

YouGov Survey Results

Sample Size: 1622 GB Adults
Fieldwork: 11th - 12th October 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1622	556	532	99	637	693	785	837	182	684	384	371	925	697	217	526	347	391	141
Unweighted Sample	1622	574	510	102	690	695	709	913	130	672	408	412	993	629	158	576	349	392	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that a person or a company used the following forms of apology. Please say for each whether or not you would consider them to be a "proper" apology.

I am sorry

This is a proper apology	74	76	77	79	79	73	73	74	67	76	78	69	75	72	78	74	72	71	77
This is not a proper apology	21	21	18	16	16	22	22	20	27	17	18	27	20	21	17	21	22	23	15
Don't know	6	3	5	5	5	4	5	6	5	7	3	4	5	7	5	5	5	6	8

I apologise unreservedly

This is a proper apology	77	84	78	84	79	81	78	75	56	74	85	83	79	73	78	81	75	75	68
This is not a proper apology	15	11	14	13	14	13	16	15	35	14	12	12	16	15	12	13	17	16	21
Don't know	8	4	9	3	7	6	6	10	9	12	3	6	5	11	10	6	8	9	10

I offer my sincere apologies

This is a proper apology	81	85	79	87	80	83	80	82	77	80	85	79	82	80	82	84	78	82	71
This is not a proper apology	14	12	14	9	15	12	15	12	18	12	12	16	14	13	12	11	16	13	19
Don't know	6	3	7	3	5	5	5	6	5	8	3	5	4	7	5	4	5	6	11

I sincerely apologise

This is a proper apology	84	90	83	86	84	86	82	85	81	83	88	82	84	83	82	87	81	84	75
This is not a proper apology	10	7	11	11	10	10	12	9	11	9	9	14	11	10	11	8	13	10	11
Don't know	6	3	6	3	6	4	6	6	8	8	3	4	5	7	7	5	5	5	14

I can only apologise

This is a proper apology	51	52	53	58	53	52	50	51	40	52	56	49	52	50	52	54	49	52	41
This is not a proper apology	43	43	41	38	40	43	43	42	53	40	38	47	43	43	42	39	46	43	44
Don't know	6	5	6	4	7	5	6	7	6	8	6	4	6	7	6	7	5	4	16

I am sorry for any offense caused

This is a proper apology	60	65	59	59	56	63	60	60	59	58	64	61	59	62	56	63	60	64	44
This is not a proper apology	33	32	36	32	38	33	34	33	33	33	32	34	36	30	35	31	34	30	45
Don't know	6	3	6	9	6	4	5	7	7	8	5	4	6	8	8	5	6	5	11

We are sorry they had a bad experience with us

This is a proper apology	34	33	33	39	34	33	30	36	29	37	36	27	35	32	35	34	30	36	34
This is not a proper apology	60	63	61	55	60	62	63	57	66	55	59	68	60	60	61	60	63	59	56
Don't know	6	3	6	6	5	5	6	6	5	8	5	5	5	8	4	6	8	5	10

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

We are sorry that our services did not meet up to our high standards

This is a proper apology	45	44	46	40	46	41	40	49	45	48	43	39	45	44	48	44	43	46	38
This is not a proper apology	49	53	47	56	47	53	53	45	45	43	52	57	49	49	45	51	50	46	49
Don't know	7	3	8	5	7	5	7	6	10	9	5	4	6	7	6	5	7	8	13

We apologise for the inconvenience caused

This is a proper apology	48	48	47	44	48	47	43	53	53	49	48	45	49	47	45	49	47	53	37
This is not a proper apology	45	48	47	49	46	47	51	41	44	43	47	49	46	45	50	45	47	41	52
Don't know	7	4	6	6	7	5	7	7	3	8	5	6	6	8	5	6	7	6	11

If the my words caused offense then I apologise

This is a proper apology	38	43	37	29	33	43	40	36	31	37	39	40	36	40	33	39	37	42	30
This is not a proper apology	56	53	59	63	62	52	53	59	55	56	57	56	60	51	61	56	54	52	62
Don't know	6	4	4	8	5	5	7	6	14	7	4	4	4	9	6	4	9	6	8