

YouGov survey results

Sample: 2213 GB adults

Fieldwork 23rd - 24th November 2017

Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about each of the following situations, in general, would you prefer to talk to or not to talk to each of the following? (Please select one option on each row)

A hairdresser/ barber who is cutting your hair

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	68%	63%	72%	56%	53%	56%	71%	80%	66%	69%	70%	70%	68%	52%	70%	66%	75%
I would prefer NOT to talk to them	25%	28%	23%	36%	40%	34%	23%	14%	27%	23%	23%	21%	26%	37%	24%	30%	22%
Don't know	7%	9%	5%	8%	7%	10%	7%	5%	7%	8%	7%	9%	6%	11%	6%	3%	3%

A dentist who is cleaning your teeth

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	43%	47%	39%	32%	27%	36%	47%	53%	42%	44%	45%	42%	39%	41%	42%	42%	48%
I would prefer NOT to talk to them	49%	43%	55%	60%	64%	52%	46%	40%	51%	46%	47%	49%	53%	47%	51%	54%	46%
Don't know	8%	10%	6%	8%	9%	12%	7%	6%	7%	9%	8%	9%	8%	11%	7%	4%	7%

A checkout assistant who is serving you at the supermarket

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	66%	63%	70%	53%	53%	59%	71%	77%	65%	69%	69%	72%	67%	51%	68%	65%	69%
I would prefer NOT to talk to them	26%	28%	24%	37%	38%	29%	23%	18%	28%	23%	24%	22%	25%	34%	26%	27%	27%
Don't know	8%	9%	6%	9%	9%	13%	6%	5%	7%	9%	7%	6%	8%	14%	6%	8%	4%

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A barperson in a quiet pub or bar when you are by yourself

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	56%	60%	53%	41%	53%	51%	62%	62%	57%	56%	61%	57%	52%	42%	60%	53%	63%
I would prefer NOT to talk to them	30%	28%	33%	44%	37%	33%	30%	23%	32%	29%	26%	29%	33%	38%	29%	39%	29%
Don't know	13%	12%	14%	15%	10%	16%	8%	15%	12%	15%	13%	14%	15%	19%	11%	9%	8%

A tradesperson who has come to your home (e.g. plumber, electrician etc.)

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	71%	70%	72%	51%	55%	64%	75%	85%	71%	71%	73%	76%	70%	61%	70%	72%	75%
I would prefer NOT to talk to them	22%	23%	22%	40%	35%	27%	20%	11%	23%	22%	20%	19%	23%	31%	23%	25%	19%
Don't know	6%	7%	6%	8%	10%	9%	5%	4%	6%	7%	7%	6%	7%	8%	7%	3%	6%

A taxi driver who is taking you somewhere

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	56%	55%	56%	40%	42%	48%	62%	66%	55%	57%	62%	57%	57%	41%	55%	55%	59%
I would prefer NOT to talk to them	37%	36%	37%	50%	50%	41%	32%	27%	38%	35%	30%	36%	35%	49%	38%	40%	32%
Don't know	8%	8%	7%	10%	8%	11%	5%	7%	7%	8%	8%	8%	8%	9%	7%	5%	10%

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A close neighbour who is out walking in your neighbourhood

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	77%	74%	80%	56%	69%	71%	81%	88%	79%	75%	81%	80%	79%	64%	78%	72%	82%
I would prefer NOT to talk to them	16%	18%	14%	32%	24%	20%	13%	7%	15%	17%	13%	13%	15%	26%	15%	23%	12%
Don't know	7%	8%	6%	12%	7%	9%	6%	5%	6%	8%	6%	7%	6%	9%	8%	5%	6%

A colleague you are unfamiliar with while in the staff room

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	59%	57%	62%	50%	53%	51%	63%	67%	61%	57%	61%	57%	62%	46%	62%	59%	68%
I would prefer NOT to talk to them	28%	30%	26%	39%	37%	37%	27%	17%	27%	28%	26%	27%	28%	38%	26%	28%	24%
Don't know	13%	14%	12%	11%	10%	12%	10%	16%	11%	15%	13%	15%	10%	16%	12%	12%	9%

Other people on public transport (e.g. waiting at stations while on trains/ buses etc.)

Unweighted base	2213	1017	1196	227	295	348	377	966	1361	852	569	399	214	127	593	102	209
Base: All GB adults	2213	1073	1140	254	334	389	368	868	1261	952	533	363	190	296	528	110	193
I would prefer to talk to them	34%	29%	39%	18%	15%	23%	39%	49%	31%	38%	38%	40%	35%	20%	33%	35%	35%
I would prefer NOT to talk to them	54%	59%	49%	71%	73%	62%	49%	39%	58%	48%	50%	47%	56%	67%	55%	56%	50%
Don't know	12%	12%	12%	11%	12%	15%	11%	12%	11%	14%	12%	13%	9%	13%	12%	9%	14%