

# YouGov Survey Results

Sample Size: 2106 adults in GB  
Fieldwork: 22nd - 23rd August 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2106</b>	689	510	179	742	784	1019	1087	221	870	520	495	1200	906	1817	105	183	508	350	255	706	
<b>Unweighted Sample</b>	<b>2106</b>	719	518	184	859	809	904	1202	166	793	549	598	1310	796	1817	121	168	526	372	189	730	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would now like to get your views on 'De-banking'. In case you were not aware, 'de-banking' is when banks or building societies decide to close someone's accounts as they deem the account holder(s) to pose a financial, legal, regulatory, or reputational risk to the bank.

Before taking this survey, had you heard of the phrase 'de-banking'?

Yes, I had	<b>42</b>	55	42	57	46	53	49	36	25	33	52	55	45	38	43	42	37	42	40	41	45
No, I had not	<b>58</b>	45	58	43	54	47	51	64	75	67	48	45	55	62	57	58	63	58	60	59	55

Which of the following public figures was allegedly 'de-banked' recently as their views did not align to those of their bank? If you are unsure, please say "Don't know"

Nigel Farage	<b>67</b>	81	72	88	76	78	72	61	41	56	79	83	71	61	67	65	62	66	65	64	70
Jeremy Clarkson	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Lawrence Fox	<b>0</b>	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	1	0
Katie Hopkins	<b>0</b>	0	0	1	0	1	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0
J K Rowling	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3	1	0	0	0	0
Gary Neville	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lily Allen	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Sir Alan Sugar	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
None of the above	<b>1</b>	0	1	0	1	1	2	0	3	1	0	1	1	1	1	0	2	1	1	2	1
Don't know	<b>31</b>	17	26	11	23	20	24	36	52	40	20	15	27	36	30	31	34	31	33	32	28

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

**In general, which of the following comes closest to your view?**

A bank or building society should be free to close a person's account if they deem that person to be a reputational risk to them	15	6	26	25	24	8	17	12	11	16	20	9	17	12	15	13	11	16	12	20	14
A bank or building society should only be able to close a person's account if there is a clear financial, regulatory, or legal risk	74	89	64	71	67	86	73	75	70	71	73	82	75	73	74	70	77	71	78	69	76
Don't know	11	5	10	4	8	6	9	13	20	13	7	9	8	15	11	16	12	13	9	11	10

**Do you think banks or building societies should or should not be allowed to close someone's accounts without their consent in each of the following situations? Please select one option on each row**

<b>They support a particular political party</b>																						
Should be allowed	5	2	6	3	6	3	6	3	4	6	5	2	5	4	4	4	6	5	3	8	3	
Should not be allowed	85	92	84	89	86	90	85	85	78	81	88	90	87	81	85	80	87	83	86	81	87	
Don't know	11	5	10	8	8	7	9	12	17	13	7	8	8	15	11	15	7	12	11	11	10	
<b>They are a member of an extremist group</b>																						
Should be allowed	63	64	69	78	72	63	64	62	58	63	66	64	67	58	64	62	59	64	58	61	68	
Should not be allowed	20	21	17	14	15	22	22	17	21	19	18	21	20	19	19	17	26	17	22	24	18	
Don't know	17	15	13	8	13	15	14	20	20	18	16	16	13	22	17	21	15	20	21	16	14	
<b>They do not share the same moral values as the bank / building society</b>																						
Should be allowed	9	6	13	11	13	6	10	8	9	10	10	7	11	7	9	6	13	9	8	11	9	
Should not be allowed	76	84	73	78	73	84	78	74	68	76	78	77	77	74	76	73	73	76	77	76	76	
Don't know	15	10	14	12	14	10	12	18	23	15	12	15	12	19	15	22	14	15	15	14	15	
<b>They are rude or abusive to staff</b>																						
Should be allowed	62	65	68	73	71	63	61	62	50	55	66	74	65	58	62	60	58	62	57	64	65	
Should not be allowed	24	23	18	17	19	23	28	21	33	30	20	14	25	23	23	25	31	22	28	27	20	
Don't know	14	11	13	10	10	14	11	17	18	15	14	12	11	19	14	15	12	16	15	9	15	
<b>They voted in favour of Britain leaving the EU</b>																						
Should be allowed	5	3	7	6	8	3	6	3	5	5	6	3	5	4	4	4	9	4	4	6	4	
Should not be allowed	86	93	86	89	86	91	86	86	80	84	88	90	88	83	87	79	84	86	87	83	88	
Don't know	9	4	7	5	6	6	8	11	15	11	7	7	6	13	9	18	7	10	10	11	7	
<b>They openly oppose LGBTQ+ rights</b>																						
Should be allowed	13	5	23	16	19	6	13	12	19	14	13	6	15	9	13	7	9	15	9	19	12	
Should not be allowed	72	85	62	71	67	84	74	70	59	68	76	81	72	71	71	69	80	71	74	62	74	
Don't know	16	10	16	13	15	10	12	18	22	18	11	13	13	19	16	24	10	15	17	19	14	

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

**They refuse to acknowledge a member of staff's preferred gender pronouns**

Should be allowed	12	7	19	16	17	8	12	11	15	13	12	7	13	10	12	9	10	12	10	16	12
Should not be allowed	72	82	64	68	67	82	74	69	60	68	77	78	73	70	71	68	79	70	73	62	74
Don't know	17	11	17	15	16	10	13	20	26	19	11	15	14	20	17	23	12	18	17	22	15

**There is suspicion that they are exposed to criminal activity / influence**

Should be allowed	53	56	56	63	58	56	51	56	45	49	57	60	55	51	54	49	50	51	50	56	56
Should not be allowed	28	27	28	23	27	27	32	24	33	31	27	21	29	25	27	24	32	29	28	30	26
Don't know	19	18	17	15	15	18	18	20	22	20	15	19	15	24	19	27	17	20	22	14	18

**They were convicted of a serious criminal offense**

Should be allowed	63	66	66	75	69	63	62	63	57	59	65	70	65	60	63	57	61	63	59	59	67
Should not be allowed	21	19	21	15	19	21	24	18	22	25	20	14	21	20	21	24	23	21	21	26	18
Don't know	16	15	12	10	12	16	14	18	21	16	14	16	14	20	16	19	16	16	20	15	15

**To what extent do you support or oppose the government introducing tougher restrictions on when banks can refuse customers access to banking services?**

Strongly support	23	37	14	18	14	36	29	18	17	17	26	33	22	24	24	20	18	23	23	24	24
Tend to support	35	40	36	34	40	36	32	37	30	33	35	39	37	31	34	42	33	34	37	32	35
<b>TOTAL SUPPORT</b>	<b>58</b>	<b>77</b>	<b>50</b>	<b>52</b>	<b>54</b>	<b>72</b>	<b>61</b>	<b>55</b>	<b>47</b>	<b>50</b>	<b>61</b>	<b>72</b>	<b>59</b>	<b>55</b>	<b>58</b>	<b>62</b>	<b>51</b>	<b>57</b>	<b>60</b>	<b>56</b>	<b>59</b>
Tend to oppose	15	9	20	19	18	10	18	13	19	16	16	11	17	13	15	12	19	15	17	13	16
Strongly oppose	4	3	7	5	6	4	5	4	1	5	6	3	4	4	4	3	7	6	3	5	4
<b>TOTAL OPPOSE</b>	<b>19</b>	<b>12</b>	<b>27</b>	<b>24</b>	<b>24</b>	<b>14</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>14</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>26</b>	<b>21</b>	<b>20</b>	<b>18</b>	<b>20</b>
Don't know	22	11	23	24	23	13	16	28	32	28	17	14	19	27	22	23	24	23	20	26	22

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

**In general, do you think banks and building societies are too politically motivated, not politically motivated enough, or do they have the right balance?**

Banks have become too politically motivated	<b>40</b>	57	28	29	27	59	45	34	31	33	45	49	37	43	39	40	44	39	41	33	41
About the right balance	<b>25</b>	18	35	39	34	16	28	22	26	28	24	20	29	20	26	24	19	23	25	33	25
Banks are not politically motivated enough	<b>4</b>	1	5	5	6	1	4	4	4	5	3	3	5	2	3	5	6	6	4	2	2
Don't know	<b>32</b>	25	32	27	33	24	23	40	39	34	28	28	29	35	32	30	31	32	30	32	32

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*