# Corporations and Culture Poll

PeoplePolling

## About the Survey

*Client:* Policy Exchange

*Fieldwork Period:* February 7, 2023

*Sampling Method:* Online

*Population Sampled:* All adults (18+) in Great Britain

*Sample Size:* 1,169

*Data Collection:* The data is acquired from a panel provider offering participants the chance to win money. The sampling relies on an online quota approach. Specifically, participants are sampled to meet Office of National Statistics quotas for gender, age, region, socio-economic group, vote in the 2019 general election, and vote in the 2016 Brexit referendum. No criteria are used to over- or undersample respondents. To ensure the polling is representative of the target population, we use official and reliable data sources to match the sample to demographic population targets.

*Weighting:* The sample has been weighted to be representative of the population on the following variables: gender, age, socio-economic group, region, vote in the 2019 General Elections and 2016 Brexit referendum vote.

*Contact:* info@peoplepolling.org

*Additional Information:* PeoplePolling is a member of the British Polling Council (BPC) and abides by its rules.

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## Q1. Please indicate if you agree or disagree with the following statement: "Companies should be able to refuse to do business with customers who hold political beliefs they disagree with."

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Completely agree | **6%** | 4% | 9% | 7% | 6% | 7% | 7% | 8% | 5% | 7% | 7% | 5% | 6% | 6% | 7% | 7% | 7% | 7% | 10% | 7% | 7% |
| Somewhat agree | **14%** | 13% | 15% | 16% | 15% | 12% | 13% | 16% | 16% | 10% | 12% | 17% | 14% | 12% | 15% | 10% | 15% | 17% | 22% | 12% | 17% |
| Somewhat disagree | **15%** | 17% | 13% | 20% | 14% | 13% | 15% | 16% | 19% | 12% | 11% | 15% | 13% | 18% | 13% | 16% | 13% | 19% | 21% | 11% | 19% |
| Completely disagree | **34%** | 27% | 41% | 22% | 30% | 34% | 45% | 30% | 31% | 40% | 35% | 35% | 34% | 32% | 34% | 35% | 39% | 33% | 22% | 43% | 28% |
| Prefer not to say | **10%** | 12% | 7% | 15% | 10% | 12% | 4% | 11% | 8% | 11% | 10% | 9% | 11% | 11% | 6% | 13% | 6% | 8% | 7% | 8% | 8% |
| Don't know | **21%** | 27% | 15% | 19% | 25% | 22% | 16% | 19% | 20% | 20% | 26% | 20% | 22% | 21% | 24% | 19% | 20% | 18% | 19% | 19% | 19% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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## Q2. Please indicate if you agree or disagree with the following statement: "Companies should be able to demand their employees declare their gender pronouns (e.g., he/him, she/her, they/them)."

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Completely agree | **7%** | 5% | 10% | 4% | 4% | 8% | 14% | 5% | 5% | 9% | 11% | 5% | 7% | 8% | 5% | 10% | 12% | 3% | 5% | 12% | 5% |
| Somewhat agree | **9%** | 10% | 7% | 11% | 6% | 7% | 12% | 8% | 9% | 7% | 10% | 11% | 7% | 8% | 10% | 9% | 9% | 8% | 13% | 10% | 8% |
| Somewhat disagree | **13%** | 15% | 11% | 15% | 14% | 13% | 10% | 15% | 16% | 13% | 8% | 19% | 12% | 10% | 14% | 11% | 11% | 16% | 23% | 10% | 18% |
| Completely disagree | **45%** | 41% | 50% | 44% | 46% | 45% | 46% | 50% | 49% | 43% | 38% | 43% | 45% | 47% | 45% | 44% | 46% | 54% | 42% | 45% | 46% |
| Prefer not to say | **9%** | 11% | 7% | 15% | 10% | 8% | 5% | 8% | 7% | 13% | 9% | 7% | 11% | 11% | 5% | 9% | 6% | 6% | 2% | 8% | 6% |
| Don't know | **17%** | 19% | 15% | 12% | 20% | 19% | 12% | 15% | 15% | 16% | 23% | 15% | 17% | 16% | 20% | 18% | 15% | 13% | 14% | 15% | 16% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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## Q3. The company Ben & Jerry's has campaigned against the Government's immigration policies. To what extent, if at all, do you support companies publicly campaigning against government policies?

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Strongly support | **14%** | 12% | 15% | 23% | 14% | 12% | 11% | 20% | 11% | 10% | 13% | 18% | 11% | 17% | 10% | 14% | 3% | 30% | 15% | 7% | 22% |
| Support | **21%** | 20% | 23% | 24% | 27% | 18% | 15% | 25% | 28% | 15% | 15% | 23% | 23% | 17% | 25% | 17% | 14% | 32% | 39% | 12% | 31% |
| Oppose | **10%** | 9% | 10% | 8% | 5% | 9% | 19% | 9% | 8% | 12% | 11% | 13% | 8% | 8% | 11% | 11% | 14% | 6% | 8% | 15% | 7% |
| Strongly oppose | **12%** | 7% | 18% | 6% | 7% | 16% | 22% | 8% | 12% | 18% | 12% | 15% | 13% | 11% | 11% | 12% | 26% | 5% | 6% | 25% | 5% |
| Prefer not to say | **11%** | 13% | 8% | 14% | 11% | 12% | 7% | 10% | 10% | 14% | 11% | 7% | 12% | 14% | 7% | 13% | 8% | 7% | 2% | 10% | 8% |
| Don't know | **32%** | 39% | 25% | 26% | 37% | 34% | 25% | 27% | 31% | 32% | 39% | 25% | 33% | 33% | 36% | 33% | 34% | 20% | 29% | 31% | 26% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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## Q4. To what extent, if at all, do you support companies firing employees because they have shared controversial but legal beliefs on social media, outside of working hours?

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Strongly support | **2%** | 2% | 3% | 5% | 2% | 2% | 3% | 4% | 1% | 3% | 3% | 3% | 2% | 2% | 3% | 1% | 3% | 2% | 2% | 3% | 2% |
| Support | **10%** | 9% | 10% | 10% | 9% | 9% | 9% | 10% | 9% | 8% | 11% | 13% | 9% | 8% | 10% | 8% | 9% | 13% | 13% | 7% | 13% |
| Oppose | **22%** | 21% | 23% | 24% | 20% | 20% | 27% | 25% | 25% | 21% | 17% | 20% | 20% | 21% | 26% | 20% | 26% | 21% | 27% | 20% | 24% |
| Strongly oppose | **30%** | 21% | 40% | 19% | 27% | 34% | 37% | 26% | 30% | 34% | 32% | 25% | 32% | 32% | 28% | 35% | 35% | 31% | 24% | 37% | 26% |
| Prefer not to say | **10%** | 11% | 8% | 13% | 10% | 11% | 7% | 9% | 8% | 13% | 11% | 8% | 11% | 12% | 6% | 13% | 6% | 6% | 6% | 9% | 7% |
| Don't know | **26%** | 34% | 18% | 29% | 32% | 23% | 17% | 26% | 28% | 22% | 27% | 31% | 25% | 25% | 27% | 23% | 21% | 27% | 28% | 23% | 28% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

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## Q5. Please indicate if you agree or disagree with the following statement: "Employees should not be discriminated against because of political beliefs they express at work."

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Completely agree | **31%** | 22% | 40% | 30% | 24% | 34% | 38% | 25% | 31% | 34% | 32% | 31% | 33% | 28% | 32% | 29% | 33% | 33% | 28% | 36% | 29% |
| Somewhat agree | **23%** | 26% | 20% | 17% | 23% | 24% | 26% | 24% | 27% | 20% | 20% | 22% | 20% | 23% | 26% | 26% | 28% | 25% | 29% | 24% | 25% |
| Somewhat disagree | **13%** | 13% | 12% | 18% | 13% | 10% | 12% | 17% | 11% | 12% | 11% | 16% | 12% | 13% | 11% | 14% | 12% | 15% | 19% | 10% | 15% |
| Completely disagree | **5%** | 3% | 7% | 4% | 5% | 4% | 8% | 5% | 5% | 7% | 5% | 3% | 5% | 7% | 5% | 3% | 6% | 5% | 3% | 6% | 5% |
| Prefer not to say | **9%** | 11% | 7% | 15% | 10% | 10% | 6% | 9% | 8% | 12% | 9% | 8% | 11% | 11% | 6% | 13% | 6% | 6% | 5% | 9% | 7% |
| Don't know | **19%** | 25% | 13% | 16% | 25% | 19% | 10% | 20% | 18% | 15% | 22% | 20% | 20% | 17% | 21% | 16% | 14% | 17% | 17% | 16% | 19% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

## Q6. If you have to choose one, which statement comes closest to your view?

| | | Gender | | Age Group | | | | Social Grade | | | | Region | | | | | General Elections 2019 | | | Brexit Ref 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | National | Female | Male | 18-24 | 25-49 | 50-64 | 65+ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | **1169** | 605 | 564 | 89 | 506 | 301 | 273 | 269 | 364 | 246 | 290 | 131 | 360 | 299 | 280 | 99 | 354 | 254 | 96 | 437 | 427 |
| Weighted | **1169** | 605 | 564 | 124 | 482 | 287 | 276 | 277 | 362 | 242 | 288 | 165 | 314 | 318 | 272 | 100 | 344 | 257 | 97 | 423 | 431 |
| Companies primarily make political statements because they want free publicity | **23%** | 22% | 25% | 30% | 23% | 22% | 23% | 27% | 27% | 22% | 16% | 22% | 24% | 24% | 21% | 27% | 30% | 23% | 17% | 28% | 21% |
| Companies primarily make political statements because they genuinely believe in them | **10%** | 9% | 12% | 13% | 9% | 9% | 12% | 14% | 12% | 7% | 7% | 14% | 9% | 9% | 12% | 9% | 8% | 16% | 22% | 6% | 16% |
| Companies primarily make political statements because they want to distract from bad behaviour (e.g. not paying sufficient tax) | **20%** | 16% | 25% | 19% | 18% | 19% | 26% | 17% | 17% | 25% | 24% | 24% | 23% | 18% | 18% | 20% | 23% | 24% | 21% | 22% | 20% |
| Prefer not to say | **11%** | 12% | 9% | 15% | 10% | 13% | 6% | 10% | 8% | 14% | 11% | 7% | 12% | 13% | 6% | 14% | 7% | 7% | 8% | 11% | 7% |
| Don't know | **36%** | 42% | 29% | 23% | 40% | 37% | 33% | 32% | 35% | 32% | 43% | 33% | 32% | 36% | 44% | 31% | 33% | 30% | 33% | 33% | 36% |
| Total | **100%** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |