

# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          | Ethnicity |    |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-----------|----|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales     | NI | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48        | 37 | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52        | 29 | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If it were easier to buy a home

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 19        | 19        | 19        | 38        | 33        | 22        | 13        | 11        | 10        | 11        | 20        | 19        | 28        | 17        | 23        | 17        | 21        | 10        | 17        | 19        | 25        |
| Somewhat more favourable    | 28        | 30        | 27        | 34        | 34        | 34        | 29        | 23        | 18        | 26        | 31        | 27        | 25        | 30        | 31        | 28        | 20        | 31        | 27        | 28        | 30        |
| Would make no difference    | 42        | 43        | 41        | 15        | 22        | 30        | 45        | 61        | 62        | 54        | 40        | 43        | 36        | 45        | 32        | 42        | 48        | 47        | 48        | 43        | 34        |
| Somewhat less favourable    | 1         | 2         | 1         | 4         | 1         | 2         | 2         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 2         | 0         | 2         | 5         | 1         | 3         |
| Much less favourable        | 1         | 1         | 1         | 4         | 2         | 2         | 1         | 1         | 1         | 0         | 1         | 1         | 5         | 1         | 1         | 0         | 2         | 2         | 0         | 1         | 3         |
| Not sure                    | 8         | 6         | 10        | 6         | 9         | 10        | 10        | 4         | 9         | 9         | 7         | 9         | 3         | 7         | 11        | 10        | 10        | 8         | 3         | 8         | 6         |
| <b>SUB: MORE FAVOURABLE</b> | <b>47</b> | <b>49</b> | <b>46</b> | <b>72</b> | <b>67</b> | <b>56</b> | <b>42</b> | <b>34</b> | <b>28</b> | <b>37</b> | <b>51</b> | <b>46</b> | <b>53</b> | <b>47</b> | <b>54</b> | <b>45</b> | <b>41</b> | <b>41</b> | <b>44</b> | <b>47</b> | <b>55</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

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|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 19        | 18        | 25        | 17        | 16        | 13        | 18        | 22        | 14        | 13        | 21        | 19        | 18        | 23        | 15        | 22        | 27        | 18        | 14        | 19        | 23        |
| Somewhat more favourable    | 28        | 28        | 31        | 38        | 23        | 30        | 27        | 29        | 42        | 24        | 28        | 34        | 23        | 26        | 27        | 33        | 29        | 23        | 21        | 31        | 29        |
| Would make no difference    | 42        | 47        | 34        | 42        | 51        | 43        | 48        | 39        | 41        | 52        | 32        | 40        | 48        | 29        | 49        | 38        | 32        | 43        | 40        | 42        | 42        |
| Somewhat less favourable    | 1         | 0         | 2         | 0         | 3         | 1         | 0         | 2         | 0         | 2         | 3         | 1         | 1         | 2         | 2         | 1         | 2         | 1         | 2         | 1         | 1         |
| Much less favourable        | 1         | 0         | 2         | 0         | 2         | 1         | 0         | 2         | 0         | 3         | 2         | 1         | 2         | 2         | 1         | 1         | 1         | 3         | 3         | 1         | 1         |
| Not sure                    | 8         | 7         | 5         | 4         | 6         | 13        | 7         | 6         | 3         | 7         | 13        | 5         | 8         | 17        | 6         | 5         | 10        | 12        | 19        | 6         | 3         |
| <b>SUB: MORE FAVOURABLE</b> | <b>47</b> | <b>46</b> | <b>56</b> | <b>55</b> | <b>39</b> | <b>43</b> | <b>45</b> | <b>51</b> | <b>56</b> | <b>37</b> | <b>49</b> | <b>53</b> | <b>41</b> | <b>49</b> | <b>42</b> | <b>55</b> | <b>56</b> | <b>41</b> | <b>35</b> | <b>50</b> | <b>52</b> |

Base: Eligible voters. Weighting: Normal.

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Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          | Ethnicity |    |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-----------|----|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales     | NI | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48        | 37 | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52        | 29 | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If wages increased every year

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 25        | 27        | 23        | 41        | 40        | 35        | 24        | 13        | 12        | 9         | 24        | 26        | 32        | 21        | 29        | 24        | 26        | 26        | 32        | 24        | 31        |
| Somewhat more favourable    | 35        | 35        | 36        | 36        | 34        | 38        | 36        | 40        | 33        | 30        | 37        | 34        | 40        | 35        | 35        | 34        | 34        | 38        | 40        | 35        | 35        |
| Would make no difference    | 30        | 31        | 29        | 12        | 15        | 16        | 27        | 42        | 48        | 51        | 29        | 30        | 19        | 37        | 25        | 30        | 29        | 26        | 25        | 31        | 21        |
| Somewhat less favourable    | 2         | 2         | 2         | 2         | 1         | 3         | 3         | 0         | 1         | 1         | 3         | 1         | 2         | 2         | 1         | 2         | 1         | 0         | 0         | 1         | 5         |
| Much less favourable        | 1         | 1         | 2         | 4         | 2         | 1         | 2         | 0         | 1         | 0         | 1         | 2         | 3         | 0         | 2         | 2         | 2         | 0         | 3         | 1         | 3         |
| Not sure                    | 7         | 4         | 10        | 5         | 9         | 8         | 8         | 4         | 5         | 8         | 6         | 7         | 3         | 5         | 9         | 9         | 8         | 9         | 0         | 7         | 6         |
| <b>SUB: MORE FAVOURABLE</b> | <b>60</b> | <b>62</b> | <b>59</b> | <b>77</b> | <b>74</b> | <b>73</b> | <b>60</b> | <b>53</b> | <b>45</b> | <b>39</b> | <b>61</b> | <b>60</b> | <b>72</b> | <b>56</b> | <b>64</b> | <b>58</b> | <b>60</b> | <b>64</b> | <b>72</b> | <b>59</b> | <b>66</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

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If wages increased every year

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 25        | 20        | 33        | 24        | 26        | 18        | 21        | 30        | 27        | 25        | 23        | 25        | 25        | 22        | 17        | 29        | 33        | 29        | 21        | 25        | 28        |
| Somewhat more favourable    | 35        | 36        | 37        | 38        | 34        | 38        | 35        | 36        | 41        | 33        | 35        | 39        | 32        | 37        | 37        | 38        | 32        | 30        | 29        | 39        | 34        |
| Would make no difference    | 30        | 37        | 22        | 33        | 29        | 34        | 38        | 26        | 29        | 34        | 23        | 28        | 34        | 22        | 37        | 27        | 24        | 26        | 29        | 29        | 32        |
| Somewhat less favourable    | 2         | 1         | 2         | 0         | 3         | 0         | 1         | 1         | 0         | 1         | 4         | 1         | 2         | 3         | 2         | 1         | 2         | 2         | 2         | 1         | 3         |
| Much less favourable        | 1         | 1         | 1         | 2         | 2         | 1         | 1         | 1         | 0         | 3         | 3         | 2         | 1         | 1         | 1         | 1         | 2         | 1         | 3         | 1         | 1         |
| Not sure                    | 7         | 5         | 5         | 4         | 5         | 9         | 5         | 6         | 3         | 5         | 12        | 4         | 6         | 15        | 6         | 4         | 7         | 12        | 17        | 5         | 3         |
| <b>SUB: MORE FAVOURABLE</b> | <b>60</b> | <b>56</b> | <b>70</b> | <b>62</b> | <b>60</b> | <b>56</b> | <b>56</b> | <b>66</b> | <b>68</b> | <b>58</b> | <b>58</b> | <b>64</b> | <b>57</b> | <b>59</b> | <b>54</b> | <b>67</b> | <b>65</b> | <b>59</b> | <b>50</b> | <b>64</b> | <b>62</b> |

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|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-------|-----------|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales | NI        | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48    | 37        | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52    | 29        | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If there were less of a difference in wealth between rich and poor people

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 32        | 32        | 31        | 35        | 36        | 40        | 32        | 30        | 22        | 24        | 37        | 29        | 39        | 27        | 31        | 35        | 31        | 27        | 33        | 31        | 36        |
| Somewhat more favourable    | 33        | 33        | 33        | 32        | 29        | 32        | 32        | 34        | 39        | 36        | 31        | 35        | 33        | 33        | 34        | 31        | 38        | 35        | 37        | 33        | 34        |
| Would make no difference    | 24        | 27        | 22        | 22        | 18        | 20        | 23        | 28        | 30        | 32        | 23        | 25        | 20        | 30        | 21        | 21        | 22        | 29        | 25        | 25        | 19        |
| Somewhat less favourable    | 3         | 2         | 4         | 5         | 6         | 1         | 4         | 4         | 1         | 1         | 4         | 3         | 4         | 4         | 5         | 2         | 2         | 0         | 5         | 3         | 4         |
| Much less favourable        | 0         | 1         | 0         | 1         | 0         | 0         | 1         | 0         | 1         | 0         | 0         | 0         | 0         | 0         | 0         | 1         | 0         | 2         | 0         | 0         | 1         |
| Not sure                    | 7         | 5         | 9         | 5         | 11        | 7         | 8         | 5         | 6         | 6         | 6         | 8         | 4         | 6         | 9         | 10        | 8         | 7         | 0         | 7         | 6         |
| <b>SUB: MORE FAVOURABLE</b> | <b>65</b> | <b>65</b> | <b>64</b> | <b>67</b> | <b>65</b> | <b>72</b> | <b>64</b> | <b>64</b> | <b>61</b> | <b>60</b> | <b>68</b> | <b>64</b> | <b>72</b> | <b>60</b> | <b>65</b> | <b>66</b> | <b>69</b> | <b>62</b> | <b>70</b> | <b>64</b> | <b>70</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
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|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 32        | 23        | 43        | 34        | 35        | 19        | 25        | 41        | 37        | 31        | 29        | 35        | 30        | 27        | 28        | 33        | 37        | 33        | 22        | 31        | 39        |
| Somewhat more favourable    | 33        | 30        | 34        | 40        | 34        | 39        | 31        | 37        | 35        | 33        | 30        | 35        | 33        | 33        | 37        | 31        | 28        | 35        | 34        | 35        | 30        |
| Would make no difference    | 24        | 38        | 16        | 21        | 21        | 26        | 36        | 14        | 22        | 26        | 23        | 22        | 28        | 18        | 27        | 28        | 23        | 15        | 23        | 24        | 26        |
| Somewhat less favourable    | 3         | 3         | 3         | 1         | 3         | 5         | 3         | 3         | 3         | 2         | 5         | 3         | 3         | 6         | 3         | 3         | 3         | 4         | 4         | 4         | 2         |
| Much less favourable        | 0         | 0         | 0         | 0         | 1         | 1         | 0         | 0         | 0         | 1         | 0         | 1         | 0         | 0         | 0         | 0         | 1         | 0         | 0         | 0         | 0         |
| Not sure                    | 7         | 5         | 4         | 4         | 5         | 11        | 5         | 6         | 3         | 6         | 12        | 5         | 6         | 16        | 5         | 4         | 7         | 13        | 17        | 6         | 3         |
| <b>SUB: MORE FAVOURABLE</b> | <b>65</b> | <b>53</b> | <b>77</b> | <b>74</b> | <b>69</b> | <b>58</b> | <b>56</b> | <b>78</b> | <b>72</b> | <b>64</b> | <b>59</b> | <b>70</b> | <b>63</b> | <b>60</b> | <b>65</b> | <b>64</b> | <b>65</b> | <b>68</b> | <b>56</b> | <b>66</b> | <b>69</b> |

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Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business relied less on immigration

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 19        | 19        | 20        | 19        | 23        | 16        | 19        | 23        | 20        | 14        | 17        | 21        | 17        | 17        | 23        | 23        | 16        | 16        | 14        | 20        | 15        |
| Somewhat more favourable    | 25        | 24        | 27        | 28        | 18        | 33        | 23        | 26        | 24        | 28        | 25        | 26        | 22        | 26        | 26        | 24        | 24        | 29        | 36        | 26        | 24        |
| Would make no difference    | 40        | 44        | 36        | 33        | 33        | 35        | 45        | 43        | 46        | 43        | 45        | 37        | 44        | 43        | 35        | 34        | 48        | 44        | 35        | 40        | 44        |
| Somewhat less favourable    | 4         | 3         | 5         | 11        | 5         | 5         | 3         | 3         | 1         | 1         | 4         | 4         | 6         | 4         | 4         | 5         | 1         | 4         | 7         | 4         | 6         |
| Much less favourable        | 2         | 3         | 2         | 2         | 4         | 1         | 1         | 2         | 2         | 5         | 2         | 2         | 3         | 2         | 3         | 1         | 1         | 0         | 6         | 2         | 5         |
| Not sure                    | 9         | 7         | 11        | 8         | 16        | 9         | 10        | 3         | 7         | 9         | 7         | 10        | 8         | 8         | 9         | 11        | 9         | 7         | 3         | 9         | 7         |
| <b>SUB: MORE FAVOURABLE</b> | <b>44</b> | <b>43</b> | <b>47</b> | <b>47</b> | <b>41</b> | <b>49</b> | <b>42</b> | <b>49</b> | <b>44</b> | <b>42</b> | <b>42</b> | <b>47</b> | <b>39</b> | <b>43</b> | <b>49</b> | <b>47</b> | <b>40</b> | <b>45</b> | <b>50</b> | <b>46</b> | <b>39</b> |

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|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 19        | 19        | 22        | 12        | 23        | 11        | 20        | 20        | 7         | 22        | 18        | 13        | 27        | 17        | 20        | 17        | 16        | 25        | 20        | 14        | 27        |
| Somewhat more favourable    | 25        | 32        | 21        | 17        | 22        | 32        | 31        | 22        | 11        | 20        | 27        | 22        | 28        | 26        | 26        | 26        | 23        | 26        | 26        | 26        | 24        |
| Would make no difference    | 40        | 38        | 43        | 63        | 36        | 37        | 37        | 42        | 70        | 41        | 34        | 50        | 32        | 36        | 44        | 42        | 39        | 31        | 31        | 44        | 40        |
| Somewhat less favourable    | 4         | 2         | 5         | 3         | 4         | 5         | 3         | 7         | 0         | 2         | 4         | 5         | 4         | 2         | 2         | 5         | 9         | 2         | 3         | 6         | 3         |
| Much less favourable        | 2         | 1         | 2         | 3         | 5         | 1         | 1         | 2         | 7         | 4         | 3         | 2         | 2         | 3         | 2         | 2         | 4         | 1         | 2         | 2         | 2         |
| Not sure                    | 9         | 7         | 6         | 3         | 10        | 13        | 7         | 7         | 4         | 11        | 14        | 7         | 7         | 16        | 6         | 7         | 9         | 15        | 17        | 8         | 4         |
| <b>SUB: MORE FAVOURABLE</b> | <b>44</b> | <b>51</b> | <b>43</b> | <b>29</b> | <b>45</b> | <b>43</b> | <b>51</b> | <b>42</b> | <b>18</b> | <b>42</b> | <b>45</b> | <b>35</b> | <b>55</b> | <b>43</b> | <b>46</b> | <b>43</b> | <b>39</b> | <b>51</b> | <b>46</b> | <b>40</b> | <b>51</b> |

Base: Eligible voters. Weighting: Normal.

# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          |       | Ethnicity |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-------|-----------|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales | NI        | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48    | 37        | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52    | 29        | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If there were stronger protection of workers' rights

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 23        | 24        | 22        | 24        | 30        | 31        | 19        | 23        | 15        | 17        | 26        | 21        | 22        | 19        | 23        | 26        | 29        | 25        | 28        | 23        | 19        |
| Somewhat more favourable    | 36        | 36        | 37        | 30        | 31        | 41        | 37        | 42        | 37        | 35        | 36        | 37        | 33        | 33        | 37        | 40        | 37        | 39        | 43        | 37        | 33        |
| Would make no difference    | 29        | 29        | 29        | 27        | 23        | 20        | 31        | 28        | 38        | 41        | 27        | 30        | 33        | 37        | 27        | 24        | 23        | 28        | 15        | 29        | 30        |
| Somewhat less favourable    | 4         | 4         | 3         | 10        | 3         | 2         | 4         | 3         | 3         | 2         | 4         | 3         | 6         | 4         | 4         | 1         | 4         | 4         | 8         | 3         | 10        |
| Much less favourable        | 1         | 1         | 1         | 3         | 1         | 0         | 1         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 0         | 0         | 0         | 6         | 1         | 2         |
| Not sure                    | 7         | 5         | 9         | 7         | 11        | 6         | 8         | 3         | 7         | 6         | 6         | 7         | 6         | 6         | 8         | 9         | 8         | 5         | 0         | 7         | 7         |
| <b>SUB: MORE FAVOURABLE</b> | <b>59</b> | <b>60</b> | <b>59</b> | <b>54</b> | <b>61</b> | <b>72</b> | <b>56</b> | <b>65</b> | <b>52</b> | <b>52</b> | <b>62</b> | <b>58</b> | <b>55</b> | <b>52</b> | <b>60</b> | <b>66</b> | <b>66</b> | <b>64</b> | <b>71</b> | <b>60</b> | <b>52</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If there were stronger protection of workers' rights

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 23        | 14        | 34        | 14        | 29        | 13        | 16        | 32        | 15        | 26        | 21        | 24        | 23        | 21        | 19        | 21        | 29        | 28        | 18        | 19        | 32        |
| Somewhat more favourable    | 36        | 35        | 37        | 52        | 30        | 44        | 34        | 41        | 46        | 32        | 33        | 40        | 35        | 32        | 41        | 39        | 31        | 30        | 35        | 40        | 32        |
| Would make no difference    | 29        | 42        | 21        | 23        | 27        | 32        | 40        | 19        | 33        | 31        | 26        | 27        | 32        | 27        | 31        | 31        | 27        | 27        | 27        | 30        | 30        |
| Somewhat less favourable    | 4         | 4         | 2         | 6         | 6         | 1         | 4         | 2         | 4         | 1         | 7         | 4         | 3         | 4         | 3         | 4         | 5         | 2         | 3         | 4         | 3         |
| Much less favourable        | 1         | 0         | 1         | 2         | 2         | 0         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 1         | 1         | 1         |
| Not sure                    | 7         | 5         | 5         | 3         | 5         | 9         | 5         | 6         | 2         | 8         | 12        | 4         | 6         | 16        | 6         | 4         | 8         | 11        | 15        | 6         | 3         |
| <b>SUB: MORE FAVOURABLE</b> | <b>59</b> | <b>49</b> | <b>71</b> | <b>66</b> | <b>59</b> | <b>57</b> | <b>50</b> | <b>73</b> | <b>61</b> | <b>58</b> | <b>54</b> | <b>64</b> | <b>58</b> | <b>53</b> | <b>60</b> | <b>60</b> | <b>60</b> | <b>58</b> | <b>53</b> | <b>59</b> | <b>64</b> |

Base: Eligible voters. Weighting: Normal.

# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018

Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          |       | Ethnicity |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-------|-----------|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales | NI        | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48    | 37        | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52    | 29        | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If big business paid more tax

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 36        | 37        | 35        | 37        | 42        | 31        | 35        | 43        | 34        | 28        | 40        | 34        | 29        | 36        | 36        | 42        | 35        | 31        | 41        | 37        | 31        |
| Somewhat more favourable    | 33        | 33        | 33        | 23        | 26        | 35        | 34        | 32        | 42        | 37        | 32        | 33        | 36        | 32        | 32        | 31        | 32        | 42        | 30        | 33        | 28        |
| Would make no difference    | 21        | 22        | 20        | 19        | 16        | 23        | 21        | 21        | 17        | 28        | 18        | 22        | 23        | 22        | 20        | 17        | 21        | 21        | 20        | 20        | 25        |
| Somewhat less favourable    | 3         | 3         | 3         | 10        | 3         | 3         | 3         | 0         | 2         | 2         | 4         | 3         | 7         | 3         | 1         | 2         | 3         | 2         | 5         | 3         | 7         |
| Much less favourable        | 1         | 1         | 1         | 5         | 1         | 0         | 0         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 0         | 0         | 3         | 1         | 2         |
| Not sure                    | 7         | 5         | 9         | 6         | 12        | 8         | 6         | 4         | 5         | 3         | 6         | 7         | 4         | 5         | 10        | 8         | 9         | 5         | 0         | 6         | 8         |
| <b>SUB: MORE FAVOURABLE</b> | <b>69</b> | <b>70</b> | <b>68</b> | <b>60</b> | <b>68</b> | <b>66</b> | <b>69</b> | <b>75</b> | <b>76</b> | <b>65</b> | <b>72</b> | <b>67</b> | <b>65</b> | <b>68</b> | <b>68</b> | <b>73</b> | <b>67</b> | <b>73</b> | <b>71</b> | <b>70</b> | <b>59</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If big business paid more tax

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 36        | 31        | 42        | 37        | 37        | 33        | 34        | 42        | 39        | 38        | 29        | 36        | 40        | 27        | 40        | 35        | 34        | 32        | 28        | 33        | 46        |
| Somewhat more favourable    | 33        | 36        | 33        | 40        | 30        | 35        | 36        | 32        | 44        | 32        | 29        | 37        | 31        | 27        | 34        | 33        | 29        | 34        | 27        | 36        | 32        |
| Would make no difference    | 21        | 26        | 17        | 17        | 19        | 21        | 24        | 17        | 11        | 18        | 23        | 18        | 21        | 23        | 18        | 22        | 26        | 19        | 23        | 22        | 18        |
| Somewhat less favourable    | 3         | 2         | 2         | 4         | 5         | 1         | 3         | 2         | 1         | 2         | 5         | 3         | 3         | 5         | 2         | 5         | 4         | 2         | 4         | 3         | 2         |
| Much less favourable        | 1         | 2         | 0         | 0         | 1         | 0         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 2         | 1         | 1         |
| Not sure                    | 7         | 3         | 5         | 3         | 7         | 9         | 3         | 6         | 4         | 9         | 13        | 5         | 5         | 16        | 4         | 4         | 7         | 12        | 16        | 6         | 2         |
| <b>SUB: MORE FAVOURABLE</b> | <b>69</b> | <b>67</b> | <b>75</b> | <b>77</b> | <b>67</b> | <b>68</b> | <b>70</b> | <b>74</b> | <b>83</b> | <b>70</b> | <b>58</b> | <b>73</b> | <b>71</b> | <b>54</b> | <b>74</b> | <b>68</b> | <b>63</b> | <b>66</b> | <b>55</b> | <b>69</b> | <b>78</b> |

Base: Eligible voters. Weighting: Normal.

# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          | Ethnicity |    |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-----------|----|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales     | NI | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48        | 37 | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52        | 29 | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business interests had less political influence

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 29        | 30        | 28        | 24        | 28        | 26        | 33        | 33        | 33        | 21        | 33        | 27        | 31        | 30        | 22        | 31        | 35        | 22        | 24        | 30        | 23        |
| Somewhat more favourable    | 34        | 33        | 35        | 29        | 31        | 39        | 34        | 32        | 34        | 40        | 35        | 34        | 34        | 32        | 36        | 37        | 29        | 38        | 38        | 35        | 30        |
| Would make no difference    | 25        | 25        | 25        | 25        | 23        | 22        | 22        | 28        | 26        | 32        | 22        | 27        | 24        | 28        | 26        | 19        | 26        | 31        | 27        | 25        | 25        |
| Somewhat less favourable    | 4         | 5         | 2         | 10        | 6         | 4         | 4         | 1         | 0         | 1         | 5         | 3         | 4         | 3         | 4         | 4         | 2         | 4         | 11        | 3         | 12        |
| Much less favourable        | 1         | 1         | 1         | 2         | 0         | 2         | 0         | 0         | 1         | 0         | 1         | 1         | 1         | 1         | 1         | 0         | 1         | 0         | 0         | 1         | 2         |
| Not sure                    | 7         | 6         | 9         | 9         | 12        | 7         | 6         | 5         | 5         | 6         | 4         | 9         | 6         | 6         | 11        | 8         | 7         | 5         | 0         | 7         | 8         |
| <b>SUB: MORE FAVOURABLE</b> | <b>63</b> | <b>63</b> | <b>63</b> | <b>53</b> | <b>59</b> | <b>65</b> | <b>67</b> | <b>65</b> | <b>67</b> | <b>61</b> | <b>68</b> | <b>61</b> | <b>65</b> | <b>62</b> | <b>58</b> | <b>68</b> | <b>64</b> | <b>60</b> | <b>62</b> | <b>65</b> | <b>53</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business interests had less political influence

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 29        | 23        | 35        | 22        | 37        | 23        | 27        | 36        | 22        | 37        | 20        | 31        | 30        | 21        | 28        | 27        | 30        | 34        | 20        | 27        | 37        |
| Somewhat more favourable    | 34        | 37        | 33        | 46        | 28        | 38        | 36        | 33        | 46        | 32        | 31        | 35        | 36        | 31        | 40        | 36        | 29        | 25        | 30        | 37        | 33        |
| Would make no difference    | 25        | 32        | 21        | 20        | 23        | 25        | 31        | 20        | 23        | 18        | 26        | 24        | 24        | 28        | 25        | 27        | 25        | 24        | 28        | 24        | 24        |
| Somewhat less favourable    | 4         | 2         | 5         | 4         | 5         | 3         | 1         | 4         | 2         | 3         | 8         | 5         | 2         | 5         | 1         | 5         | 7         | 3         | 3         | 4         | 3         |
| Much less favourable        | 1         | 1         | 1         | 3         | 1         | 0         | 1         | 1         | 0         | 1         | 1         | 1         | 1         | 0         | 0         | 1         | 2         | 1         | 1         | 0         | 1         |
| Not sure                    | 7         | 4         | 5         | 5         | 7         | 12        | 4         | 5         | 8         | 9         | 15        | 4         | 7         | 15        | 5         | 4         | 8         | 13        | 17        | 6         | 2         |
| <b>SUB: MORE FAVOURABLE</b> | <b>63</b> | <b>60</b> | <b>68</b> | <b>68</b> | <b>65</b> | <b>61</b> | <b>63</b> | <b>69</b> | <b>68</b> | <b>69</b> | <b>51</b> | <b>66</b> | <b>66</b> | <b>52</b> | <b>68</b> | <b>63</b> | <b>59</b> | <b>59</b> | <b>50</b> | <b>64</b> | <b>70</b> |

Base: Eligible voters. Weighting: Normal.

# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          | Ethnicity |    |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-----------|----|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales     | NI | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48        | 37 | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52        | 29 | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business were more socially responsible

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 29        | 30        | 28        | 31        | 33        | 31        | 26        | 37        | 27        | 19        | 36        | 26        | 30        | 28        | 27        | 34        | 30        | 23        | 27        | 29        | 30        |
| Somewhat more favourable    | 36        | 35        | 36        | 31        | 29        | 35        | 42        | 32        | 41        | 41        | 35        | 36        | 29        | 35        | 37        | 38        | 28        | 44        | 46        | 37        | 24        |
| Would make no difference    | 25        | 26        | 24        | 19        | 22        | 23        | 25        | 26        | 27        | 34        | 22        | 27        | 27        | 30        | 21        | 18        | 32        | 27        | 16        | 25        | 27        |
| Somewhat less favourable    | 3         | 2         | 3         | 8         | 3         | 4         | 2         | 0         | 1         | 1         | 2         | 3         | 5         | 1         | 3         | 2         | 1         | 2         | 8         | 2         | 9         |
| Much less favourable        | 1         | 1         | 0         | 2         | 1         | 0         | 0         | 1         | 1         | 0         | 0         | 1         | 0         | 1         | 1         | 0         | 1         | 0         | 3         | 1         | 1         |
| Not sure                    | 7         | 5         | 8         | 10        | 12        | 7         | 5         | 5         | 4         | 6         | 5         | 8         | 8         | 5         | 11        | 7         | 8         | 5         | 0         | 7         | 9         |
| <b>SUB: MORE FAVOURABLE</b> | <b>65</b> | <b>65</b> | <b>64</b> | <b>62</b> | <b>62</b> | <b>66</b> | <b>68</b> | <b>69</b> | <b>68</b> | <b>60</b> | <b>71</b> | <b>62</b> | <b>59</b> | <b>63</b> | <b>64</b> | <b>72</b> | <b>58</b> | <b>67</b> | <b>73</b> | <b>66</b> | <b>54</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business were more socially responsible

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 29        | 25        | 36        | 27        | 30        | 24        | 28        | 37        | 31        | 21        | 25        | 34        | 28        | 23        | 30        | 27        | 33        | 29        | 22        | 27        | 38        |
| Somewhat more favourable    | 36        | 39        | 33        | 55        | 33        | 39        | 39        | 33        | 45        | 42        | 31        | 38        | 35        | 34        | 37        | 40        | 31        | 32        | 30        | 39        | 34        |
| Would make no difference    | 25        | 30        | 22        | 15        | 25        | 25        | 29        | 20        | 20        | 25        | 26        | 21        | 28        | 25        | 26        | 24        | 25        | 25        | 29        | 24        | 23        |
| Somewhat less favourable    | 3         | 1         | 3         | 1         | 3         | 3         | 0         | 4         | 1         | 0         | 5         | 3         | 2         | 3         | 2         | 4         | 4         | 1         | 2         | 3         | 2         |
| Much less favourable        | 1         | 0         | 1         | 0         | 2         | 0         | 0         | 0         | 0         | 2         | 1         | 1         | 0         | 1         | 0         | 1         | 1         | 0         | 1         | 0         | 0         |
| Not sure                    | 7         | 5         | 5         | 3         | 7         | 10        | 4         | 5         | 2         | 10        | 13        | 4         | 7         | 15        | 5         | 4         | 7         | 13        | 16        | 6         | 2         |
| <b>SUB: MORE FAVOURABLE</b> | <b>65</b> | <b>64</b> | <b>69</b> | <b>82</b> | <b>63</b> | <b>63</b> | <b>67</b> | <b>70</b> | <b>76</b> | <b>63</b> | <b>56</b> | <b>72</b> | <b>63</b> | <b>57</b> | <b>67</b> | <b>67</b> | <b>64</b> | <b>61</b> | <b>52</b> | <b>66</b> | <b>72</b> |

Base: Eligible voters. Weighting: Normal.



# Freer Capitalism Favourability Poll



Fieldwork: 9th to 13th August 2018  
Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          |       | Ethnicity |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-------|-----------|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales | NI        | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48    | 37        | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52    | 29        | 929   | 107       |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business were more environmentally friendly

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 31        | 33        | 29        | 28        | 34        | 35        | 28        | 35        | 32        | 20        | 38        | 27        | 34        | 29        | 26        | 35        | 38        | 21        | 30        | 31        | 33        |
| Somewhat more favourable    | 32        | 31        | 33        | 34        | 32        | 31        | 31        | 32        | 31        | 35        | 31        | 32        | 30        | 31        | 34        | 33        | 22        | 46        | 36        | 33        | 24        |
| Would make no difference    | 28        | 29        | 27        | 20        | 19        | 24        | 31        | 28        | 34        | 40        | 23        | 30        | 26        | 32        | 26        | 23        | 31        | 28        | 26        | 28        | 26        |
| Somewhat less favourable    | 3         | 2         | 4         | 12        | 4         | 1         | 2         | 1         | 0         | 1         | 2         | 3         | 4         | 3         | 3         | 3         | 1         | 0         | 5         | 2         | 8         |
| Much less favourable        | 1         | 1         | 1         | 1         | 0         | 0         | 0         | 1         | 1         | 1         | 0         | 1         | 0         | 1         | 1         | 0         | 0         | 0         | 3         | 1         | 0         |
| Not sure                    | 6         | 5         | 8         | 5         | 12        | 7         | 7         | 3         | 3         | 4         | 5         | 7         | 6         | 5         | 10        | 6         | 8         | 5         | 0         | 6         | 9         |
| <b>SUB: MORE FAVOURABLE</b> | <b>63</b> | <b>64</b> | <b>62</b> | <b>62</b> | <b>66</b> | <b>66</b> | <b>59</b> | <b>67</b> | <b>63</b> | <b>55</b> | <b>69</b> | <b>59</b> | <b>64</b> | <b>60</b> | <b>60</b> | <b>68</b> | <b>60</b> | <b>67</b> | <b>66</b> | <b>64</b> | <b>57</b> |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Would each of the following make you more favourable or less favourable towards capitalism, or would it make no difference?

If business were more environmentally friendly

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much more favourable        | 31        | 25        | 36        | 35        | 34        | 26        | 28        | 37        | 32        | 33        | 24        | 33        | 31        | 27        | 31        | 27        | 35        | 33        | 24        | 32        | 34        |
| Somewhat more favourable    | 32        | 34        | 33        | 35        | 29        | 32        | 34        | 35        | 37        | 26        | 29        | 36        | 30        | 25        | 34        | 37        | 30        | 24        | 22        | 34        | 35        |
| Would make no difference    | 28        | 37        | 20        | 24        | 27        | 32        | 35        | 20        | 28        | 30        | 28        | 24        | 32        | 28        | 31        | 27        | 21        | 29        | 34        | 25        | 27        |
| Somewhat less favourable    | 3         | 1         | 4         | 3         | 3         | 2         | 0         | 3         | 1         | 2         | 6         | 3         | 2         | 6         | 1         | 5         | 5         | 1         | 3         | 3         | 2         |
| Much less favourable        | 1         | 0         | 0         | 0         | 2         | 0         | 1         | 0         | 0         | 1         | 0         | 1         | 0         | 1         | 0         | 1         | 1         | 1         | 2         | 0         | 0         |
| Not sure                    | 6         | 2         | 6         | 3         | 5         | 9         | 2         | 6         | 2         | 8         | 12        | 4         | 5         | 14        | 3         | 3         | 8         | 12        | 15        | 5         | 2         |
| <b>SUB: MORE FAVOURABLE</b> | <b>63</b> | <b>59</b> | <b>69</b> | <b>70</b> | <b>63</b> | <b>58</b> | <b>62</b> | <b>72</b> | <b>69</b> | <b>59</b> | <b>53</b> | <b>69</b> | <b>61</b> | <b>52</b> | <b>65</b> | <b>64</b> | <b>65</b> | <b>57</b> | <b>46</b> | <b>66</b> | <b>69</b> |

Base: Eligible voters. Weighting: Normal.