

YouGov Survey Results

Sample Size: 2250 Adults in GB
Fieldwork: 19th - 20th December 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2250	405	578	207	243	793	838	1089	1161	236	929	556	529	1282	968	1946	108	196	533	369	272	772	
Unweighted Sample	2250	372	642	240	301	898	882	1052	1198	138	882	604	626	1370	880	1919	126	205	521	374	209	815	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it would, or would not, be unethical, or not, to invest in each of the following?

Renewable energy companies

Would be unethical	8	8	7	5	15	6	10	10	7	8	8	9	9	7	10	8	11	9	7	7	6	10
Would not be unethical	78	81	84	89	69	85	75	80	76	78	78	79	77	81	74	78	79	74	76	83	80	77
Don't know	14	11	9	6	15	8	15	11	16	15	14	12	14	12	16	14	11	16	17	10	14	13

Fossil fuel companies

Would be unethical	41	25	55	59	21	52	29	38	44	54	45	36	33	44	37	41	48	41	35	42	48	41
Would not be unethical	35	54	23	26	55	29	47	43	27	23	29	41	44	34	36	35	32	38	39	37	30	32
Don't know	24	21	21	15	24	19	25	18	30	23	26	23	23	22	27	25	20	21	26	21	22	27

Arms manufacturers

Would be unethical	49	28	60	65	33	58	39	42	55	55	52	50	39	51	45	48	61	51	47	48	52	46
Would not be unethical	31	52	21	22	51	25	40	42	20	29	25	33	39	30	31	31	24	26	31	35	27	31
Don't know	21	21	19	12	17	17	21	16	25	17	24	17	22	19	24	21	15	22	21	18	20	22

Defence companies

Would be unethical	24	9	31	30	11	28	16	22	26	38	26	24	15	24	24	23	33	28	23	22	29	22
Would not be unethical	50	74	42	48	70	47	59	60	41	35	45	55	63	52	48	51	43	48	49	52	49	53
Don't know	26	17	27	23	19	25	24	18	33	27	30	22	22	24	28	26	23	24	28	27	22	25

Companies owned by the Russian government

Would be unethical	75	81	82	85	70	81	78	72	78	63	70	81	84	78	71	76	76	72	75	77	71	77
Would not be unethical	11	11	8	8	16	9	10	15	7	17	13	10	6	10	12	10	9	16	10	11	13	9
Don't know	14	8	10	7	14	10	12	13	15	20	17	9	10	12	17	14	15	12	14	12	16	14

Companies owned by the Israeli government

Would be unethical	49	32	60	64	35	58	42	40	57	57	51	50	42	52	45	48	65	49	48	49	52	47
Would not be unethical	25	45	16	18	45	21	32	35	15	19	20	27	33	26	24	25	15	28	23	26	24	27
Don't know	26	23	24	18	21	21	26	25	27	24	29	23	25	23	30	27	20	23	29	25	23	26

Companies owned by the Saudi Arabian government

Would be unethical	54	49	60	67	52	60	55	52	55	41	54	57	55	56	50	53	61	58	54	52	51	53
Would not be unethical	19	27	15	14	25	16	18	25	12	25	18	19	17	20	17	19	9	17	17	22	22	18
Don't know	28	24	25	19	23	23	27	23	33	34	29	24	28	24	33	28	29	25	29	26	27	29

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

Companies owned by the Chinese government

Would be unethical	55	61	56	59	62	55	60	54	56	43	49	60	65	54	56	55	53	50	54	56	56	56
Would not be unethical	18	18	17	21	19	18	15	23	12	26	20	18	10	21	14	17	16	25	15	19	22	16
Don't know	27	21	27	20	19	26	24	23	32	31	31	23	24	25	30	27	30	25	30	25	22	28

Tobacco companies

Would be unethical	69	73	75	77	57	78	67	64	73	58	65	71	77	71	65	70	68	55	68	72	69	71
Would not be unethical	19	20	15	16	31	14	22	26	13	25	21	20	13	18	21	18	20	32	19	19	20	17
Don't know	12	8	9	7	12	8	11	10	14	17	14	10	10	11	14	12	12	13	13	10	11	13

Alcohol companies

Would be unethical	37	28	41	41	31	38	35	30	43	42	37	34	36	35	38	37	39	31	36	36	36	39
Would not be unethical	44	56	40	46	55	44	48	54	34	32	42	50	45	45	41	43	41	53	41	46	49	41
Don't know	20	16	19	14	14	18	17	16	23	26	21	17	18	19	21	20	20	16	23	19	16	20

Gambling companies

Would be unethical	68	68	73	79	61	74	67	62	74	68	63	70	76	69	67	69	67	61	64	71	72	71
Would not be unethical	19	24	15	13	26	15	22	25	13	14	21	20	15	18	19	18	20	28	19	19	17	17
Don't know	13	9	12	8	13	11	11	12	13	18	16	10	9	12	14	13	12	11	17	10	11	12

Big tech' companies

Would be unethical	16	9	19	16	17	16	16	14	19	22	16	16	15	14	19	16	19	18	17	16	17	15
Would not be unethical	53	70	50	59	57	54	56	62	44	48	51	58	53	57	46	53	48	48	52	53	58	53
Don't know	31	21	32	25	26	30	28	24	37	31	34	26	32	29	34	31	34	33	32	31	25	32

Artificial intelligence companies

Would be unethical	26	19	26	27	30	24	26	23	29	36	25	25	25	23	31	26	32	27	27	27	24	26
Would not be unethical	42	52	43	48	41	46	41	52	33	41	44	44	39	47	36	42	39	48	39	45	45	42
Don't know	31	29	30	25	28	30	33	25	37	22	31	31	36	30	33	32	29	25	35	28	31	33

Fast fashion companies

Would be unethical	54	47	60	68	47	61	49	49	60	62	54	53	53	58	50	55	56	48	54	57	51	56
Would not be unethical	22	33	20	17	31	21	27	28	17	15	22	28	20	23	22	23	17	24	23	22	27	21
Don't know	23	20	20	15	22	17	24	23	24	22	23	19	27	19	28	22	27	28	23	21	22	23

Fast food companies

Would be unethical	38	32	39	46	30	42	37	36	40	35	35	39	43	38	38	38	41	40	37	40	35	38
Would not be unethical	41	50	42	39	52	42	42	47	36	40	43	44	36	43	39	41	40	41	41	42	46	40
Don't know	21	18	18	15	18	16	21	17	24	25	22	17	21	20	23	21	19	19	22	18	19	23

Cosmetics companies that test on animals

Would be unethical	74	73	78	78	69	78	76	69	79	67	72	79	78	75	74	74	75	75	75	76	73	73
Would not be unethical	15	16	13	16	20	13	15	19	10	20	15	14	12	15	14	15	14	14	14	14	19	14
Don't know	11	10	9	6	11	9	9	12	10	13	13	7	10	10	12	11	11	11	11	10	8	13

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

Medical companies that test on animals

Would be unethical	61	58	62	64	58	60	64	54	67	59	58	65	62	60	62	60	65	63	61	61	56	61
Would not be unethical	23	27	24	25	28	24	22	30	17	24	24	22	21	25	20	23	22	20	22	23	30	22
Don't know	16	14	14	11	14	16	15	17	16	18	18	13	17	15	18	16	13	17	17	16	14	17

Pharmaceutical companies

Would be unethical	17	9	17	15	20	15	16	15	18	19	19	17	12	15	19	17	24	13	16	17	14	18
Would not be unethical	60	78	61	64	62	64	63	67	54	54	54	65	69	63	57	61	56	60	58	64	67	59
Don't know	23	13	22	21	17	21	21	18	28	27	27	18	19	22	24	23	20	27	26	19	19	24

**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.*