34.9%	31.7%	26.5%	29.4%	38.0%	22.6%	17.6%
No more or less likely	295	170	125	35	35	49	53	45	78	114	70	36	76	80	96	109	134	70	18	-	13	130	89	31	26	14	29	44	24	28	29	27	253	18	16	8
	28.4%	33.6%	23.4%	29.3%	19.5%	29.0%	28.7%	29.7%	33.1%	30.5%	27.3%	27.9%	26.8%	26.3%	27.1%	30.7%	38.6%	21.4%	29.1%	-	22.4%	30.7%	22.8%	32.5%	19.5%	32.0%	25.6%	31.2%	27.5%	37.6%	31.4%	31.2%	29.0%	20.9%	31.4%	26.8%
Slightly less likely	30	13	17	5	6	7	3	6	4	8	10	2	10	6	12	12	8	13	-	3	1	11	12	-	6	3	4	1	4	2	3	3	25	4	-	-
	2.9%	2.6%	3.2%	3.8%	3.2%	4.0%	1.6%	3.9%	1.7%	2.3%	3.9%	1.5%	3.4%	1.9%	3.4%	3.3%	2.4%	4.0%	-	11.8%	1.5%	2.6%	3.0%	-	4.5%	7.5%	3.4%	0.7%	4.3%	2.3%	2.8%	3.4%	2.9%	5.0%	0.8%	-
Much less likely	35	24	12	3	4	3	5	6	14	21	6	3	6	12	13	11	5	23	1	-	1	14	15	2	*	1	5	9	-	1	3	5	27	4	5	-
	3.4%	4.7%	2.2%	2.5%	2.5%	2.0%	2.8%	3.7%	5.8%	5.7%	2.3%	2.0%	2.0%	3.8%	3.6%	3.1%	1.4%	7.0%	2.4%	-	1.2%	3.3%	3.9%	2.4%	0.2%	2.7%	4.6%	6.0%	-	1.6%	3.2%	3.9%	5.7%	3.0%	4.5%	9.8%
Don't know	31	13	18	6	5	8	7	6	-	12	12	2	5	20	4	6	11	4	*	1	3	13	5	6	1	-	2	3	4	-	7	4	27	2	-	2
	3.0%	2.6%	3.4%	5.3%	2.8%	4.5%	3.5%	3.9%	-	3.1%	4.8%	1.6%	1.9%	6.6%	1.0%	1.8%	3.1%	1.2%	0.7%	2.6%	5.7%	3.0%	1.2%	6.6%	0.8%	-	2.1%	2.2%	4.3%	-	7.2%	4.7%	3.1%	1.8%	-	8.2%
SIGMA	1038	506	532	119	178	169	186	151	235	374	254	128	282	305	356	355	347	328	61	25	59	422	391	97	136	42	114	142	89	75	91	86	872	88	50	29
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

	Page	Table	Title	Base Description	Base
	4	1	Q1. If there were to be another general election, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?	Base: All Respondents	1038
	5	2	Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote	976
	6	3	Q2. Voting Intention Table - By Normal Weighting and LTV Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote	976
	7	4	Q2. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote with undecided and refused removed	828
	8	5	Q3. In 2007/8, there was a financial crisis, known as the 'Global Financial Crisis', which began as a crisis in the mortgage market in the USA, but became an international banking crisis due to excessive risk-taking by global investment banks including the banks operating in the UK. Which of the following is closest to your view?	Base: All Respondents	1038
	9	6	Q4. There have been cuts to public spending and services in the UK since 2010. Do you think that the level of public spending cuts has gone...?	Base: All Respondents	1038
	10	7	Q5. Which of the following is closest to your view? Do you think that the level of public spending cuts has gone...?	Base: All Respondents	1038
	11	8	Q6. Considering public services that have been outsourced to the private sector, which of the following is is closest to your view?	Base: All Respondents	1038
	12	9	Q7. Thinking about your own finances and the 12 months ahead, to what extent do you feel optimistic or pessimistic about your personal finances?	Base: All Respondents	1038
	13	10	Q8. A recession is defined as a period where the size of the economy (GDP) contracts for two consecutive quarters (6 months). Thinking about what you may have seen or heard, how likely do you think it is that the UK economy will experience a recession in the next two years?	Base: All Respondents	1038

	Page	Table	Title	Base Description	Base
	14	11	Q9. The government is about to begin the process of contracting the purchase of three new support ships for the Royal Navy. The government has the power to choose between an international bidding process, which would enable a company from outside the UK to produce these vessels or or can award the contract to a bidder solely from the UK due to Royal Navy ship building having sensitive security considerations. Which of the following is closest to your view?	Base: All Respondents	1038
	15	12	Q10. Thinking about contracts for the UK's armed forces in general, which of the following statements is closest to your view?	Base: All Respondents	1038
	16	13	Q11. When the UK Government's negotiations over the terms of Britain's exit from the EU are complete, would you support or oppose holding a referendum asking the public if they will accept or reject the deal?	Base: All Respondents	1038
	17	14	Q12. To what extent do you think that it's likely or unlikely that, after the UK's exit from the EU, a Conservative Government would spend an extra £350m a week on the NHS?	Base: All Respondents	1038
	18	15	Q13. Which of the following is closest to your view?	Base: All Respondents	1038
	19	16	Q14. To what extent do you agree or disagree with the following statement? "The government has put people's jobs, wages and living standards as a top priority in its Brexit negotiations"	Base: All Respondents	1038
	20	17	Q15. To what extent do you agree or disagree with the following statement? "Brexit is distracting the government from addressing other important issues facing the country"	Base: All Respondents	1038
	21	18	Q16. When the UK Government's negotiations over the terms of Britain's exit from the EU are complete, which of the following options would you prefer to decide whether the UK should accept or reject the deal?	Base: All Respondents	1038
	22	19	Q17. If you knew that an organisation was guilty of negatively discriminating against people on the grounds of their race, sexuality, disability, nationality or age, to what extent would it make your more or less likely to do each of the following? Buy products and services from them	Base: All Respondents	1038

	Page	Table	Title	Base Description	Base
	23	20	Q18. If you knew that an organisation was guilty of negatively discriminating against people on the grounds of their race, sexuality, disability, nationality or age, to what extent would it make your more or less likely to do each of the following? Apply to work for them	Base: All Respondents	1038
	24	21	Q19. Imagine a friend, colleague or family member said they were considering applying for a job with an organisation you knew was guilty of a form of discrimination. How likely would you be to mention this to them?	Base: All Respondents	1038
	25	22	Q20. If you knew that an organisation took practical and proactive steps to being an equal opportunities employer, to what extent would it make your more or less likely to do each of the following? Apply to work for them	Base: All Respondents	1038
	26	23	Q21. If you knew that an organisation took practical and proactive steps to being an equal opportunities employer, to what extent would it make your more or less likely to do each of the following? Buy products and services from them	Base: All Respondents	1038