

YouGov / University of Hull Survey Results

Sample Size: 1672 GB Adults

Fieldwork: 29th - 30th September 2016

	EU Ref Vote 2016				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1672	657	714	268	472	391	100	159	809	863	194	714	413	351	953	719	201	555	359	403	154
Unweighted Sample	1672	801	690	159	493	433	108	163	744	928	161	719	427	365	1046	626	179	565	359	423	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one or two, if any, of the following have the most effect on the goods and services you buy? (Please pick up to two)

Price	71	68	76	70	71	70	68	74	70	72	72	71	74	68	69	74	73	67	76	70	72
Quality	58	59	58	54	61	57	63	56	61	55	49	55	63	62	61	54	59	62	53	55	58
Convenience	14	15	13	16	14	15	16	13	14	15	15	17	12	13	16	13	17	12	15	15	18
Brand reputation	12	11	14	10	15	11	14	12	13	11	12	9	16	13	12	13	12	11	12	15	8
Recommendations from friends or family	9	11	8	7	10	9	11	4	9	8	8	10	8	8	10	7	11	10	7	8	10
Ethical concerns about slavery, forced labour and trafficking	7	11	4	7	4	9	11	5	6	9	10	7	7	8	8	7	9	7	8	6	9
Where they have come from	7	6	8	5	4	7	8	12	6	8	4	6	8	11	7	7	5	7	5	9	8
Transparency about a company's tax arrangements	3	4	2	0	3	4	1	3	3	2	3	2	3	3	3	2	3	3	3	2	2
None of these	2	1	2	2	1	2	1	3	2	2	3	2	1	2	1	3	1	1	1	3	3
Don't know	3	2	2	7	4	2	0	1	3	4	5	4	2	2	2	4	1	4	4	3	2

In the previous question you said that ethical concerns about slavery, forced labour and trafficking effect the goods and services you buy. Would you consider switching products if you found out that a company was using modern day slavery in its supply chains?

[Only asked to respondents who, in the previous question, selected 'ethical concerns'; n=141]

I would consider switching products	95	97	100	79	93	98	100	100	95	95	95	94	96	98	96	94	91	98	94	92	100
I would not consider switching products	3	2	0	15	4	2	0	0	5	2	5	5	0	2	3	4	9	2	0	8	0
Don't know	1	1	0	6	3	0	0	0	0	2	0	1	4	0	1	2	0	0	6	0	0

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

To what extent do you agree or disagree with the following statements?

Slavery is something that existed in the past, but it doesn't happen today.

Strongly agree	1	1	2	1	2	1	2	2	2	1	2	2	1	2	1	2	1	1	1	2	1
Tend to agree	3	2	3	3	5	2	0	2	2	3	3	3	2	2	2	4	3	4	3	2	2
TOTAL AGREE	4	3	5	4	7	3	2	4	4	4	5	5	3	4	3	6	4	5	4	4	3
Neither agree nor disagree	7	4	8	9	7	6	3	11	8	5	11	8	5	4	5	9	9	7	5	8	4
Tend to disagree	30	27	31	34	30	27	31	34	27	32	24	32	28	30	30	30	21	31	31	29	33
Strongly disagree	54	63	53	39	51	61	64	49	56	53	49	50	63	57	59	49	61	52	55	53	55
TOTAL DISAGREE	84	90	84	73	81	88	95	83	83	85	73	82	91	87	89	79	82	83	86	82	88
Don't know	5	3	3	14	6	3	0	1	4	5	11	6	2	4	4	7	5	4	5	6	5

Modern slavery is not something that occurs in the UK

Strongly agree	2	2	2	2	1	1	2	3	3	1	0	3	1	4	1	3	3	2	2	2	2
Tend to agree	8	7	9	9	9	6	3	13	9	7	10	10	7	5	8	8	9	9	7	7	10
TOTAL AGREE	10	9	11	11	10	7	5	16	12	8	10	13	8	9	9	11	12	11	9	9	12
Neither agree nor disagree	9	8	9	10	9	9	9	12	10	8	16	9	7	9	8	11	9	10	7	10	7
Tend to disagree	39	38	39	39	44	38	37	36	39	38	41	37	41	37	40	37	35	41	42	35	38
Strongly disagree	33	38	34	19	29	39	44	33	30	36	21	30	41	37	35	30	36	31	34	33	33
TOTAL DISAGREE	72	76	73	58	73	77	81	69	69	74	62	67	82	74	75	67	71	72	76	68	71
Don't know	9	6	6	20	7	6	6	3	9	9	11	12	3	8	7	11	9	7	8	13	9

Modern slavery only affects poorer countries

Strongly agree	2	2	2	1	2	2	1	4	3	1	0	3	1	3	2	3	3	2	3	1	0
Tend to agree	12	10	14	14	15	9	9	16	13	11	16	11	13	12	12	13	11	13	13	11	13
TOTAL AGREE	14	12	16	15	17	11	10	20	16	12	16	14	14	15	14	16	14	15	16	12	13
Neither agree nor disagree	14	13	14	11	15	12	12	18	16	12	14	15	11	13	11	17	20	13	13	14	10
Tend to disagree	38	37	39	41	39	38	41	36	37	40	41	37	40	38	41	35	30	41	40	38	39
Strongly disagree	26	33	24	17	22	33	33	22	25	27	20	24	31	29	29	23	27	26	24	27	31
TOTAL DISAGREE	64	70	63	58	61	71	74	58	62	67	61	61	71	67	70	58	57	67	64	65	70
Don't know	7	4	6	17	7	6	4	4	6	9	10	9	4	6	6	10	10	5	8	9	7

Modern slavery is a global modern day problem

Strongly agree	28	35	25	18	21	36	33	28	29	26	19	26	35	27	29	26	33	27	27	24	33
Tend to agree	45	44	46	45	47	43	48	43	44	46	50	43	44	49	46	44	38	45	50	46	42
TOTAL AGREE	73	79	71	63	68	79	81	71	73	72	69	69	79	76	75	70	71	72	77	70	75
Neither agree nor disagree	12	10	13	15	15	11	8	12	12	13	14	14	10	9	11	13	14	11	11	15	11
Tend to disagree	5	3	7	7	7	2	4	9	6	5	8	5	5	5	5	6	3	8	5	4	4
Strongly disagree	2	2	3	0	3	2	4	4	3	1	0	2	4	2	2	2	3	2	1	3	1
TOTAL DISAGREE	7	5	10	7	10	4	8	13	9	6	8	7	9	7	7	8	6	10	6	7	5
Don't know	7	5	5	14	7	7	2	5	6	9	9	9	2	8	6	8	8	6	7	9	8

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

Modern slavery is an issue which primarily affects women

Strongly agree	5	6	5	5	3	6	4	5	5	5	4	5	5	5	4	6	5	4	6	5	7
Tend to agree	28	30	26	27	29	29	25	23	26	30	27	24	31	32	31	24	27	28	26	28	33
TOTAL AGREE	33	36	31	32	32	35	29	28	31	35	31	29	36	37	35	30	32	32	32	33	40
Neither agree nor disagree	28	25	31	26	28	26	27	34	31	25	37	27	26	24	26	29	28	28	30	26	21
Tend to disagree	21	22	21	16	22	20	26	22	19	22	12	22	21	21	21	19	17	21	20	23	20
Strongly disagree	6	6	7	6	6	7	9	7	9	4	7	6	8	6	5	8	11	6	5	6	6
TOTAL DISAGREE	27	28	28	22	28	27	35	29	28	26	19	28	29	27	26	27	28	27	25	29	26
Don't know	13	11	11	19	11	12	8	9	11	14	14	15	9	11	12	13	12	13	13	13	12

13,000 modern day slaves currently living in Britain

Strongly agree	8	10	8	4	5	12	10	9	8	8	6	7	9	9	7	9	8	9	7	7	10
Tend to agree	26	28	27	21	28	25	22	26	28	24	28	25	26	28	28	24	24	26	28	24	28
TOTAL AGREE	34	38	35	25	33	37	32	35	36	32	34	32	35	37	35	33	32	35	35	31	38
Neither agree nor disagree	17	14	18	22	19	16	19	19	17	18	18	17	15	19	15	19	16	17	17	18	16
Tend to disagree	6	6	6	7	8	5	3	6	7	5	7	6	8	3	6	6	5	7	4	5	5
Strongly disagree	2	1	2	1	2	1	2	1	2	1	0	2	1	1	2	2	2	2	2	1	1
TOTAL DISAGREE	8	7	8	8	10	6	5	7	9	6	7	8	9	4	8	8	7	9	6	6	6
Don't know	41	41	39	45	38	41	43	40	38	45	41	43	40	40	42	40	45	38	41	44	41

How concerned are you about modern day slavery and the issues it raises?

Very concerned	15	20	12	8	11	19	19	12	14	16	12	10	18	21	15	14	15	15	13	13	20
Fairly concerned	48	53	48	39	48	52	49	37	48	49	46	47	51	50	51	45	48	45	55	47	48
TOTAL CONCERNED	63	73	60	47	59	71	68	49	62	65	58	57	69	71	66	59	63	60	68	60	68
Not very concerned	23	18	25	28	28	18	27	35	24	22	29	25	18	19	23	22	23	24	18	26	21
Not concerned at all	6	3	6	10	5	3	2	10	8	3	5	6	5	5	4	8	7	6	6	5	4
TOTAL NOT CONCERNED	29	21	31	38	33	21	29	45	32	25	34	31	23	24	27	30	30	30	24	31	25
Don't know	9	6	8	14	9	7	3	7	7	11	8	11	8	5	6	12	6	10	7	10	8

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

Which of the following jobs / industries do you associate with modern slavery (tick all that apply):

Sex work	84	88	85	73	83	86	89	86	85	83	67	83	88	89	87	80	83	83	88	82	82
Domestic servant e.g. housekeeper, cook, cleaner, nanny	64	68	68	49	64	67	75	65	60	68	37	59	74	77	67	60	56	64	68	64	67
Agriculture	44	50	44	35	44	51	53	44	46	43	32	40	53	51	48	40	42	47	49	40	37
Organ harvesting	38	43	35	34	37	36	46	43	37	38	36	34	41	42	40	34	31	38	39	37	43
Cannabis farms	35	36	37	26	33	35	38	43	37	33	23	32	41	39	36	33	29	36	35	34	38
Retail supply chains	22	27	19	19	19	24	17	21	20	24	24	22	22	21	23	21	19	23	22	21	23
Construction	20	26	16	16	21	20	24	15	20	20	17	21	19	20	22	17	23	18	21	20	18
Food	20	24	18	17	18	24	21	20	19	22	17	19	24	20	21	19	19	21	20	23	15
Beauty	11	14	8	14	12	14	10	5	9	13	11	11	13	9	13	10	11	10	14	9	15
Trade e.g. plumbing, handymen, car washing, electricians, decorators	11	12	10	13	14	9	9	11	11	11	11	12	11	11	12	10	12	12	11	12	5
Other [See TAB 1 for RESPONSES]	1	2	1	1	1	2	0	3	2	1	2	1	3	1	2	1	1	1	2	2	2
Don't know	11	8	10	18	11	10	8	7	10	12	20	11	9	9	9	14	8	11	8	13	14

Would you say that you are or are not aware of some of the most common signs of modern day slavery?

Yes, I am aware	17	22	18	7	17	19	19	22	19	16	11	16	24	18	18	17	18	17	17	20	14
No, I am not aware	55	54	54	58	59	50	55	52	56	54	65	55	53	51	56	54	53	56	52	54	63
Not sure	28	25	28	34	24	31	26	26	25	30	24	30	23	31	27	29	29	28	31	26	22

Would you say that you are or are not aware of measures in place to tackle modern day slavery in the UK?

Yes, I am aware	11	14	11	5	13	13	12	15	11	11	7	11	13	14	13	9	12	12	9	13	11
No, I am not aware	67	66	66	75	65	66	69	64	67	67	76	68	65	62	67	67	64	67	70	65	68
Not sure	22	19	23	21	22	21	18	22	21	22	17	21	22	25	20	24	24	21	22	22	22

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

Do you think the UK Institutions (e.g. the Government, Businesses, the Police etc...), are doing all they reasonably can, doing too much or doing too little to tackle modern day slavery?

Doing as much as they reasonably can	23	23	26	15	29	22	27	25	25	21	21	21	26	24	24	21	19	24	21	26	23
Should be doing more	40	49	35	31	32	49	42	33	40	40	42	35	43	44	40	40	45	38	41	37	45
Doing too much and should be spending time and resources elsewhere	3	1	5	4	4	2	0	9	5	2	4	3	3	3	3	4	3	3	4	4	0
Don't know	34	26	35	49	35	28	31	33	30	37	33	40	28	28	33	35	33	35	34	34	32

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.