



UnHerd – Values research

Methodology: ComRes interviewed 2,059 British adults aged 18+ online between 7th and 8th August 2017. Data were weighted to be demographically representative of all GB adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 1

Q.1 Which of the following are the most dangerous in the world today?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
Terrorists	1640 80%	762 76%	878 83%	168 73%	236 67%	250 75%	293 80%	267 88%	427 90%	403 69%	543 78%	694 89%	421 76%	433 75%	350 83%	436 85%	210 73%	680 76%
Religious leaders	628 31%	336 33%	292 28%	46 20%	93 26%	94 28%	118 32%	117 39%	160 34%	139 24%	212 30%	278 36%	162 29%	147 26%	139 33%	181 35%	77 27%	284 32%
Fake news	545 26%	261 26%	284 27%	61 26%	103 29%	98 30%	101 28%	72 24%	110 23%	164 28%	199 29%	182 23%	165 30%	151 26%	105 25%	124 24%	78 27%	250 28%
Military leaders	422 20%	214 21%	208 20%	48 21%	37 11%	75 22%	78 21%	65 22%	119 25%	85 15%	152 22%	184 24%	104 19%	117 20%	89 21%	112 22%	61 21%	163 18%
Right-wing pundits, politicians and donors	356 17%	203 20%	153 14%	54 24%	69 20%	74 22%	69 19%	36 12%	52 11%	124 21%	143 21%	89 11%	118 21%	98 17%	62 15%	78 15%	57 20%	162 18%
Left-wing unions, politicians and campaigners	331 16%	202 20%	129 12%	22 10%	36 10%	40 12%	55 15%	48 16%	129 27%	58 10%	95 14%	177 23%	92 17%	92 16%	69 16%	77 15%	30 10%	128 14%
High-taxing governments	276 13%	92 9%	185 18%	32 14%	65 18%	60 18%	64 17%	23 8%	32 7%	97 17%	124 18%	56 7%	77 14%	69 12%	65 15%	65 13%	62 21%	124 14%
Big businesses	267 13%	153 15%	114 11%	56 24%	59 17%	39 12%	54 15%	27 9%	32 7%	115 20%	93 13%	59 8%	76 14%	83 14%	43 10%	65 13%	37 13%	129 14%
Capitalists	187 9%	101 10%	86 8%	27 12%	40 11%	37 11%	31 8%	19 6%	32 7%	68 12%	68 10%	51 7%	60 11%	54 9%	38 9%	35 7%	29 10%	84 9%
Communists	177 9%	95 9%	82 8%	22 9%	20 6%	29 9%	25 7%	29 10%	51 11%	42 7%	54 8%	81 10%	55 10%	47 8%	34 8%	41 8%	27 9%	55 6%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 1

Q.1 Which of the following are the most dangerous in the world today?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
Terrorists	1640 80%	140 77%	82 80%	1418 80%	75 87%	186 79%	142 82%	145 78%	133 86%	162 82%	188 69%	235 82%	151 83%
Religious leaders	628 31%	57 31%	40 39%	531 30%	23 26%	58 25%	62 36%	37 20%	55 36%	60 30%	75 27%	103 36%	57 32%
Fake news	545 26%	42 23%	24 23%	479 27%	18 21%	66 28%	43 25%	50 27%	31 20%	57 29%	79 29%	87 30%	48 26%
Military leaders	422 20%	36 20%	16 15%	370 21%	24 28%	61 26%	34 20%	32 17%	36 23%	29 15%	64 23%	51 18%	38 21%
Right-wing pundits, politicians and donors	356 17%	41 23%	16 16%	298 17%	14 16%	41 17%	32 19%	26 14%	25 16%	31 16%	54 20%	40 14%	34 19%
Left-wing unions, politicians and campaigners	331 16%	28 15%	11 11%	292 16%	7 9%	30 13%	28 16%	30 16%	26 17%	43 22%	38 14%	55 19%	36 20%
High-taxing governments	276 13%	24 13%	11 11%	241 14%	20 23%	31 13%	29 17%	21 11%	22 14%	17 9%	46 17%	32 11%	23 13%
Big businesses	267 13%	26 15%	13 13%	228 13%	10 12%	25 11%	27 16%	29 15%	14 9%	27 14%	33 12%	33 12%	29 16%
Capitalists	187 9%	17 9%	10 9%	160 9%	8 9%	28 12%	14 8%	18 10%	11 7%	12 6%	30 11%	25 9%	14 8%
Communists	177 9%	16 9%	9 9%	152 9%	5 6%	22 9%	12 7%	16 9%	18 11%	10 5%	24 9%	29 10%	17 9%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 2

Q.2a For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
Big business is more of a problem than big government	914 44%	505 50%	409 39%	112 49%	143 40%	144 44%	159 43%	144 48%	212 45%	255 44%	304 44%	356 46%	252 46%	275 48%	182 43%	205 40%	142 49%	392 44%
Big government is more of a problem than big business	1145 56%	499 50%	645 61%	118 51%	211 60%	187 56%	207 57%	159 52%	263 55%	330 56%	394 56%	421 54%	299 54%	299 52%	241 57%	305 60%	147 51%	505 56%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 2

Q.2a For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
Big business is more of a problem than big government	914 44%	61 33%	45 44%	808 46%	34 39%	106 45%	84 48%	83 45%	51 33%	92 47%	135 49%	135 47%	88 49%
Big government is more of a problem than big business	1145 56%	121 67%	58 56%	967 54%	53 61%	131 55%	89 52%	102 55%	104 67%	105 53%	138 51%	151 53%	93 51%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 3

Q.2b For each of these pairs of statements which one do you agree with most?**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
Freedom is more important than equality	1501 73%	745 74%	757 72%	138 60%	211 60%	230 69%	279 76%	233 77%	411 87%	349 60%	509 73%	644 83%	394 71%	404 70%	326 77%	379 74%	213 74%	616 69%
Equality is more important than freedom	558 27%	260 26%	297 28%	93 40%	143 40%	101 31%	87 24%	70 23%	64 13%	236 40%	188 27%	134 17%	157 29%	170 30%	98 23%	132 26%	76 26%	281 31%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 3

Q.2b For each of these pairs of statements which one do you agree with most?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
Freedom is more important than equality	1501 73%	130 72%	69 67%	1302 73%	59 68%	169 71%	133 77%	135 73%	106 69%	160 81%	192 70%	213 74%	133 73%
Equality is more important than freedom	558 27%	51 28%	33 33%	473 27%	27 32%	68 29%	40 23%	50 27%	48 31%	38 19%	81 30%	73 26%	48 27%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 4

Q.2c For each of these pairs of statements which one do you agree with most?**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
Britain usually does good when it acts abroad	1230 60%	597 59%	634 60%	110 48%	167 47%	181 55%	247 67%	199 66%	327 69%	277 47%	427 61%	526 68%	321 58%	330 57%	267 63%	313 61%	162 56%	511 57%
Britain usually does harm when it acts abroad	829 40%	408 41%	421 40%	120 52%	187 53%	151 45%	120 33%	104 34%	147 31%	307 53%	270 39%	251 32%	230 42%	244 43%	157 37%	198 39%	127 44%	386 43%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 4

Q.2c For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
Britain usually does good when it acts abroad	1230 60%	101 56%	64 62%	1066 60%	57 66%	151 64%	103 60%	112 60%	104 67%	114 58%	162 59%	175 61%	86 48%
Britain usually does harm when it acts abroad	829 40%	80 44%	39 38%	709 40%	29 34%	85 36%	70 40%	73 40%	50 33%	84 42%	111 41%	111 39%	95 52%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 5

Q.2d For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
We need more Christianity in our nation's life	1192 58%	560 56%	632 60%	90 39%	149 42%	182 55%	205 56%	215 71%	351 74%	239 41%	387 55%	566 73%	304 55%	332 58%	259 61%	297 58%	163 56%	467 52%
We need less Christianity in our nation's life	867 42%	444 44%	423 40%	141 61%	204 58%	149 45%	162 44%	88 29%	123 26%	345 59%	311 45%	211 27%	247 45%	242 42%	164 39%	213 42%	127 44%	430 48%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 5

Q.2d For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
We need more Christianity in our nation's life	1192 58%	89 49%	63 62%	1040 59%	42 48%	155 66%	100 58%	112 60%	92 60%	126 64%	159 58%	155 54%	99 55%
We need less Christianity in our nation's life	867 42%	93 51%	40 38%	735 41%	45 52%	82 34%	73 42%	73 40%	63 40%	72 36%	115 42%	131 46%	82 45%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 6

Q.2e For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
The main causes of crime are unfair and unequal social conditions	644 31%	342 34%	302 29%	112 49%	147 42%	108 32%	110 30%	79 26%	89 19%	260 44%	217 31%	167 22%	197 36%	186 32%	114 27%	146 29%	92 32%	314 35%
The main causes of crime are bad moral choices by individual people	1415 69%	663 66%	752 71%	118 51%	207 58%	224 68%	257 70%	224 74%	386 81%	325 56%	480 69%	610 78%	354 64%	388 68%	309 73%	364 71%	198 68%	582 65%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 6

Q.2e For each of these pairs of statements which one do you agree with most?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
The main causes of crime are unfair and unequal social conditions	644 31%	71 39%	37 36%	536 30%	29 34%	76 32%	55 32%	67 36%	33 21%	40 20%	97 35%	84 29%	56 31%
The main causes of crime are bad moral choices by individual people	1415 69%	110 61%	66 64%	1239 70%	57 66%	161 68%	118 68%	119 64%	121 79%	158 80%	177 65%	202 71%	125 69%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 7

Q.2f For each of these pairs of statements which one do you agree with most?**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1029	1030	237	371	352	345	286	468	608	697	754	547	580	377	555	251	846
Weighted base	2059	1005	1054	231	354	331	366	303	474	584	698	777	551	574	424	510	289	897
A loving home is more important for a child's future than a good school	1918 93%	912 91%	1006 95%	203 88%	311 88%	309 93%	348 95%	289 95%	458 97%	514 88%	658 94%	747 96%	502 91%	527 92%	395 93%	494 97%	272 94%	817 91%
A good school is more important for a child's future than a loving home	141 7%	92 9%	49 5%	28 12%	43 12%	22 7%	18 5%	14 5%	16 3%	71 12%	40 6%	30 4%	49 9%	47 8%	29 7%	17 3%	18 6%	80 9%

Opinion Poll

ONLINE Fieldwork: 7th-8th August 2017

Absolutes/col percents

Table 7

Q.2f For each of these pairs of statements which one do you agree with most?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2059	191	113	1755	91	230	186	162	161	223	238	286	178
Weighted base	2059	181	103	1775	86	237	173	185	154	198	274	286	181
A loving home is more important for a child's future than a good school	1918 93%	163 90%	96 94%	1659 93%	76 88%	224 95%	159 92%	179 97%	145 94%	190 96%	243 89%	271 95%	171 95%
A good school is more important for a child's future than a loving home	141 7%	19 10%	7 6%	116 7%	10 12%	13 5%	14 8%	6 3%	9 6%	8 4%	31 11%	15 5%	10 5%