



The Co-operative Group: Have Your Say Results

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**Conducted by YouGov
on behalf of The Co-operative Group**

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Have Your Say: Public Poll Results

Sample Size: 144,833 UK Individuals Aged 16+
Fieldwork: 17th February to 24th March



Total	Member	Democratic Involvement		Age							Democratic Region							Gender				Social Grade	
	Member of Co-op	More democratically active	Less democratically active	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 70	71+	Central & Eastern	Cymru / Wales	North	North West & North Midlands	Scotland & Northern Ireland	South & West	South East	Postcode not provided	Male	Female	I consider myself to be in a different category	Prefer not to say	ABC1

S1. Firstly, we have one question to check your eligibility to take part. What is your age?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702	
15 or under [1]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16 - 17 [16.5]	0%	0%	0%	0%	6%	-	-	-	-	-	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
18 - 24 [21]	2%	2%	2%	2%	94%	-	-	-	-	-	-	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	10%	3%	3%	1%	
25 - 34 [29.5]	7%	6%	6%	6%	-	100%	-	-	-	-	-	6%	6%	6%	10%	6%	5%	8%	5%	7%	6%	18%	9%	11%	2%	
35 - 44 [39.5]	11%	11%	10%	11%	-	-	100%	-	-	-	-	11%	9%	11%	13%	12%	10%	13%	10%	11%	12%	19%	14%	18%	4%	
45 - 54 [49.5]	20%	20%	18%	20%	-	-	-	100%	-	-	-	21%	18%	20%	20%	22%	18%	21%	18%	18%	22%	16%	23%	30%	10%	
55 - 64 [59.5]	28%	28%	27%	29%	-	-	-	-	100%	-	-	28%	30%	29%	26%	28%	28%	27%	27%	27%	29%	20%	29%	28%	28%	
65 - 70 [67.5]	18%	19%	20%	19%	-	-	-	-	-	100%	-	19%	20%	19%	17%	16%	20%	17%	18%	20%	17%	8%	12%	7%	29%	
71+ [72.5]	14%	14%	17%	14%	-	-	-	-	-	-	100%	14%	15%	13%	12%	12%	17%	13%	18%	16%	12%	8%	9%	3%	25%	
S1 = Missing	0%	0%	0%	0%	-	-	-	-	-	-	-	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	
Mean	55.66	56.15	57.20	56.04	20.71	29.50	39.50	49.50	59.50	67.50	72.50	56.22	56.94	55.99	53.75	54.80	57.22	54.83	56.70	56.28	55.21	45.70	52.28	49.43	62.01	

A1. Within the last year, which of the following Co-operative businesses have you purchased goods/services from? Please select all that apply.

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
The Co-operative Food	93%	94%	97%	94%	96%	95%	94%	93%	93%	92%	90%	91%	93%	94%	92%	96%	94%	90%	88%	91%	94%	90%	87%	94%	92%
The Co-operative Bank	36%	37%	55%	35%	22%	34%	39%	36%	37%	36%	39%	39%	35%	35%	43%	23%	35%	38%	31%	42%	31%	35%	35%	39%	33%
The Co-operative Insurance	14%	14%	25%	13%	5%	13%	15%	15%	15%	15%	14%	18%	12%	12%	16%	12%	14%	14%	12%	17%	13%	13%	16%	15%	14%
The Co-operative Pharmacy	23%	24%	32%	23%	19%	24%	24%	23%	23%	21%	24%	24%	32%	25%	38%	18%	18%	13%	19%	23%	23%	30%	24%	24%	23%
The Co-operative Funeralcare	3%	3%	5%	3%	2%	2%	2%	3%	4%	3%	4%	4%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%
The Co-operative Travel	7%	7%	10%	7%	6%	6%	5%	7%	7%	7%	6%	8%	5%	9%	12%	4%	3%	3%	6%	7%	6%	6%	6%	7%	7%
The Co-operative Legal Services	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%
The Co-operative Electrical	10%	10%	19%	9%	8%	12%	12%	11%	10%	9%	8%	11%	12%	10%	11%	10%	9%	8%	9%	11%	9%	12%	10%	11%	9%
None of these	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	3%	5%	2%	2%	5%	5%	2%	2%

A1a. Have you stopped being a customer of any of the following Co-operative businesses in the last few years?

	144816	130636	13180	117456	3071	9489	16517	28940	40643	26274	19850	27989	7873	20910	22205	14852	25596	23200	2191	66467	76915	143	1291	73071	71697
The Co-operative Food	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
The Co-operative Bank	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	2%	8%	5%	3%	3%
The Co-operative Insurance	4%	4%	6%	4%	2%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	4%	4%	5%	5%	4%	4%	6%	4%	5%
The Co-operative Pharmacy	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	4%	2%	1%	1%
The Co-operative Funeralcare	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	4%	1%	1%	1%
The Co-operative Travel	3%	3%	5%	3%	2%	4%	3%	3%	3%	3%	4%	4%	2%	4%	5%	2%	2%	2%	4%	4%	3%	5%	3%	3%	3%
The Co-operative Legal Services	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	0%	1%
The Co-operative Electrical	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	2%	2%
None of these	88%	88%	85%	89%	94%	87%	89%	89%	88%	88%	88%	87%	90%	87%	86%	90%	90%	90%	87%	87%	90%	87%	86%	88%	88%

A2. Are you a member of The Co-operative?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Yes, I am a member of The Co-operative	78%	86%	100%	85%	70%	76%	74%	75%	78%	81%	83%	77%	78%	80%	80%	79%	78%	74%	75%	78%	78%	67%	74%	76%	80%
No, but I do have a loyalty card with The Co-operative	12%	14%	-	15%	6%	8%	12%	14%	13%	12%	11%	11%	13%	12%	11%	12%	13%	13%	12%	10%	14%	6%	9%	12%	12%
No	8%	-	-	-	20%	12%	9%	7%	5%	4%	3%	8%	5%	5%	5%	6%	5%	8%	9%	8%	4%	20%	10%	8%	5%
Don't know	4%	-	-	-	4%	3%	5%	4%	3%	3%	2%	4%	4%	3%	3%	3%	4%	4%	4%	3%	4%	6%	7%	4%	3%

A3. Which of the following activities have you participated in with The Co-operative?

	130646	130646	13185	117461	2330	8034	14341	25687	37161	24382	18683	24759	7225	19222	20356	13519	23386	20269	1910	58855	70611	106	1074	64669	65931
Voted in members elections	26%	26%	88%	19%	11%	19%	23%	25%	27%	29%	30%	26%	31%	24%	24%	28%	29%	25%	24%	30%	23%	24%	24%	26%	27%
Stood in members elections	1%	1%	7%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Attended events and activities organised by local membership teams	5%	5%	26%	3%	9%	7%	5%	5%	4%	5%	5%	4%	7%	5%	6%	6%	5%	4%	6%	5%	5%	11%	4%	6%	4%
Gone online to find more information about campaigns The Co-operative is involved in	16%	16%	38%	14%	20%	23%	21%	19%	17%	13%	9%	16%	18%	16%	18%	16%	15%	17%	12%	18%	15%	22%	15%	20%	12%
Redeemed a money off coupon or taken up an offer	72%	72%	85%	70%	69%	71%	73%	74%	73%	71%	68%	70%	74%	74%	70%	77%	74%	67%	64%	67%	76%	67%	64%	73%	71%
Followed The Co-operative on Twitter	3%	3%	8%	2%	19%	13%	7%	3%	1%	0%	3%	2%	2%	3%	5%	3%	2%	3%	3%	4%	2%	11%	2%	5%	1%
Liked The Co-operative on Facebook	6%	6%	13%	5%	32%	21%	12%	7%	3%	2%	1%	5%	6%	6%	8%	8%	5%	4%	6%	6%	6%	11%	3%	8%	4%
Got involved in my local Co-operative	5%	5%	23%	3%	20%	10%	6%	6%	4%	4%	4%	4%	6%	6%	8%	8%	5%	4%	7%	5%	5%	9%	5%	6%	5%
Used your Co-operative membership card when purchasing goods or services	82%	82%	92%	80%	86%	86%	83%	81%	81%	81%	81%	80%	82%	84%	83%	83%	82%	77%	77%	80%	83%	86%	76%	82%	81%
Have met or could name my locally elected Co-operative representative	4%	4%	24%	2%	7%	6%	4%	4%	4%	4%	4%	3%	6%	4%	4%	8%	4%	3%	5%	5%	3%	5%	3%	5%	3%
None of these	8%	8%	-	9%	6%	6%	7%	7%	8%	8%	9%	9%	7%	7%	8%	6%	7%	10%	11%	9%	7%	8%	12%	7%	8%

A4. Are you or have you ever been employed by The Co-operative?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Yes - Current employee	9%	10%	17%	9%	47%	33%	18%	12%	4%	1%	0%	6%	8%	9%	18%	11%	7%	4%	12%	8%	9%	16%	14%	13%	5%
Yes - Former employee	5%	6%	10%	5%	4%	5%	4%	4%	5%	7%	6%	5%	5%	6%	8%	6%	5%	4%	5%	6%	5%	5%	5%	4%	6%

No	86%	85%	73%	86%	49%	63%	78%	84%	90%	92%	93%	88%	87%	86%	74%	83%	89%	92%	82%	86%	86%	79%	80%	83%	88%	
A4 = Missing	0%	0%	0%	0%	-	-	-	-	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	-	0%	
A5m_1. Which part of The Co-operative do you / did you work in? - The Co-operative Food																										
Base: If A4 = Current or former employee																										
Support centre / head office	12612	12233	2317	9916	1190	2184	2266	2973	2355	1031	612	2138	681	1996	2205	1956	2110	1272	254	5490	6962	21	139	7115	5493	
In store / branch / funeral home	11%	11%	12%	11%	5%	15%	13%	9%	10%	11%	19%	7%	5%	8%	36%	4%	6%	5%	9%	14%	9%	10%	7%	15%	6%	
In a contact centre	76%	76%	76%	75%	90%	78%	71%	74%	77%	71%	62%	74%	86%	78%	56%	84%	79%	83%	75%	65%	84%	86%	79%	73%	79%	
In a distribution centre	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	-	-	0%	1%	
Field	8%	8%	14%	6%	4%	5%	8%	8%	8%	10%	12%	7%	8%	8%	6%	8%	8%	9%	11%	10%	5%	10%	6%	8%	7%	
A5m_2. Which part of The Co-operative do you / did you work in? - The Co-operative Bank																										
Base: If A4 = Current or former employee																										
Support centre / head office	1952	1881	256	1625	107	377	441	486	322	143	76	224	45	152	1177	31	175	123	25	965	967	2	18	1519	433	
In store / branch / funeral home	57%	57%	54%	58%	28%	60%	67%	59%	57%	43%	50%	25%	22%	40%	77%	23%	24%	26%	40%	66%	49%	100%	39%	61%	46%	
In a contact centre	32%	32%	36%	32%	41%	29%	23%	29%	37%	46%	53%	68%	78%	56%	10%	55%	66%	72%	52%	24%	40%	-	39%	29%	44%	
In a distribution centre	12%	13%	13%	13%	34%	13%	11%	8%	12%	18%	4%	3%	2%	4%	18%	3%	3%	6%	3%	8%	12%	13%	-	17%	12%	
Field	0%	0%	-	0%	-	0%	-	1%	0%	1%	1%	1%	-	-	0%	-	1%	-	1%	0%	0%	-	-	0%	1%	
A5m_3. Which part of The Co-operative do you / did you work in? - The Co-operative Insurance																										
Base: If A4 = Current or former employee																										
Support centre / head office	1558	1478	186	1292	163	289	243	262	232	211	158	233	27	139	900	79	86	72	22	986	546	2	24	977	581	
In store / branch / funeral home	43%	43%	38%	43%	14%	39%	71%	58%	37%	36%	28%	21%	22%	29%	57%	24%	10%	26%	50%	40%	49%	50%	17%	51%	30%	
In a contact centre	9%	9%	10%	9%	1%	2%	3%	9%	15%	17%	20%	10%	22%	24%	3%	19%	21%	21%	18%	6%	14%	-	4%	5%	15%	
In a distribution centre	28%	28%	8%	31%	88%	65%	21%	11%	7%	2%	3%	30%	-	5%	39%	4%	3%	1%	23%	23%	36%	50%	83%	34%	19%	
Field	0%	0%	-	0%	-	0%	-	1%	-	1%	1%	4%	-	-	1%	-	-	-	0%	0%	0%	-	-	0%	1%	
A5m_4. Which part of The Co-operative do you / did you work in? - The Co-operative Pharmacy																										
Base: If A4 = Current or former employee																										
Support centre / head office	1121	1088	131	957	44	249	232	269	203	71	53	167	100	150	440	93	83	62	26	346	747	3	25	722	399	
In store / branch / funeral home	19%	19%	21%	19%	11%	30%	27%	14%	9%	15%	15%	10%	4%	15%	35%	5%	6%	10%	15%	30%	15%	33%	8%	26%	8%	
In a contact centre	67%	67%	56%	69%	77%	60%	62%	66%	77%	73%	75%	83%	91%	77%	45%	83%	82%	79%	65%	47%	76%	67%	80%	61%	78%	
In a distribution centre	1%	1%	2%	1%	-	2%	0%	2%	1%	-	-	-	-	-	3%	1%	-	-	-	1%	1%	-	4%	1%	1%	
Field	7%	8%	8%	8%	7%	8%	7%	10%	4%	7%	6%	2%	-	1%	17%	1%	2%	-	8%	13%	5%	-	16%	6%	10%	
A5m_5. Which part of The Co-operative do you / did you work in? - The Co-operative Funeralcare																										
Base: If A4 = Current or former employee																										
Support centre / head office	916	892	196	696	22	101	154	263	235	92	49	120	45	157	234	139	90	109	22	451	448	3	14	646	270	
In store / branch / funeral home	22%	21%	21%	21%	23%	41%	28%	16%	12%	24%	37%	16%	13%	15%	46%	12%	11%	10%	23%	24%	20%	33%	-	25%	15%	
In a contact centre	71%	72%	64%	74%	73%	55%	66%	75%	80%	70%	59%	82%	76%	79%	47%	75%	74%	88%	77%	65%	77%	67%	93%	68%	77%	
In a distribution centre	1%	1%	1%	1%	9%	2%	2%	1%	1%	2%	3%	3%	-	1%	2%	1%	2%	1%	2%	1%	1%	-	7%	1%	1%	
Field	1%	1%	1%	2%	-	1%	3%	1%	2%	1%	-	1%	-	-	1%	6%	1%	1%	1%	2%	1%	2%	-	7%	1%	
A5m_6. Which part of The Co-operative do you / did you work in? - The Co-operative Travel																										
Base: If A4 = Current or former employee																										
Support centre / head office	257	246	44	202	11	51	56	51	40	26	22	48	7	40	105	20	16	18	3	103	150	1	3	168	89	
In store / branch / funeral home	35%	34%	43%	32%	18%	31%	39%	27%	33%	38%	59%	25%	29%	15%	52%	20%	25%	28%	67%	48%	27%	-	33%	38%	30%	
In a contact centre	55%	55%	36%	59%	73%	57%	52%	57%	65%	50%	32%	67%	71%	70%	38%	70%	56%	67%	33%	35%	68%	100%	67%	55%	55%	
In a distribution centre	5%	5%	2%	6%	-	10%	7%	6%	3%	-	2%	2%	-	3%	10%	-	6%	-	-	6%	5%	-	-	6%	3%	
Field	1%	1%	-	1%	-	2%	-	2%	-	4%	-	-	-	-	3%	-	-	-	-	1%	1%	-	-	1%	2%	
A5m_7. Which part of The Co-operative do you / did you work in? - The Co-operative Legal Services																										
Base: If A4 = Current or former employee																										
Support centre / head office	201	196	21	175	9	72	50	37	18	6	9	15	12	14	46	5	92	14	3	85	114	-	2	172	29	
In store / branch / funeral home	74%	73%	62%	74%	56%	82%	78%	73%	61%	17%	67%	60%	67%	36%	93%	40%	76%	57%	100%	79%	71%	-	-	78%	48%	
In a contact centre	12%	13%	14%	13%	22%	14%	2%	14%	17%	50%	11%	7%	8%	43%	-	40%	13%	14%	33%	7%	15%	-	100%	11%	21%	
In a distribution centre	7%	8%	-	9%	11%	8%	8%	3%	11%	17%	-	-	8%	7%	2%	-	11%	7%	33%	8%	7%	-	-	6%	14%	
Field	2%	3%	-	3%	2%	2%	-	6%	-	11%	7%	-	-	-	-	-	2%	7%	33%	2%	3%	-	-	2%	7%	
A5m_8. Which part of The Co-operative do you / did you work in? - The Co-operative Electrical																										
Base: If A4 = Current or former employee																										
Support centre / head office	431	406	76	330	8	18	32	79	114	108	72	106	13	82	77	45	58	42	8	271	158	-	2	177	254	
In store / branch / funeral home	21%	21%	20%	21%	50%	50%	41%	24%	13%	12%	24%	20%	23%	11%	51%	2%	19%	7%	38%	23%	18%	-	-	31%	14%	
In a contact centre	65%	66%	59%	67%	38%	28%	41%	67%	74%	76%	54%	66%	77%	67%	32%	82%	72%	86%	50%	59%	74%	-	100%	59%	69%	
In a distribution centre	3%	3%	3%	3%	-	17%	3%	1%	1%	4%	3%	4%	-	1%	4%	2%	-	7%	-	3%	3%	-	-	2%	4%	
Field	5%	5%	5%	5%	-	-	6%	6%	3%	6%	8%	4%	8%	7%	6%	4%	3%	5%	-	8%	-	-	-	2%	7%	
A5m_10. Which part of The Co-operative do you / did you work in? - Corporate Group functions																										
Base: If A4 = Current or former employee																										
Support centre / head office	1773	1709	430	1279	64	395	432	362	236	152	132	139	39	187	1126	77	102	87	16	932	830	-	11	1410	362	
In store / branch / funeral home	85%	85%	76%	88%	91%	94%	91%	81%	74%	76%	70%	71%	59%	72%	95%	53%	52%	78%	69%	84%	85%	-	100%	88%	71%	
In a contact centre	5%	5%	4%	5%	2%	1%	1%	4%	10%	11%	14%	10%	3%	9%	1%	12%	17%	10%	-	4%	5%	-	-	2%	13%	
In a distribution centre	2%	2%	2%	2%	5%	2%	2%	1%	1%	4%	5%	3%	-	3%	2%	5%	1%	2%	13%	1%	3%	-	-	2%	4%	
Field	2%	2%	2%	2%	-	-	1%	2%	3%	4%	5%	4%	3%	5%	1%	6%	3%	1%	-	2%	1%	-	-	1%	6%	
A5m_11. Which part of The Co-operative do you / did you work in? - Sunwin																										
Base: If A4 = Current or former employee																										
Support centre / head office	225	213	38	175	11	28	42	54	54	27	9	24	10	77	61	15	16	13	9	142	79	1	3	126	99	
In store / branch / funeral home	31%	30%	37%	29%	27%	39%	38%	22%	24%	44%	22%	17%	10%	31%	56%	7%	13%	-	33%	35%	23%	-	33%	38%	21%	
In a contact centre	49%	49%	53%	48%	63%	18%	40%	57%	67%	44%	56%	54%	50%	57%	33%	47%	44%	62%	38%	68%	-	67%	67%	46%	53%	
In a distribution centre	3%	3%	3%	3%	18%	4%	2%	4%	2%	-	-	8%	-	-	5%	-	6%	-	11%	3%	4%	-	-	4%	2%	
Field	5%	5%	5%	5%	-	4%	2%	6%	7%	4%	11%	13%	-	5%	3%	-	13%	-	7%	1%	-	-	-	5%	5%	
Base: If A4 = Current or former employee																										
Support centre / head office	22%	22%	13%	24%	18%	46%	29%	20%	15%	7%	22%	38%	40%	14%	15%	47%	25%	46%	-	31%	6%	100%	-	18%	27%	

A7. Do you work for a business which supplies goods or services to The Co-operative?

Base: If A4 = Former employee or not an employee

	131934	117900	10896	107004	1629	6402	13570	25536	38909	26068	19788	26244	7240	19109	18147	13203	23879	22185	1927	60944	69756	121	1113	63928	67960
Yes	1%	1%	2%	1%	3%	4%	3%	2%	1%	0%	0%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	3%	2%	2%	1%
No	98%	98%	97%	98%	97%	96%	97%	98%	99%	99%	97%	98%	99%	98%	97%	98%	98%	98%	96%	98%	98%	97%	97%	97%	98%
A7 = Missing	1%	1%	1%	1%	0%	-	0%	0%	0%	1%	2%	0%	1%	1%	0%	0%	1%	0%	3%	0%	1%	-	1%	0%	1%

B2. How favourable would you say you are, in general, towards The Co-operative?

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Extremely favourable	23%	24%	43%	22%	17%	17%	20%	24%	24%	25%	25%	24%	25%	23%	23%	22%	23%	23%	21%	23%	24%	26%	15%	23%	23%
Favourable	63%	63%	50%	65%	62%	65%	64%	61%	63%	62%	64%	63%	61%	63%	63%	62%	64%	62%	58%	62%	64%	44%	52%	62%	63%
Unfavourable	8%	8%	5%	8%	13%	11%	9%	8%	8%	8%	7%	8%	8%	9%	9%	10%	8%	8%	11%	10%	7%	13%	14%	9%	8%
Extremely unfavourable	3%	2%	2%	2%	4%	3%	3%	3%	3%	3%	2%	2%	2%	2%	3%	3%	2%	3%	6%	3%	2%	8%	9%	3%	2%
Don't know	3%	3%	1%	3%	4%	4%	4%	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	3%	5%	3%	3%	8%	10%	3%	3%
Net: Favourable	86%	87%	92%	87%	79%	82%	84%	85%	87%	87%	89%	87%	86%	86%	85%	84%	87%	86%	79%	84%	88%	70%	67%	86%	86%
Net: Unfavourable	11%	10%	7%	10%	17%	14%	12%	12%	10%	11%	9%	10%	11%	11%	12%	13%	11%	11%	17%	13%	9%	22%	23%	12%	11%

B4. How likely would you be to recommend The Co-operative to a friend or colleague?

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
10 – Definitely would recommend	22%	23%	37%	21%	17%	17%	18%	22%	22%	22%	26%	22%	24%	22%	21%	21%	21%	22%	22%	19%	24%	22%	13%	21%	23%
9	10%	10%	12%	10%	9%	9%	10%	10%	10%	9%	9%	10%	10%	10%	9%	9%	10%	10%	7%	9%	10%	5%	10%	10%	10%
8	18%	18%	18%	19%	19%	19%	20%	18%	18%	18%	17%	19%	18%	18%	19%	18%	18%	18%	14%	19%	18%	16%	12%	19%	17%
7	14%	14%	11%	15%	19%	17%	16%	14%	14%	13%	12%	14%	14%	14%	15%	14%	14%	14%	11%	15%	14%	8%	11%	15%	13%
6	9%	9%	6%	9%	10%	11%	10%	8%	9%	8%	7%	8%	8%	9%	9%	9%	9%	9%	8%	9%	9%	6%	7%	9%	8%
5	11%	10%	6%	11%	9%	11%	10%	10%	11%	11%	11%	10%	10%	11%	11%	11%	11%	10%	12%	11%	11%	8%	14%	10%	12%
4	4%	4%	2%	4%	5%	4%	4%	4%	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	5%	4%	4%
3	3%	3%	2%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	4%	3%	6%	6%	3%	3%
2	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%
1	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	3%	3%	1%	2%
0 – Definitely would not recommend	4%	3%	2%	3%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	3%	4%	9%	5%	3%	13%	13%	4%	4%
Don't know	3%	2%	1%	2%	1%	2%	2%	2%	2%	3%	4%	3%	2%	2%	2%	2%	3%	3%	4%	2%	3%	9%	8%	2%	3%
Promoters	31%	33%	49%	31%	26%	26%	29%	32%	32%	32%	35%	33%	34%	32%	31%	30%	31%	31%	29%	29%	34%	27%	18%	30%	32%
Passives	32%	33%	29%	33%	37%	36%	36%	33%	32%	30%	29%	33%	32%	32%	33%	32%	32%	32%	25%	33%	32%	24%	23%	34%	30%
Detractors	34%	32%	20%	34%	35%	36%	34%	33%	34%	35%	32%	32%	32%	34%	34%	36%	34%	34%	42%	36%	32%	40%	51%	33%	34%
Net Promoter Score	-2%	0%	29%	-3%	-9%	-11%	-5%	-1%	-2%	-2%	3%	0%	2%	-2%	-3%	-6%	-3%	-3%	-13%	-7%	2%	-13%	-33%	-2%	-2%

B5.1. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Food

Base: If A1 = customer of The Co-operative Food

	134201	122986	12742	110244	2935	8990	15550	27030	37660	24045	17964	25516	7356	19626	20445	14197	24156	20973	1932	60583	72358	129	1131	68343	65816
10 – Extremely satisfied	20%	20%	26%	20%	19%	15%	17%	20%	20%	20%	23%	21%	22%	20%	21%	19%	19%	18%	20%	16%	23%	15%	12%	18%	22%
9	18%	19%	21%	18%	18%	16%	18%	18%	18%	19%	20%	20%	18%	19%	19%	19%	18%	18%	16%	17%	19%	12%	13%	18%	18%
8	24%	24%	23%	24%	25%	25%	26%	24%	24%	23%	22%	24%	23%	24%	23%	22%	24%	25%	21%	25%	23%	25%	18%	25%	22%
7	16%	16%	15%	16%	18%	19%	17%	16%	15%	15%	14%	16%	15%	15%	16%	16%	16%	17%	14%	17%	14%	12%	17%	15%	15%
6	8%	8%	6%	8%	8%	9%	8%	8%	8%	8%	7%	7%	7%	8%	8%	8%	8%	9%	8%	9%	7%	7%	9%	8%	8%
5	7%	6%	4%	7%	6%	7%	6%	6%	7%	7%	6%	6%	7%	7%	6%	6%	6%	7%	8%	7%	6%	12%	10%	6%	7%
4	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	4%	3%	5%	6%	3%	3%
3	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%
2	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
1 – Not satisfied at all	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	6%	4%	1%	1%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	3%	0%	0%
Net: Top 3	62%	63%	70%	62%	61%	56%	60%	62%	62%	62%	65%	64%	63%	62%	62%	58%	62%	60%	57%	58%	65%	51%	44%	61%	62%
Net: Bottom 3	4%	4%	3%	4%	4%	5%	4%	5%	4%	5%	4%	4%	5%	4%	4%	6%	4%	4%	7%	5%	4%	10%	11%	4%	5%

B5.2. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Bank

Base: If A1 = customer of The Co-operative Bank

	52435	48596	7219	41377	668	3271	6407	10285	14892	9778	7119	10997	2730	7375	9498	3372	8992	8800	671	28048	23878	51	458	28857	23559
10 – Extremely satisfied	29%	30%	36%	28%	20%	15%	21%	26%	29%	34%	41%	31%	34%	31%	26%	28%	29%	27%	29%	25%	33%	36%	17%	24%	35%
9	20%	21%	21%	21%	12%	17%	19%	20%	22%	22%	21%	21%	21%	22%	20%	20%	21%	20%	16%	20%	21%	14%	15%	20%	21%
8	18%	18%	16%	18%	19%	22%	20%	19%	18%	17%	13%	18%	18%	17%	18%	19%	18%	16%	19%	17%	16%	6%	16%	20%	16%
7	10%	10%	9%	10%	15%	15%	13%	11%	10%	8%	7%	10%	9%	9%	11%	11%	10%	12%	8%	11%	10%	6%	11%	12%	9%
6	6%	6%	5%	6%	8%	9%	8%	6%	5%	4%	5%	5%	5%	5%	6%	6%	6%	6%	7%	6%	5%	10%	9%	7%	5%
5	5%	5%	5%	5%	9%	7%	6%	6%	5%	5%	4%	5%	5%	5%	6%	6%	6%	5%	7%	6%	5%	8%	8%	6%	5%
4	3%	3%	2%	3%	4%	5%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	6%	6%	3%	2%
3	2%	2%	2%	2%	3%	4%	3%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	3%	3%	3%	2%	8%	5%	3%	2%
2	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	2%	1%	6%	2%	2%	1%
1 – Not satisfied at all	3%	3%	3%	3%	6%	4%	4%	4%	3%	3%	3%	3%	4%	3%	4%	4%	3%	4%	7%	4%	2%	-	9%	4%	3%
Don't know	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%
Net: Top 3	67%	68%	73%	67%	52%																				

8	20%	20%	18%	21%	17%	23%	23%	21%	20%	19%	17%	19%	19%	19%	22%	20%	19%	21%	16%	21%	19%	-	24%	22%	18%
7	10%	10%	10%	10%	14%	13%	13%	12%	10%	8%	7%	10%	8%	10%	10%	11%	10%	12%	11%	11%	9%	5%	8%	12%	8%
6	5%	5%	4%	6%	8%	8%	7%	6%	5%	4%	4%	5%	5%	6%	6%	5%	6%	7%	6%	5%	11%	4%	6%	4%	
5	4%	4%	3%	5%	4%	6%	5%	5%	4%	4%	3%	5%	4%	4%	5%	5%	4%	5%	7%	5%	4%	-	9%	5%	4%
4	2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	5%	5%	2%	1%	
3	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%
2	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
1 – Not satisfied at all	2%	2%	2%	2%	5%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	-	6%	2%	2%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	2%	4%	2%	2%	5%	5%	2%	2%	
Net: Top 3	72%	72%	76%	72%	61%	62%	66%	68%	74%	77%	78%	73%	76%	72%	72%	71%	74%	69%	64%	70%	74%	74%	62%	68%	76%
Net: Bottom 3	4%	4%	3%	4%	8%	5%	4%	5%	4%	4%	3%	4%	4%	4%	4%	5%	4%	4%	7%	5%	3%	-	8%	5%	4%

B5. 4. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Pharmacy

Base: If A1 = customer of The Co-operative Pharmacy

	33441	30950	4262	26688	598	2279	4018	6874	9455	5946	4264	6668	2501	5155	8368	2659	4559	3107	424	15059	18031	43	308	17230	16201
10 – Extremely satisfied	37%	37%	40%	37%	30%	29%	31%	35%	38%	40%	45%	36%	42%	37%	38%	39%	36%	32%	36%	32%	41%	42%	29%	33%	41%
9	22%	22%	24%	22%	17%	20%	21%	21%	23%	23%	22%	23%	22%	22%	23%	22%	21%	21%	23%	22%	21%	12%	16%	22%	22%
8	19%	19%	19%	19%	24%	24%	23%	21%	18%	17%	16%	19%	17%	20%	19%	19%	20%	21%	17%	22%	17%	21%	17%	22%	17%
7	9%	9%	8%	9%	14%	13%	11%	10%	9%	8%	6%	9%	8%	9%	9%	9%	13%	8%	11%	8%	5%	10%	11%	8%	
6	5%	4%	4%	5%	5%	5%	6%	5%	4%	4%	4%	4%	4%	4%	4%	4%	5%	6%	5%	4%	5%	6%	5%	4%	
5	4%	4%	3%	4%	5%	5%	4%	4%	3%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	3%	2%	9%	4%	4%	
4	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	
3	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
2	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	2%	0%	0%
1 – Not satisfied at all	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	5%	5%	1%	1%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	4%	1%	1%	7%	2%	1%	1%
Net: Top 3	78%	79%	83%	78%	71%	73%	75%	77%	79%	80%	83%	79%	81%	79%	80%	79%	77%	73%	74%	76%	81%	74%	62%	77%	80%
Net: Bottom 3	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	5%	8%	2%	2%

B5. 5. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Funeralcare

Base: If A1 = customer of The Co-operative Funeralcare

	4585	4245	611	3634	49	164	281	836	1597	909	749	998	167	744	708	492	755	659	62	2219	2315	4	47	2036	2545
10 – Extremely satisfied	52%	52%	54%	52%	51%	49%	43%	49%	51%	55%	54%	53%	44%	52%	53%	53%	52%	49%	45%	48%	56%	50%	23%	48%	54%
9	19%	19%	22%	19%	20%	14%	19%	21%	20%	19%	17%	19%	23%	19%	18%	18%	21%	15%	21%	18%	18%	-	15%	20%	18%
8	11%	11%	10%	11%	16%	10%	15%	11%	12%	9%	9%	10%	12%	12%	10%	10%	13%	10%	12%	10%	25%	13%	12%	10%	
7	5%	5%	5%	5%	2%	7%	6%	5%	6%	4%	4%	5%	5%	6%	4%	5%	5%	5%	10%	6%	4%	-	6%	5%	
6	3%	3%	2%	3%	6%	4%	4%	3%	2%	3%	1%	2%	4%	2%	4%	3%	4%	2%	5%	3%	3%	-	6%	3%	3%
5	2%	2%	2%	2%	2%	4%	3%	4%	2%	2%	2%	3%	3%	3%	2%	4%	2%	3%	2%	2%	-	4%	3%	2%	
4	1%	1%	0%	1%	-	3%	3%	1%	1%	1%	0%	1%	1%	1%	2%	2%	2%	1%	-	1%	1%	-	6%	1%	1%
3	1%	1%	0%	1%	-	1%	1%	1%	0%	0%	0%	-	0%	1%	2%	0%	1%	1%	2%	1%	1%	-	1%	0%	0%
2	1%	1%	0%	1%	-	1%	2%	1%	0%	0%	0%	1%	-	1%	1%	1%	1%	0%	-	1%	1%	-	1%	0%	0%
1 – Not satisfied at all	2%	1%	1%	1%	2%	5%	3%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	-	2%	1%	1%
Don't know	4%	4%	3%	4%	-	2%	1%	3%	3%	5%	10%	4%	7%	4%	3%	4%	5%	4%	13%	4%	4%	25%	11%	3%	6%
Net: Top 3	81%	82%	85%	81%	88%	73%	76%	81%	83%	83%	80%	82%	79%	82%	82%	81%	80%	82%	69%	80%	83%	75%	51%	81%	82%
Net: Bottom 3	3%	3%	2%	3%	2%	7%	6%	3%	3%	2%	2%	3%	2%	3%	4%	2%	3%	3%	2%	3%	2%	-	21%	4%	2%

B5. 6. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Travel

Base: If A1 = customer of The Co-operative Travel

	9516	9039	1304	7735	180	547	850	1923	2801	1945	1269	2123	423	1860	2734	630	882	722	142	4598	4837	8	73	4780	4730
10 – Extremely satisfied	40%	40%	42%	40%	38%	34%	33%	35%	39%	44%	48%	41%	41%	41%	39%	42%	37%	35%	35%	34%	45%	38%	25%	35%	45%
9	22%	22%	22%	22%	17%	22%	20%	21%	24%	24%	21%	23%	24%	22%	19%	23%	23%	19%	23%	21%	-	16%	22%	23%	
8	17%	17%	16%	17%	19%	16%	19%	18%	17%	15%	14%	16%	14%	16%	18%	14%	16%	17%	20%	18%	15%	25%	12%	18%	15%
7	9%	9%	9%	9%	11%	14%	11%	11%	8%	6%	6%	8%	9%	8%	9%	8%	10%	8%	10%	7%	-	7%	10%	7%	
6	4%	4%	4%	4%	4%	5%	6%	5%	4%	3%	2%	3%	3%	4%	5%	5%	4%	5%	5%	4%	4%	25%	8%	5%	3%
5	3%	3%	3%	3%	7%	3%	4%	3%	2%	3%	2%	2%	3%	3%	3%	2%	3%	4%	3%	2%	3%	13%	7%	3%	3%
4	2%	2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	4%	2%	1%	-	4%	2%	1%
3	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
2	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	2%	1%	1%	-	1%	1%	0%
1 – Not satisfied at all	1%	1%	0%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	-	16%	1%	1%
Don't know	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	4%	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%	-	1%	1%	2%
Net: Top 3	78%	79%	80%	79%	74%	71%	72%	74%	80%	83%	83%	81%	79%	79%	79%	76%	77%	75%	75%	76%	81%	63%	53%	75%	82%
Net: Bottom 3	3%	3%	2%	3%	1%	4%	3%	4%	3%	2%	2%	2%	3%	2%	3%	3%	3%	3%	6%	3%	3%	-	19%	3%	2%

B5. 7. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Legal Services

Base: If A1 = customer of The Co-operative Legal Services

	1417	1332	265	1067	16	111	206	305	413	209	157	286	55	192	312	33	262	248	29	751	645	3	18	880	537
10 – Extremely satisfied	37%	39%	39%	39%	38%	31%	23%	39%	40%	42%	45%	38%	47%	36%	37%	27%	40%	33%	52%	33%	43%	67%	11%	34%	43%
9	22%	23%	23%	22%	6%	21%	29%	21%	21%	23%	19%	21%	22%	24%	24%	18%	20%	22%	17%	24%	20%	-	11%	23%	21%
8	13%	13%	15%	13%	6%	14%	17%	11%	13%	14%	13%	13%	7%	15%	15%	12%	12%	13%	10%	14%	12%	-	6%	13%	13%
7	6%	6%	4%	7%	13%	9%	11%	8%	5%	4%	2%	7%	9%	4%	7%	9%	6%	5%	7%	7%	6%	-	11%	8%	4%
6	3%	3%	2%	3%	-	2%	6%	4%	3%	1%	1%	2%	-	3%	3%	-	3%	6%	3%	3%	3%	-	6%	4%	1%

5	4%	4%	4%	4%	6%	6%	3%	4%	4%	4%	1%	5%	2%	1%	4%	3%	3%	6%	3%	5%	3%	-	-	4%	4%
4	2%	2%	2%	2%	19%	3%	2%	2%	0%	0%	3%	0%	2%	1%	4%	3%	1%	1%	-	2%	1%	-	6%	2%	1%
3	1%	1%	1%	1%	-	3%	2%	0%	2%	1%	1%	1%	-	2%	2%	-	2%	2%	0%	2%	0%	-	-	2%	1%
2	1%	1%	1%	1%	13%	1%	2%	1%	1%	0%	-	1%	-	2%	0%	3%	2%	1%	-	1%	1%	-	6%	1%	1%
1 – Not satisfied at all	3%	2%	2%	2%	-	6%	1%	3%	3%	2%	2%	3%	5%	3%	2%	3%	2%	4%	-	2%	2%	-	33%	3%	2%
Don't know	7%	7%	6%	7%	-	5%	4%	7%	7%	9%	13%	7%	5%	9%	3%	21%	9%	8%	7%	6%	8%	33%	11%	6%	10%
Net: Top 3	73%	74%	78%	73%	50%	86%	69%	71%	74%	79%	77%	72%	76%	75%	77%	58%	73%	68%	79%	72%	76%	67%	28%	70%	77%
Net: Bottom 3	5%	4%	4%	4%	13%	10%	5%	4%	6%	3%	3%	6%	5%	6%	4%	6%	5%	6%	-	5%	4%	-	39%	6%	4%

B5_8. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Electrical

Base: If A1 = customer of The Co-operative Electrical	14296	13186	2523	10663	241	1130	1902	3211	3914	2290	1607	3017	932	2099	2502	1441	2272	1825	208	7281	6867	17	131	7977	6315
10 – Extremely satisfied	50%	50%	55%	49%	45%	47%	46%	49%	52%	54%	53%	50%	51%	54%	53%	51%	48%	45%	56%	45%	56%	65%	40%	48%	53%
9	22%	22%	22%	22%	17%	21%	22%	22%	21%	23%	22%	21%	23%	22%	22%	20%	23%	22%	16%	24%	20%	6%	11%	23%	21%
8	14%	14%	13%	14%	17%	16%	16%	14%	13%	11%	11%	13%	15%	12%	13%	14%	15%	15%	9%	16%	11%	18%	15%	15%	12%
7	6%	6%	5%	6%	9%	8%	7%	6%	6%	4%	5%	6%	5%	5%	6%	6%	6%	8%	8%	7%	5%	-	5%	7%	5%
6	2%	2%	1%	3%	4%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%	4%	3%	2%	12%	9%	2%	2%
5	2%	2%	1%	2%	5%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	-	2%	2%	2%
4	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	1%	1%
3	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	-	2%	0%	0%
2	0%	0%	0%	0%	-	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	-	2%	0%	0%
1 – Not satisfied at all	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	-	9%	1%	1%
Don't know	2%	2%	1%	2%	0%	1%	1%	1%	1%	2%	3%	2%	1%	2%	1%	2%	2%	2%	4%	1%	2%	-	4%	1%	2%
Net: Top 3	86%	86%	90%	85%	79%	84%	84%	86%	87%	88%	86%	85%	89%	87%	88%	85%	86%	82%	81%	85%	87%	88%	66%	85%	87%
Net: Bottom 3	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	3%	1%	2%	1%	-	13%	2%	1%

B6a_1. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It can be trusted more than most big businesses

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	17%	17%	30%	16%	18%	17%	16%	16%	16%	18%	19%	18%	19%	17%	16%	16%	17%	18%	16%	18%	16%	17%	8%	17%	17%
Somewhat agree	34%	35%	38%	34%	33%	34%	35%	34%	34%	34%	35%	35%	35%	34%	34%	32%	34%	34%	28%	34%	34%	30%	23%	35%	33%
Neither agree nor disagree	27%	27%	17%	28%	25%	24%	26%	28%	28%	27%	27%	27%	26%	28%	27%	29%	28%	26%	26%	25%	29%	15%	26%	26%	29%
Somewhat disagree	10%	10%	8%	10%	14%	13%	11%	10%	10%	10%	8%	9%	10%	10%	12%	10%	10%	10%	12%	11%	9%	10%	14%	11%	9%
Strongly disagree	7%	6%	6%	6%	8%	9%	8%	7%	7%	6%	4%	6%	6%	6%	7%	7%	6%	7%	10%	8%	5%	18%	18%	7%	6%
Don't know	5%	5%	2%	5%	3%	4%	4%	5%	5%	5%	7%	5%	5%	5%	4%	6%	6%	5%	8%	3%	6%	10%	11%	4%	6%
Net: Agree	51%	52%	68%	50%	50%	50%	51%	50%	51%	52%	53%	53%	53%	51%	50%	48%	51%	52%	44%	52%	51%	47%	31%	52%	50%
Net: Disagree	17%	16%	14%	16%	22%	22%	19%	17%	17%	16%	13%	16%	16%	16%	19%	17%	16%	17%	22%	20%	14%	28%	32%	18%	15%

B6a_2. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It offers higher quality products and services than its competitors

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	7%	7%	11%	6%	14%	9%	7%	7%	6%	6%	6%	7%	8%	7%	6%	7%	6%	6%	7%	5%	8%	8%	3%	6%	7%
Somewhat agree	26%	26%	34%	25%	34%	30%	28%	26%	25%	24%	25%	26%	27%	26%	26%	25%	25%	25%	23%	24%	28%	21%	19%	27%	25%
Neither agree nor disagree	40%	40%	35%	41%	28%	32%	37%	41%	42%	42%	42%	42%	40%	40%	39%	38%	41%	41%	35%	41%	40%	29%	37%	40%	41%
Somewhat disagree	18%	17%	14%	18%	15%	18%	18%	17%	18%	18%	17%	16%	16%	17%	18%	19%	18%	18%	19%	19%	16%	15%	21%	18%	17%
Strongly disagree	7%	7%	5%	7%	7%	9%	8%	8%	7%	7%	6%	7%	7%	7%	7%	10%	7%	7%	11%	9%	6%	22%	15%	8%	7%
Don't know	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	4%	2%	2%	2%	2%	2%	2%	3%	4%	2%	3%	6%	2%	3%	
Net: Agree	32%	33%	45%	32%	48%	39%	35%	32%	31%	30%	31%	33%	35%	33%	33%	31%	31%	32%	30%	29%	35%	28%	21%	33%	32%
Net: Disagree	25%	24%	19%	25%	22%	27%	26%	25%	25%	25%	23%	23%	23%	24%	26%	29%	25%	25%	30%	28%	22%	36%	36%	26%	24%

B6a_3. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It's a business that tries to do the right thing

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	27%	28%	44%	26%	27%	25%	26%	27%	27%	27%	29%	28%	28%	27%	27%	25%	27%	28%	23%	26%	28%	21%	15%	27%	27%
Somewhat agree	44%	45%	40%	45%	43%	45%	45%	44%	45%	44%	43%	45%	43%	44%	45%	43%	45%	45%	37%	44%	45%	33%	34%	45%	44%
Neither agree nor disagree	15%	15%	8%	16%	15%	15%	15%	15%	15%	16%	16%	15%	16%	16%	15%	17%	15%	14%	18%	16%	15%	14%	20%	14%	17%
Somewhat disagree	5%	5%	4%	5%	7%	7%	5%	5%	5%	5%	5%	5%	6%	5%	6%	6%	5%	6%	8%	6%	5%	11%	6%	5%	5%
Strongly disagree	4%	3%	3%	3%	5%	5%	5%	4%	4%	4%	3%	4%	4%	4%	4%	5%	3%	4%	7%	5%	3%	12%	11%	4%	4%
Don't know	4%	4%	1%	4%	3%	3%	4%	4%	4%	4%	5%	4%	3%	4%	3%	4%	4%	4%	6%	3%	4%	9%	3%	4%	
Net: Agree	71%	73%	83%	71%	70%	70%	72%	71%	72%	71%	72%	73%	72%	71%	71%	67%	73%	73%	61%	70%	73%	54%	50%	73%	70%
Net: Disagree	9%	9%	7%	9%	12%	12%	10%	10%	9%	9%	7%	9%	9%	9%	9%	11%	8%	9%	16%	11%	8%	23%	22%	10%	9%

B6a_4. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is financially robust

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	3%	3%	4%	3%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	1%	2%	4%
Somewhat agree	14%	14%	20%	13%	20%	16%	14%	13%	13%	14%	15%	15%	14%	14%	15%	15%	15%	12%	13%	13%	14%	10%	7%	13%	14%
Neither agree nor disagree	27%	28%	25%	28%	27%	25%	27%	28%	28%	27%	27%	28%	29%	28%	28%	29%	28%	27%	24%	25%	29%	22%	20%	26%	29%
Somewhat disagree	24%	25%	27%	24%	21%	26%	25%	24%	25%	25%	23%	24%	23%	24%	24%	21%	25%	25%	20%	27%	22%	20%	23%	26%	22%
Strongly disagree	16%	16%	18%	16%	16%	19%	18%	16%	16%	17%	14%	16%	16%	15%	19%	14%	16%	18%	21%	21%	12%	26%	28%	18%	15%
Don't know	15%	15%	7%	16%	12%	12%	13%	14%	15%	16%	19%	15%	15%	16%	12%	18%	16%	15%	18%	11%	19%	19%	21%	14%	17%
Net: Agree	17%	17%	24%	16%	25%	19%	17%	17%	16%	16%	17%	18%	17%	17%	18%	18%	15%	15%	17%	16%	18%	13%	7%	16%	18%
Net: Disagree	41%	41%	44%	40%	36%	45%	43%	40%	41%	41%	37%	40%	38%	39%	45%	36%	41%	43%	42%	48%	34%	47%	51%	44%	37%

B6a_5. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It plays an important part in the UK economy

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	16%	17%	29%	15%	15%	16%	16%	16%	16%	16%	18%	17%	18%	16%	16%	16%	15%	15%	18%	17%	16%	17%	9%	16%	17%
Somewhat agree	37%	38%	41%	37%	36%	38%	39%	38%	37%	36%	38%	38%	36%	38%	38%	37%	37%	36%	32%	38%	37%	25%	28%	38%	36%
Neither agree nor disagree	27%	27%	19%	28%	26%	27%	28%	28%	28%	27%	27%	27%	28%	28%	27%	28%	28%	28%	26%	27%	28%	24%	28%	27%	28%
Somewhat disagree	7%	6%	5%	7%	9%	8%	7%	6%	6%	7%	6%	6%	6%	6%	7%	6%	7%	7%	7%	8%	5%	7%	9%	7%	6%
Strongly disagree	3%	3%	2%	3%	5%	4%	4%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	6%	4%	2%	13%	8%	3%	3%
Don't know	9%	9%	3%	10%	9%	8%	9%	9%	9%	10%	11%	9%	9%	9%	8%	10%	10%	10%	11%	7%	12%	15%	17%	9%	10%
Net: Agree	53%	54%	70%	53%	51%	54%	54%	53%	53%	53%	54%	55%	54%	53%	55%	53%	53%	51%	50%	55%	53%	42%	37%	54%	53%
Net: Disagree	10%	9%	8%	9%	14%	12%	10%	10%	9%	10%	8%	9%	9%	9%	9%	9%	9%	11%	14%	12%	8%	19%	18%	11%	9%

B6a. 6. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It offers competitive prices and delivers value for money

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	11%	11%	15%	11%	9%	7%	9%	11%	11%	12%	15%	12%	12%	9%	9%	10%	12%	13%	12%	9%	13%	12%	6%	10%	12%
Somewhat agree	37%	38%	39%	38%	28%	31%	36%	37%	39%	38%	39%	39%	36%	36%	34%	35%	39%	41%	32%	35%	40%	33%	27%	38%	37%
Neither agree nor disagree	22%	22%	20%	22%	17%	20%	22%	23%	23%	22%	23%	22%	22%	23%	23%	20%	22%	22%	21%	25%	20%	17%	24%	22%	22%
Somewhat disagree	18%	19%	17%	19%	26%	25%	21%	19%	17%	17%	16%	17%	18%	20%	22%	21%	17%	15%	18%	19%	18%	14%	21%	19%	18%
Strongly disagree	9%	9%	8%	9%	18%	17%	12%	10%	8%	8%	7%	8%	10%	11%	12%	13%	8%	7%	13%	11%	8%	22%	18%	10%	9%
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	3%	4%	1%	2%
Net: Agree	49%	49%	54%	49%	37%	38%	44%	48%	51%	50%	54%	50%	48%	45%	43%	45%	52%	54%	44%	43%	53%	44%	33%	48%	49%
Net: Disagree	28%	28%	25%	28%	44%	41%	33%	29%	26%	25%	22%	25%	29%	31%	34%	33%	25%	22%	32%	31%	25%	36%	38%	29%	27%

B6a. 7. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It treats employees well at all levels of the business

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	8%	8%	14%	7%	13%	8%	8%	7%	6%	7%	9%	8%	9%	7%	8%	7%	7%	7%	9%	7%	8%	5%	4%	7%	8%
Somewhat agree	20%	20%	29%	19%	27%	25%	22%	20%	19%	19%	19%	20%	20%	20%	22%	18%	19%	20%	18%	21%	19%	18%	12%	21%	19%
Neither agree nor disagree	27%	27%	22%	28%	18%	22%	26%	29%	30%	28%	25%	28%	27%	28%	26%	27%	28%	28%	24%	27%	27%	21%	23%	27%	28%
Somewhat disagree	6%	6%	9%	6%	13%	11%	7%	7%	5%	4%	3%	5%	6%	5%	8%	7%	5%	4%	8%	6%	6%	8%	9%	7%	5%
Strongly disagree	4%	4%	5%	4%	13%	10%	6%	5%	3%	2%	1%	3%	4%	4%	6%	5%	3%	3%	7%	5%	3%	15%	11%	5%	3%
Don't know	36%	35%	21%	36%	15%	24%	31%	33%	37%	40%	42%	36%	34%	36%	30%	35%	38%	38%	35%	34%	37%	33%	42%	33%	38%
Net: Agree	27%	28%	43%	26%	40%	33%	29%	27%	25%	26%	29%	28%	29%	27%	30%	26%	26%	27%	29%	27%	23%	16%	28%	27%	28%
Net: Disagree	10%	10%	14%	9%	26%	21%	13%	11%	8%	6%	4%	8%	9%	9%	15%	12%	8%	7%	14%	10%	9%	23%	20%	12%	8%

B6a. 8. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It plays a positive role in the local community

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	21%	22%	37%	20%	24%	20%	22%	23%	21%	20%	20%	22%	22%	21%	21%	22%	20%	19%	20%	18%	24%	15%	14%	21%	21%
Somewhat agree	40%	41%	42%	41%	39%	43%	43%	41%	41%	38%	36%	40%	39%	41%	41%	41%	40%	39%	35%	39%	41%	31%	29%	42%	38%
Neither agree nor disagree	23%	23%	14%	24%	21%	21%	21%	22%	23%	25%	25%	23%	23%	23%	23%	21%	24%	24%	24%	26%	21%	23%	27%	22%	24%
Somewhat disagree	6%	5%	4%	5%	7%	6%	5%	5%	5%	6%	6%	5%	6%	6%	5%	6%	5%	6%	6%	7%	5%	8%	8%	5%	6%
Strongly disagree	3%	3%	2%	3%	5%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	5%	4%	3%	12%	8%	3%	3%
Don't know	7%	7%	2%	7%	5%	6%	6%	6%	7%	8%	11%	7%	7%	6%	6%	6%	8%	9%	9%	7%	7%	10%	14%	6%	8%
Net: Agree	61%	62%	79%	60%	63%	63%	64%	64%	61%	58%	56%	62%	61%	62%	62%	63%	60%	58%	55%	56%	65%	47%	43%	63%	59%
Net: Disagree	9%	8%	6%	8%	12%	10%	9%	9%	8%	9%	8%	8%	9%	9%	9%	10%	9%	9%	11%	11%	7%	20%	16%	9%	9%

B6a. 9. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It supports and drives growth in the local economy

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	14%	14%	24%	13%	17%	13%	14%	15%	14%	14%	14%	15%	15%	14%	14%	14%	13%	13%	14%	12%	16%	12%	7%	14%	14%
Somewhat agree	37%	37%	41%	37%	37%	38%	39%	38%	37%	35%	33%	37%	36%	37%	38%	37%	36%	35%	30%	35%	38%	23%	27%	38%	35%
Neither agree nor disagree	29%	29%	22%	30%	25%	27%	28%	28%	30%	30%	30%	28%	28%	29%	29%	28%	29%	30%	29%	31%	27%	27%	28%	28%	30%
Somewhat disagree	7%	7%	6%	7%	10%	9%	7%	7%	7%	7%	7%	6%	8%	7%	7%	8%	7%	7%	8%	8%	6%	9%	11%	7%	7%
Strongly disagree	4%	3%	3%	3%	5%	5%	4%	4%	4%	3%	3%	3%	4%	4%	4%	5%	4%	3%	6%	5%	3%	10%	10%	4%	3%
Don't know	10%	9%	3%	10%	6%	8%	8%	9%	9%	11%	14%	10%	9%	9%	8%	8%	10%	12%	12%	9%	11%	19%	18%	9%	11%
Net: Agree	51%	52%	65%	50%	54%	52%	53%	53%	51%	48%	47%	52%	51%	50%	52%	51%	49%	48%	44%	47%	54%	35%	34%	52%	49%
Net: Disagree	11%	10%	9%	10%	15%	13%	11%	11%	10%	11%	10%	9%	12%	11%	11%	13%	11%	10%	14%	13%	8%	19%	20%	11%	10%

B6a. 10. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It has higher ethical and moral standards than its competitors

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	29%	30%	49%	28%	34%	33%	31%	30%	29%	28%	28%	30%	32%	30%	29%	27%	29%	30%	23%	29%	30%	29%	17%	31%	27%
Somewhat agree	36%	37%	33%	37%	34%	36%	38%	36%	37%	36%	35%	37%	35%	37%	37%	36%	37%	36%	31%	36%	37%	31%	29%	37%	36%
Neither agree nor disagree	18%	18%	9%	19%	17%	15%	16%	17%	18%	19%	20%	17%	17%	18%	17%	17%	18%	17%	20%	17%	18%	9%	20%	16%	20%
Somewhat disagree	6%	6%	4%	6%	6%	7%	6%	6%	6%	6%	5%	6%	6%	6%	7%	6%	6%	6%	8%	7%	5%	7%	10%	6%	6%
Strongly disagree	5%	4%	4%	4%	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%	5%	5%	4%	5%	5%	5%	3%	16%	13%	5%	4%
Don't know	6%	5%	1%	6%	4%	4%	4%	5%	6%	6%	8%	5%	5%	6%	5%	7%	6%	6%	8%	5%	7%	8%	11%	4%	7%
Net: Agree	66%	67%	82%	65%	68%	69%	69%	66%	66%	64%	63%	67%	67%	66%	66%	62%	66%	66%	65%	65%	67%	60%	46%	69%	63%
Net: Disagree	11%	10%	8%	10%	11%	12%	11%	11%	11%	11%	9%	10%	10%	10%	10%	11%	10%	11%	16%	13%	8%	23%	23%	11	

Strongly disagree	7%	6%	7%	6%	8%	10%	8%	7%	6%	5%	4%	6%	6%	6%	8%	7%	5%	7%	10%	9%	5%	15%	17%	8%	5%
Don't know	9%	8%	2%	9%	6%	7%	8%	9%	9%	10%	8%	9%	8%	7%	10%	10%	9%	10%	6%	11%	16%	15%	8%	9%	
Net: Agree	47%	48%	62%	47%	48%	44%	45%	44%	46%	49%	54%	48%	49%	47%	46%	48%	47%	41%	47%	48%	35%	25%	46%	49%	
Net: Disagree	17%	17%	18%	17%	23%	25%	21%	19%	17%	15%	11%	17%	16%	17%	22%	17%	15%	18%	21%	21%	14%	32%	33%	21%	14%

B6a_12. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It innovates positively and embraces new technology

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	5%	6%	10%	5%	8%	6%	5%	5%	5%	5%	6%	5%	6%	6%	6%	5%	5%	5%	7%	5%	6%	10%	2%	5%	6%
Somewhat agree	21%	22%	30%	21%	27%	20%	20%	20%	21%	21%	23%	21%	21%	21%	22%	21%	20%	20%	20%	20%	22%	11%	14%	20%	22%
Neither agree nor disagree	38%	38%	32%	39%	27%	29%	35%	39%	40%	39%	37%	39%	38%	38%	35%	37%	39%	38%	33%	38%	38%	28%	32%	37%	39%
Somewhat disagree	13%	13%	13%	13%	18%	20%	16%	13%	12%	11%	9%	13%	12%	12%	14%	13%	12%	12%	13%	15%	11%	13%	13%	15%	11%
Strongly disagree	6%	6%	7%	6%	12%	14%	10%	7%	5%	5%	3%	6%	5%	6%	9%	7%	5%	6%	8%	9%	5%	19%	13%	8%	5%
Don't know	17%	16%	8%	17%	8%	11%	14%	16%	17%	19%	21%	16%	17%	17%	14%	16%	18%	18%	20%	13%	19%	19%	25%	18%	
Net: Agree	26%	27%	40%	26%	35%	26%	25%	25%	26%	26%	29%	27%	28%	27%	27%	26%	25%	25%	27%	25%	28%	21%	17%	25%	28%
Net: Disagree	19%	19%	20%	19%	30%	34%	25%	20%	17%	16%	13%	19%	17%	18%	24%	20%	18%	18%	21%	24%	15%	33%	25%	23%	15%

B6a_13. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is owned and run by members rather than large investors

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	35%	36%	56%	34%	26%	27%	29%	32%	35%	36%	42%	36%	37%	34%	33%	32%	36%	36%	36%	36%	34%	24%	22%	33%	36%
Somewhat agree	39%	39%	29%	40%	35%	38%	39%	39%	40%	39%	37%	39%	39%	40%	39%	38%	40%	39%	35%	37%	40%	28%	30%	39%	38%
Neither agree nor disagree	13%	12%	6%	13%	17%	15%	14%	14%	12%	12%	10%	13%	13%	14%	13%	15%	12%	12%	15%	12%	13%	12%	18%	13%	13%
Somewhat disagree	5%	5%	5%	5%	9%	8%	7%	6%	5%	5%	4%	5%	5%	5%	7%	6%	5%	5%	6%	7%	4%	9%	6%	5%	5%
Strongly disagree	3%	3%	3%	3%	6%	5%	4%	3%	3%	3%	2%	3%	3%	3%	4%	3%	3%	3%	5%	4%	2%	13%	9%	4%	3%
Don't know	5%	4%	1%	5%	8%	6%	6%	6%	5%	4%	5%	5%	5%	4%	6%	6%	5%	5%	9%	4%	6%	13%	5%	5%	
Net: Agree	73%	75%	85%	74%	61%	65%	69%	71%	75%	77%	79%	74%	75%	73%	72%	70%	76%	74%	65%	73%	74%	53%	52%	72%	75%
Net: Disagree	9%	8%	8%	8%	15%	13%	11%	9%	8%	7%	6%	8%	7%	8%	11%	9%	7%	8%	11%	11%	6%	22%	18%	10%	7%

B6a_14. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is a real alternative to the big national chains

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	26%	26%	40%	25%	21%	20%	23%	25%	26%	27%	29%	27%	28%	24%	23%	24%	26%	27%	24%	25%	26%	24%	16%	25%	26%
Somewhat agree	38%	38%	35%	38%	34%	36%	38%	38%	39%	38%	36%	39%	36%	38%	38%	36%	38%	38%	32%	37%	39%	28%	29%	38%	37%
Neither agree nor disagree	16%	16%	11%	17%	20%	17%	16%	16%	16%	16%	16%	16%	17%	17%	17%	16%	16%	15%	17%	16%	16%	10%	18%	15%	17%
Somewhat disagree	12%	12%	9%	12%	15%	16%	13%	12%	12%	12%	11%	12%	11%	13%	14%	14%	12%	11%	12%	13%	11%	15%	16%	13%	12%
Strongly disagree	7%	6%	5%	7%	9%	10%	8%	7%	7%	6%	6%	6%	7%	7%	7%	9%	6%	6%	12%	8%	6%	19%	16%	7%	7%
Don't know	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	4%	1%	2%	4%	1%	2%	
Net: Agree	63%	64%	75%	63%	55%	56%	61%	63%	65%	64%	65%	65%	64%	62%	61%	59%	64%	65%	56%	61%	65%	53%	45%	63%	63%
Net: Disagree	19%	19%	14%	19%	24%	26%	21%	19%	18%	18%	17%	18%	18%	20%	21%	23%	18%	18%	24%	22%	17%	33%	32%	20%	19%

B6a_15. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It wants to make a difference and is not just for profit

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	25%	26%	44%	24%	23%	23%	24%	25%	25%	26%	27%	26%	27%	25%	24%	23%	25%	27%	21%	24%	26%	22%	15%	26%	24%
Somewhat agree	41%	42%	38%	42%	34%	40%	42%	41%	42%	41%	41%	41%	40%	41%	42%	39%	42%	42%	42%	41%	42%	31%	31%	42%	40%
Neither agree nor disagree	18%	17%	9%	18%	18%	16%	17%	17%	18%	19%	19%	18%	17%	18%	18%	19%	18%	17%	20%	18%	17%	15%	18%	16%	20%
Somewhat disagree	7%	7%	5%	7%	13%	10%	8%	7%	6%	6%	5%	6%	7%	7%	8%	8%	6%	6%	9%	8%	6%	8%	11%	7%	7%
Strongly disagree	4%	4%	4%	4%	9%	7%	6%	5%	4%	3%	3%	4%	4%	4%	5%	6%	4%	4%	8%	5%	4%	17%	13%	5%	4%
Don't know	5%	4%	1%	5%	3%	4%	4%	4%	4%	5%	6%	4%	4%	4%	3%	5%	5%	5%	7%	4%	5%	6%	11%	4%	5%
Net: Agree	66%	68%	82%	66%	57%	63%	66%	66%	67%	67%	67%	67%	67%	66%	66%	62%	67%	68%	57%	65%	68%	53%	46%	68%	65%
Net: Disagree	11%	11%	8%	11%	22%	17%	14%	12%	10%	10%	8%	10%	11%	11%	13%	14%	10%	10%	17%	13%	10%	26%	24%	12%	11%

B6d_1. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative is owned and run in the same way as other big businesses

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	4%	4%	5%	4%	7%	5%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	4%	7%	4%	4%	8%	6%	4%	5%
Somewhat agree	18%	18%	14%	19%	22%	19%	18%	17%	18%	19%	19%	18%	18%	18%	19%	19%	18%	17%	19%	18%	18%	13%	18%	17%	19%
Neither agree nor disagree	22%	22%	13%	23%	21%	20%	21%	23%	22%	22%	21%	22%	21%	23%	22%	22%	22%	20%	25%	20%	24%	22%	20%	24%	24%
Somewhat disagree	30%	30%	31%	30%	27%	32%	32%	31%	31%	29%	26%	30%	29%	29%	30%	28%	30%	31%	22%	31%	29%	28%	24%	33%	27%
Strongly disagree	16%	16%	34%	14%	14%	16%	15%	16%	16%	17%	16%	16%	16%	16%	16%	15%	16%	17%	13%	20%	12%	18%	13%	17%	14%
Don't know	10%	9%	3%	10%	9%	8%	9%	9%	10%	10%	12%	10%	10%	10%	8%	11%	11%	10%	13%	6%	13%	12%	16%	9%	11%
Net: Agree	22%	22%	19%	23%	29%	24%	22%	21%	21%	23%	25%	22%	23%	24%	24%	23%	22%	21%	27%	22%	22%	20%	21%	24%	24%
Net: Disagree	46%	47%	65%	45%	41%	48%	47%	47%	47%	45%	42%	46%	46%	45%	46%	43%	46%	48%	35%	51%	41%	47%	38%	51%	41%

B6d_2. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative membership card is a loyalty scheme similar to those offered by other large retailers (e.g. Clubcard, Nectar)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	12%	13%	14%	12%	14%	9%	10%	10%	11%	13%	17%	12%	14%	12%	11%	12%	12%	11%	15%	11%	13%	6%	9%	9%	14%
Somewhat agree	38%	39%	30%	40%	36%	35%	37%	37%	38%	39%	40%	38%	37%	39%	36%	38%	39%	39%	37%	36%	37%	26%	31%	37%	39%
Neither agree nor disagree	15%	15%	11%	15%	13%	14%	14%	16%	16%	16%	15%	16%	15%	15%	15%	16%	15%	15%	17%	17%	14%	14%	18%	15%	16%
Somewhat disagree	20%	21%	24%	20%	17%	24%	23%	22%	21%	18%	14%	19%	21%	20%	21%	20%	20%	21%	15%	20%	20%	17%	18%	23%	17%
Strongly disagree	9%	9%	19%	8%	9%	11%	10%	9%	8%	8%	7%	9%	9%	9%	9%	9%	8%	9%	8%	9%	8%	21%	10%	7%	7%
Don't know	6%	4%	2%	4%	10%	7%	7%	6%	5%	6%	7%	7%	6%	5%	5%	6%	6%	8%	9%	6%	6%	17%	14%	6%	6%

Net: Agree	50%	52%	43%	53%	51%	44%	47%	47%	50%	52%	57%	49%	50%	51%	50%	49%	51%	48%	51%	48%	52%	32%	40%	46%	54%
Net: Disagree	29%	30%	44%	28%	26%	35%	32%	31%	29%	27%	21%	28%	30%	28%	30%	29%	28%	29%	23%	29%	28%	38%	28%	33%	24%

B6d_3. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The only reason for someone to become a member of The Co-operative is to receive deals and discounts on goods and services

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	6%	6%	5%	7%	12%	8%	6%	5%	6%	6%	7%	6%	7%	6%	7%	7%	6%	6%	9%	6%	6%	5%	9%	5%	7%
Somewhat agree	26%	26%	16%	27%	31%	28%	25%	24%	25%	27%	27%	26%	25%	26%	27%	26%	26%	24%	27%	25%	26%	21%	22%	24%	27%
Neither agree nor disagree	24%	24%	16%	24%	18%	19%	22%	24%	25%	25%	26%	24%	24%	24%	24%	24%	24%	23%	26%	24%	24%	20%	22%	22%	26%
Somewhat disagree	25%	26%	31%	25%	21%	27%	28%	27%	26%	24%	21%	25%	25%	25%	25%	25%	25%	26%	19%	25%	25%	20%	23%	28%	23%
Strongly disagree	14%	15%	31%	13%	11%	13%	13%	14%	14%	14%	14%	14%	15%	14%	13%	13%	14%	15%	11%	15%	13%	24%	12%	15%	13%
Don't know	5%	3%	1%	3%	7%	6%	6%	5%	5%	4%	5%	5%	4%	5%	4%	5%	5%	6%	8%	4%	5%	10%	12%	5%	5%
Net: Agree	32%	33%	21%	34%	44%	36%	31%	30%	31%	33%	34%	32%	32%	32%	33%	33%	32%	30%	36%	32%	32%	26%	31%	29%	35%
Net: Disagree	39%	41%	62%	38%	32%	40%	41%	41%	40%	38%	35%	39%	40%	39%	38%	38%	39%	42%	30%	40%	39%	44%	35%	44%	35%

B6d_4. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative membership card holders have more of a say in how the business is run than the average loyalty card holder

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	16%	17%	36%	15%	15%	15%	15%	15%	15%	17%	19%	16%	18%	16%	15%	15%	17%	15%	15%	16%	16%	15%	10%	15%	17%
Somewhat agree	39%	40%	41%	40%	31%	35%	38%	38%	40%	40%	39%	39%	40%	39%	38%	37%	39%	39%	31%	38%	39%	30%	26%	39%	38%
Neither agree nor disagree	23%	22%	11%	24%	21%	20%	21%	24%	23%	22%	22%	23%	21%	24%	24%	23%	22%	22%	24%	23%	22%	18%	23%	22%	24%
Somewhat disagree	8%	8%	6%	8%	12%	11%	9%	8%	7%	7%	6%	8%	7%	8%	9%	8%	7%	7%	9%	9%	7%	8%	11%	9%	7%
Strongly disagree	4%	4%	4%	4%	7%	7%	5%	4%	4%	4%	3%	4%	4%	4%	5%	5%	3%	4%	7%	5%	3%	13%	10%	5%	4%
Don't know	11%	8%	1%	9%	15%	12%	12%	11%	10%	10%	11%	11%	10%	10%	9%	11%	11%	13%	14%	10%	12%	17%	19%	11%	11%
Net: Agree	55%	58%	78%	55%	46%	51%	53%	52%	55%	57%	58%	55%	58%	54%	53%	52%	57%	55%	46%	54%	56%	44%	36%	54%	55%
Net: Disagree	12%	12%	10%	12%	19%	17%	14%	13%	11%	11%	9%	11%	11%	12%	14%	14%	11%	11%	16%	14%	10%	21%	21%	13%	11%

B8. Which three of these, if any, would be most likely to make you shop with The Co-operative Food more often?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Lower prices to give better value for money	53%	53%	47%	54%	71%	62%	55%	53%	51%	50%	50%	51%	54%	57%	61%	56%	49%	44%	55%	54%	52%	37%	51%	49%	56%
More conveniently located stores	16%	15%	14%	15%	15%	15%	14%	14%	16%	17%	20%	17%	16%	15%	16%	12%	13%	21%	16%	17%	15%	13%	14%	15%	17%
Improved in-store experience and customer service	27%	27%	27%	27%	26%	27%	25%	26%	27%	29%	28%	27%	24%	26%	28%	29%	28%	26%	26%	30%	25%	21%	24%	27%	27%
An online shopping option with convenient collection and delivery	15%	15%	16%	15%	27%	24%	21%	16%	13%	12%	13%	16%	18%	14%	15%	16%	14%	16%	14%	15%	16%	15%	11%	17%	14%
More locally sourced products and support for local suppliers	46%	47%	49%	47%	27%	38%	44%	47%	49%	49%	46%	45%	49%	46%	43%	48%	51%	44%	42%	42%	50%	47%	41%	47%	45%
Ensuring the highest ethical and moral standards in relationships with customers, suppliers and employees	37%	37%	49%	36%	29%	32%	35%	37%	39%	38%	36%	37%	37%	36%	34%	34%	38%	40%	33%	37%	36%	47%	36%	39%	34%
A better range of products in my local Co-operative store	42%	42%	37%	43%	44%	42%	40%	41%	42%	42%	41%	41%	40%	41%	40%	46%	43%	42%	41%	39%	44%	29%	38%	41%	42%
Standing out from the big national chains by using its profits to support community projects that benefit people in my local area	30%	30%	36%	29%	26%	28%	30%	31%	31%	30%	29%	31%	30%	30%	30%	28%	30%	31%	26%	29%	31%	29%	24%	32%	28%
Other	8%	8%	9%	8%	8%	8%	8%	8%	8%	8%	9%	8%	8%	7%	7%	8%	9%	9%	10%	9%	7%	22%	17%	8%	8%
Don't know	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	3%	2%	1%	6%	5%	1%	2%

B9. Please select the one statement below that best describes how you think The Co-operative's profits are primarily distributed?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
On bonus payments to employees	3%	3%	4%	3%	6%	5%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	5%	4%	3%	6%	6%	4%	3%
On dividends paid to its members	55%	56%	70%	55%	37%	44%	48%	51%	57%	60%	61%	56%	55%	55%	54%	52%	55%	54%	47%	59%	51%	37%	35%	54%	56%
On local community initiatives	6%	6%	9%	6%	10%	9%	8%	7%	5%	5%	5%	6%	7%	6%	6%	6%	6%	6%	7%	5%	7%	7%	5%	7%	5%
On dividends paid to large investors	8%	8%	5%	8%	15%	11%	9%	8%	7%	7%	6%	7%	8%	8%	9%	9%	7%	7%	10%	8%	8%	19%	14%	8%	8%
Don't know	28%	26%	11%	28%	31%	30%	32%	30%	27%	26%	27%	28%	27%	28%	26%	30%	28%	29%	31%	24%	31%	31%	41%	28%	28%

B9a. Every year members of The Co-operative are entitled to a dividend payment if the business makes a profit. Were you aware of this before today?

Base: if B9 = all do not think profits are primarily distributed on dividends to its members	65748	56935	3891	53044	1934	5282	8615	14188	17427	10453	7836	12380	3526	9445	10144	7058	11440	10590	1165	27159	37651	91	847	33828	31894
Yes	74%	78%	95%	77%	65%	72%	71%	70%	75%	78%	77%	72%	74%	78%	77%	76%	72%	69%	69%	76%	72%	62%	72%	73%	75%
No	22%	18%	4%	19%	32%	25%	24%	25%	21%	18%	18%	24%	21%	18%	19%	20%	23%	26%	24%	20%	23%	25%	18%	23%	21%
Don't know	4%	4%	1%	4%	3%	4%	5%	5%	4%	4%	4%	4%	4%	3%	4%	4%	5%	5%	6%	4%	5%	13%	10%	4%	4%

B10_1. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The dividend payment is an important part of being a member of The Co-operative

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	22%	24%	38%	22%	24%	20%	18%	19%	23%	25%	29%	22%	23%	24%	22%	24%	22%	22%	24%	22%	23%	17%	22%	19%	26%
Somewhat agree	37%	39%	38%	39%	38%	37%	36%	37%	39%	38%	35%	38%	37%	38%	38%	38%	37%	37%	33%	37%	38%	28%	28%	38%	37%
Neither agree nor disagree	23%	22%	14%	23%	20%	22%	25%	25%	23%	22%	21%	23%	23%	23%	22%	23%	24%	24%	23%	23%	24%	24%	26%	24%	23%
Somewhat disagree	9%	9%	6%	9%	8%	11%	12%	10%	9%	8%	8%	9%	9%	9%	10%	9%	10%	9%	8%	10%	9%	10%	8%	10%	8%
Strongly disagree	5%	5%	3%	5%	5%	6%	6%	6%	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%	6%	6%	4%	10%	9%	6%	5%
Don't know	2%	1%	0%	1%	5%	4%	3%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	5%	2%	2%	10%	7%	2%	2%
Net: Agree	60%	62%	76%	61%	61%	57%	54%	56%	61%	63%	64%	60%	61%	61%	60%	61%	59%	59%	57%	59%	61%	45%	50%	58%	62%

Net: Disagree	15%	14%	9%	14%	13%	17%	18%	16%	14%	13%	12%	14%	14%	14%	16%	14%	15%	14%	14%	16%	13%	20%	17%	16%	13%
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B10_2. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The principle of paying dividends to members is more important than the size of the payment

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	19%	20%	34%	18%	21%	18%	16%	16%	19%	21%	24%	19%	20%	19%	19%	19%	19%	20%	20%	19%	19%	19%	16%	18%	20%
Somewhat agree	39%	40%	40%	37%	38%	38%	38%	38%	40%	39%	38%	39%	38%	39%	38%	37%	40%	40%	32%	38%	40%	24%	28%	40%	38%
Neither agree nor disagree	23%	23%	14%	24%	20%	21%	24%	25%	23%	23%	21%	24%	23%	23%	23%	23%	24%	22%	24%	22%	24%	22%	26%	22%	24%
Somewhat disagree	11%	10%	8%	11%	12%	13%	13%	12%	10%	10%	9%	11%	10%	11%	12%	12%	10%	10%	11%	11%	10%	17%	11%	12%	10%
Strongly disagree	6%	5%	4%	5%	6%	8%	6%	6%	5%	5%	5%	5%	5%	6%	7%	7%	5%	5%	8%	7%	4%	10%	11%	6%	5%
Don't know	2%	2%	1%	2%	4%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	6%	2%	3%	8%	8%	2%	3%
Net: Agree	58%	60%	73%	58%	57%	56%	54%	54%	59%	60%	62%	58%	58%	58%	57%	56%	58%	60%	51%	57%	59%	44%	45%	57%	58%
Net: Disagree	17%	16%	12%	16%	18%	20%	19%	18%	16%	15%	14%	16%	15%	16%	18%	18%	15%	16%	19%	19%	15%	26%	21%	18%	15%

B10_3. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - An average annual dividend of £7 makes membership of The Co-operative much more attractive

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	7%	8%	11%	7%	10%	7%	6%	6%	7%	8%	10%	7%	8%	7%	7%	7%	7%	7%	10%	6%	8%	6%	5%	6%	9%
Somewhat agree	22%	23%	26%	23%	28%	22%	20%	20%	22%	23%	25%	22%	23%	22%	21%	22%	23%	22%	21%	20%	24%	15%	15%	21%	23%
Neither agree nor disagree	34%	34%	32%	34%	25%	26%	31%	34%	36%	35%	34%	34%	34%	35%	34%	32%	33%	35%	34%	30%	33%	34%	32%	32%	35%
Somewhat disagree	20%	20%	18%	20%	19%	23%	23%	22%	20%	20%	17%	20%	19%	21%	21%	21%	20%	21%	17%	22%	20%	20%	18%	22%	19%
Strongly disagree	14%	13%	12%	13%	15%	20%	16%	14%	12%	12%	10%	14%	13%	14%	17%	15%	13%	14%	17%	18%	11%	20%	22%	17%	12%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	5%	2%	2%	6%	8%	2%	3%
Net: Agree	29%	31%	37%	30%	38%	29%	26%	26%	29%	31%	35%	29%	31%	29%	28%	29%	30%	30%	31%	26%	32%	22%	21%	27%	32%
Net: Disagree	35%	33%	30%	34%	34%	43%	41%	38%	34%	32%	27%	34%	32%	34%	38%	36%	33%	34%	33%	39%	31%	40%	40%	39%	30%

B10_4. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The Co-operative should use its profits to lower prices for all its customers first, rather than pay a dividend to its members

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	15%	15%	13%	15%	24%	18%	15%	14%	14%	15%	16%	14%	16%	16%	17%	18%	14%	13%	20%	16%	14%	16%	14%	17%	
Somewhat agree	28%	28%	22%	28%	32%	30%	28%	28%	27%	27%	27%	27%	27%	28%	29%	29%	27%	26%	28%	26%	29%	28%	23%	27%	28%
Neither agree nor disagree	26%	26%	23%	26%	20%	22%	25%	26%	26%	26%	26%	26%	25%	26%	25%	25%	26%	27%	24%	25%	26%	26%	25%	25%	26%
Somewhat disagree	21%	22%	27%	21%	15%	20%	21%	22%	23%	21%	19%	22%	21%	20%	20%	19%	22%	24%	15%	22%	21%	13%	15%	23%	19%
Strongly disagree	8%	8%	14%	7%	6%	8%	8%	8%	8%	8%	7%	8%	7%	8%	7%	7%	7%	9%	8%	9%	7%	10%	11%	9%	7%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	5%	2%	3%	7%	7%	2%	2%
Net: Agree	43%	42%	35%	43%	56%	48%	44%	42%	41%	43%	45%	41%	45%	45%	46%	47%	42%	39%	48%	43%	43%	44%	41%	41%	45%
Net: Disagree	29%	30%	41%	29%	21%	28%	29%	30%	31%	29%	26%	30%	28%	28%	27%	26%	29%	33%	23%	30%	28%	23%	27%	32%	26%

B10_5. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - Receiving dividend payments encourages me / would encourage me to spend more money on The Co-operative's goods and services

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	18%	19%	29%	18%	25%	19%	17%	17%	17%	18%	19%	17%	19%	18%	18%	19%	17%	17%	20%	16%	19%	15%	15%	16%	19%
Somewhat agree	35%	36%	37%	36%	38%	37%	36%	35%	35%	34%	33%	35%	35%	35%	36%	35%	35%	36%	29%	35%	35%	28%	28%	36%	34%
Neither agree nor disagree	25%	24%	19%	25%	17%	19%	22%	25%	26%	27%	26%	25%	24%	25%	24%	24%	26%	25%	23%	25%	25%	27%	27%	23%	26%
Somewhat disagree	13%	12%	9%	13%	11%	14%	14%	13%	12%	12%	12%	13%	12%	13%	13%	12%	13%	13%	12%	13%	12%	13%	11%	14%	11%
Strongly disagree	8%	7%	5%	7%	7%	9%	9%	9%	8%	8%	7%	8%	8%	8%	9%	8%	8%	8%	10%	7%	7%	13%	13%	9%	8%
Don't know	2%	1%	1%	1%	3%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%	5%	2%	2%	5%	6%	1%	2%
Net: Agree	53%	55%	63%	54%	63%	57%	53%	52%	53%	52%	52%	52%	54%	53%	53%	54%	52%	52%	50%	51%	54%	43%	43%	52%	53%
Net: Disagree	21%	19%	14%	20%	17%	23%	23%	22%	20%	20%	19%	21%	20%	21%	21%	20%	21%	21%	22%	23%	19%	25%	24%	23%	19%

B10_7. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The Co-operative should use its profits to support local community projects that benefit people in my local area, rather than paying a dividend to members

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	9%	8%	9%	8%	13%	10%	10%	9%	8%	8%	8%	8%	9%	9%	9%	9%	8%	9%	11%	9%	9%	12%	7%	9%	8%
Somewhat agree	24%	23%	22%	23%	24%	27%	27%	25%	23%	22%	21%	24%	24%	23%	24%	24%	24%	25%	20%	23%	25%	24%	17%	26%	21%

Neither agree nor disagree	32%	32%	30%	33%	30%	29%	32%	32%	33%	33%	32%	32%	32%	33%	32%	32%	33%	31%	30%	31%	33%	29%	30%	31%	34%
Somewhat disagree	22%	22%	24%	22%	19%	21%	19%	21%	23%	23%	23%	22%	21%	22%	22%	22%	22%	21%	20%	22%	22%	15%	20%	21%	22%
Strongly disagree	11%	11%	14%	11%	10%	10%	9%	10%	11%	12%	12%	11%	11%	11%	11%	11%	10%	11%	12%	13%	9%	11%	17%	10%	12%
Don't know	3%	3%	1%	3%	4%	3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	7%	3%	3%	9%	9%	2%	4%	
Net: Agree	32%	31%	31%	32%	38%	37%	37%	34%	31%	29%	28%	32%	33%	32%	33%	32%	34%	31%	31%	33%	35%	25%	35%	29%	
Net: Disagree	33%	33%	38%	33%	29%	31%	28%	31%	33%	34%	35%	33%	32%	32%	33%	33%	32%	32%	33%	35%	31%	26%	37%	31%	34%

B1. How much do you know about how The Co-operative elects its representatives to its area committees, regional boards and Group board?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	2%	2%	15%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	1%	3%	2%	2%	2%
A fair amount	13%	14%	84%	6%	10%	12%	11%	11%	12%	14%	15%	12%	14%	12%	13%	15%	13%	11%	13%	15%	11%	13%	12%	13%	12%
Only a little	26%	27%	0%	30%	17%	22%	25%	26%	27%	27%	26%	25%	27%	25%	26%	27%	27%	25%	23%	26%	25%	21%	21%	26%	26%
Hardly anything	23%	24%	0%	27%	23%	22%	23%	23%	24%	24%	24%	24%	23%	24%	23%	22%	23%	24%	21%	23%	23%	17%	24%	23%	24%
Nothing at all	26%	24%	0%	27%	26%	26%	27%	28%	26%	25%	24%	27%	24%	27%	25%	24%	25%	27%	29%	24%	28%	33%	26%	25%	27%
I didn't know that The Co-operative had elected representatives	10%	9%	0%	10%	21%	15%	12%	11%	10%	9%	8%	11%	10%	10%	10%	10%	10%	12%	11%	9%	11%	14%	15%	11%	10%
B1 = Missing	0%	0%	-	0%	-	-	-	-	-	0%	0%	0%	-	-	0%	0%	0%	-	0%	0%	0%	-	0%	-	0%

B13. 1. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I feel my views are represented in the way The Co-operative is run

Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives (B1: op.1-4)	87463	87463	13167	74296	1364	5173	9409	16791	24968	16774	12964	16534	5006	12673	13739	9338	15859	13101	1213	41736	44974	66	687	43781	43647
Strongly agree	3%	3%	7%	3%	5%	3%	3%	3%	3%	3%	5%	3%	4%	3%	3%	3%	3%	3%	5%	3%	4%	5%	2%	3%	4%
Somewhat agree	20%	20%	33%	17%	23%	20%	20%	18%	19%	19%	22%	20%	21%	19%	18%	19%	20%	20%	17%	18%	21%	21%	13%	19%	20%
Neither agree nor disagree	40%	40%	29%	42%	29%	33%	38%	42%	42%	41%	38%	41%	38%	41%	38%	41%	40%	37%	38%	42%	38%	24%	34%	39%	41%
Somewhat disagree	19%	19%	17%	19%	22%	23%	20%	19%	18%	18%	16%	18%	18%	19%	21%	18%	18%	18%	21%	17%	20%	19%	20%	17%	
Strongly disagree	11%	11%	11%	12%	16%	15%	12%	12%	11%	11%	9%	10%	12%	11%	13%	13%	10%	11%	14%	15%	8%	21%	23%	13%	10%
Don't know	7%	7%	2%	8%	5%	6%	6%	6%	7%	8%	10%	7%	7%	7%	6%	7%	8%	8%	9%	6%	8%	9%	10%	6%	8%
Net: Agree	23%	23%	41%	20%	28%	23%	23%	21%	22%	22%	26%	23%	25%	22%	21%	22%	23%	23%	22%	21%	25%	26%	15%	22%	24%
Net: Disagree	30%	30%	28%	30%	39%	38%	32%	31%	29%	29%	25%	29%	30%	30%	34%	31%	28%	29%	32%	35%	25%	41%	41%	33%	27%

B13. 2. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I feel like I'm kept informed of what is going on

Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives (B1: op.1-4)	87463	87463	13167	74296	1364	5173	9409	16791	24968	16774	12964	16534	5006	12673	13739	9338	15859	13101	1213	41736	44974	66	687	43781	43647
Strongly agree	6%	6%	14%	5%	8%	6%	6%	6%	6%	6%	8%	6%	7%	6%	6%	7%	6%	6%	8%	5%	7%	5%	5%	6%	7%
Somewhat agree	34%	34%	44%	32%	31%	33%	36%	35%	34%	33%	33%	34%	34%	33%	32%	33%	35%	35%	29%	31%	37%	26%	20%	34%	33%
Neither agree nor disagree	29%	29%	18%	31%	20%	23%	27%	30%	30%	31%	29%	30%	29%	30%	28%	29%	30%	28%	25%	29%	30%	21%	30%	28%	31%
Somewhat disagree	18%	18%	15%	19%	23%	22%	19%	18%	18%	17%	17%	18%	16%	19%	20%	17%	17%	18%	20%	20%	16%	23%	19%	19%	17%
Strongly disagree	9%	9%	9%	10%	16%	14%	10%	9%	9%	9%	9%	9%	10%	9%	11%	10%	8%	9%	13%	12%	7%	18%	20%	11%	8%
Don't know	3%	3%	1%	4%	2%	2%	2%	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	5%	3%	4%	8%	6%	2%	4%	
Net: Agree	40%	40%	58%	37%	40%	39%	42%	41%	40%	39%	41%	41%	42%	40%	38%	40%	42%	41%	37%	36%	44%	30%	25%	40%	40%
Net: Disagree	28%	28%	24%	28%	39%	36%	29%	27%	27%	27%	25%	27%	27%	28%	31%	28%	26%	27%	32%	33%	23%	41%	39%	30%	25%

B13. 3. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - My opinion is sought after and valued by the area committees, regional boards and Group board

Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives (B1: op.1-4)	87463	87463	13167	74296	1364	5173	9409	16791	24968	16774	12964	16534	5006	12673	13739	9338	15859	13101	1213	41736	44974	66	687	43781	43647
Strongly agree	3%	3%	7%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	2%	2%	3%
Somewhat agree	16%	16%	26%	15%	17%	16%	18%	17%	16%	15%	15%	16%	16%	16%	16%	16%	17%	16%	15%	14%	19%	17%	10%	16%	16%
Neither agree nor disagree	35%	35%	28%	36%	28%	28%	33%	36%	37%	36%	35%	36%	35%	35%	34%	35%	36%	35%	34%	32%	38%	24%	31%	34%	37%
Somewhat disagree	22%	22%	21%	22%	23%	26%	23%	22%	22%	22%	21%	22%	22%	23%	24%	22%	22%	22%	18%	25%	20%	21%	20%	24%	21%
Strongly disagree	16%	16%	15%	16%	22%	20%	16%	16%	16%	16%	15%	15%	17%	16%	18%	18%	15%	16%	18%	21%	11%	26%	25%	18%	14%
Don't know	8%	8%	2%	8%	6%	7%	6%	7%	7%	8%	11%	8%	7%	8%	6%	7%	8%	8%	10%	7%	8%	9%	11%	6%	9%
Net: Agree	19%	19%	33%	17%	21%	19%	21%	20%	19%	18%	18%	19%	19%	19%	18%	19%	20%	18%	16%	22%	20%	12%	19%	20%	
Net: Disagree	38%	38%	37%	38%	44%	46%	39%	37%	38%	38%	36%	37%	39%	38%	42%	40%	36%	37%	36%	45%	31%	47%	46%	41%	35%

B13. 4. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - The decision making process is transparent and open

Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives (B1: op.1-4)	87463	87463	13167	74296	1364	5173	9409	16791	24968	16774	12964	16534	5006	12673	13739	9338	15859	13101	1213	41736	44974	66	687	43781	43647
Strongly agree	5%	5%	12%	4%	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	7%	5%	5%	8%	2%	4%	6%
Somewhat agree	23%	23%	36%	21%	23%	25%	25%	24%	23%	22%	23%	24%	25%	22%	22%	23%	24%	24%	20%	22%	24%	12%	12%	24%	23%
Neither agree nor disagree	37%	37%	24%	40%	29%	30%	36%	38%	39%	38%	37%	37%	37%	38%	36%	37%	38%	37%	35%	35%	39%	35%	35%	36%	39%
Somewhat disagree	15%	15%	16%	15%	20%	20%	16%	15%	15%	16%	14%	15%	14%	16%	19%	14%	15%	15%	18%	13%	18%	18%	17%	14%	14%
Strongly disagree	9%	9%	9%	9%	14%	12%	9%	9%	8%	8%	7%	8%	9%	8%	11%	10%	7%	8%	11%	11%	6%	14%	17%	10%	7%
Don't know	11%	11%	3%	12%	9%	9%	9%	9%	10%	11%	13%	10%	10%	11%	9%	11%	11%	11%	11%	9%	12%	14%	15%	10%	11%
Net: Agree	28%	28%	48%	25%	29%	30%	30%	29%	27%	27%	29%	29%	30%	27%	26%	29%	29%	29%	27%	27%	30%	20%	15%	28%	28%
Net: Disagree	24%	24%	25%	24%	34%	32%	26%	24%	23%	24%	21%	23%	22%	24%	29%	24%	22%	23%	27%	29%	19%	32%	35%	27%	21%

B13. 6. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I know very little about how the democratic process works

Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives (B1: op.1-4)

	87463	87463	13167	74296	1364	5173	9409	16791	24968	16774	12964	16534	5006	12673	13739	9338	15859	13101	1213	41736	44974	66	687	43781	43647
Strongly agree	10%	10%	3%	11%	17%	12%	10%	9%	9%	9%	10%	10%	9%	10%	10%	10%	9%	10%	10%	10%	9%	9%	11%	10%	10%
Somewhat agree	33%	33%	15%	36%	34%	35%	33%	33%	32%	33%	31%	33%	32%	33%	34%	30%	33%	33%	30%	32%	33%	38%	26%	33%	32%
Neither agree nor disagree	29%	29%	21%	30%	24%	22%	28%	29%	30%	30%	30%	30%	29%	29%	28%	30%	30%	29%	30%	27%	31%	27%	34%	27%	31%
Somewhat disagree	18%	18%	35%	15%	16%	20%	20%	19%	19%	17%	15%	18%	18%	17%	18%	18%	19%	18%	15%	19%	17%	17%	15%	20%	16%
Strongly disagree	7%	7%	24%	4%	8%	8%	7%	7%	7%	7%	7%	7%	8%	7%	8%	8%	7%	7%	8%	9%	6%	3%	7%	8%	6%
Don't know	4%	4%	1%	4%	2%	2%	2%	3%	3%	4%	7%	4%	4%	4%	3%	3%	4%	4%	6%	3%	4%	6%	7%	2%	5%
Net: Agree	42%	42%	18%	46%	50%	48%	43%	42%	41%	42%	41%	42%	41%	43%	43%	40%	41%	43%	40%	42%	42%	47%	36%	42%	42%
Net: Disagree	25%	25%	59%	19%	24%	28%	27%	26%	26%	25%	22%	25%	26%	24%	26%	27%	25%	25%	24%	28%	23%	20%	23%	28%	23%

B14. How effective do you think the process of electing area committee, regional board and Group board members is for governing The Co-operative?

Base: If B1 = any level of knowledge (op.1-4) of how The Co-operative elects its representatives and area committees

	92255	87462	13167	74295	1619	5603	10089	17819	26196	17466	13442	17558	5224	13220	14402	9780	16634	14131	1306	44546	46872	76	761	46660	45560
Very effective	3%	3%	9%	2%	4%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	5%	3%	4%	4%	2%	3%	4%
Quite effective	24%	24%	46%	20%	22%	21%	22%	23%	24%	25%	26%	24%	26%	23%	22%	25%	25%	23%	22%	22%	26%	16%	13%	22%	26%
Neither	13%	13%	11%	13%	16%	15%	15%	15%	13%	12%	10%	13%	13%	13%	14%	13%	13%	12%	12%	14%	12%	17%	11%	14%	12%
Not that effective	15%	15%	17%	14%	15%	15%	13%	13%	15%	16%	16%	14%	14%	15%	17%	14%	14%	14%	13%	18%	12%	13%	16%	15%	14%
Not effective at all	7%	7%	7%	7%	7%	9%	8%	7%	7%	7%	6%	7%	7%	7%	7%	7%	6%	7%	10%	10%	4%	9%	13%	8%	6%
Don't know	38%	38%	9%	43%	37%	37%	39%	39%	39%	38%	36%	39%	37%	39%	35%	37%	39%	40%	38%	33%	43%	41%	45%	38%	38%
Net: Effective	27%	28%	56%	23%	25%	23%	24%	26%	27%	28%	32%	27%	29%	26%	25%	29%	29%	26%	27%	25%	29%	20%	15%	25%	30%
Net: Ineffective	22%	21%	24%	21%	22%	24%	22%	20%	22%	23%	22%	21%	21%	22%	22%	21%	20%	21%	23%	28%	16%	22%	29%	24%	20%

B11a. To what extent do you think it is appropriate or inappropriate for big businesses to donate money to political parties?

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Very appropriate	2%	2%	7%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%
Quite appropriate	6%	7%	12%	6%	7%	6%	5%	6%	7%	7%	7%	7%	7%	7%	5%	6%	8%	5%	8%	5%	4%	5%	7%	6%	6%
No strong feelings either way	14%	14%	13%	14%	19%	16%	14%	14%	13%	13%	14%	14%	13%	14%	15%	13%	13%	14%	13%	14%	13%	13%	10%	14%	14%
Quite inappropriate	23%	24%	23%	24%	22%	23%	23%	22%	23%	24%	26%	23%	23%	23%	23%	22%	24%	24%	21%	22%	25%	13%	15%	23%	23%
Very inappropriate	51%	51%	44%	52%	40%	47%	52%	52%	52%	52%	49%	51%	53%	50%	50%	55%	53%	48%	52%	51%	51%	57%	60%	51%	51%
Don't know	3%	3%	2%	3%	8%	5%	4%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	6%	2%	4%	10%	9%	3%	4%
Net: Appropriate	9%	9%	19%	8%	11%	9%	8%	8%	9%	9%	9%	9%	8%	9%	9%	7%	8%	11%	8%	11%	7%	8%	6%	10%	8%
Net: Inappropriate	74%	74%	67%	75%	63%	71%	74%	74%	75%	76%	75%	74%	76%	74%	73%	77%	76%	72%	73%	73%	76%	70%	74%	74%	75%

B11. The Co-operative is a financial supporter of the Co-operative Party, which fields candidates in UK national, devolved and local elections in partnership with the Labour Party. Were you aware of this before today?

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Yes	35%	36%	66%	32%	25%	31%	27%	28%	34%	42%	49%	36%	34%	34%	39%	29%	33%	38%	33%	48%	24%	38%	32%	35%	36%
No	63%	62%	33%	65%	70%	66%	70%	70%	64%	56%	49%	62%	64%	64%	58%	69%	65%	60%	62%	50%	73%	53%	61%	64%	62%
Don't know	2%	2%	1%	2%	6%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%	2%	3%	10%	8%	2%	3%

B12.1. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It makes me more likely to purchase goods or services from The Co-operative

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	6%	7%	14%	6%	7%	5%	5%	5%	7%	7%	8%	7%	7%	6%	6%	4%	6%	8%	7%	8%	5%	9%	5%	6%	7%
Somewhat agree	9%	9%	12%	9%	10%	7%	7%	8%	9%	10%	10%	9%	9%	10%	9%	7%	8%	10%	10%	10%	8%	10%	6%	8%	10%
Neither agree nor disagree	30%	30%	28%	30%	31%	28%	29%	30%	30%	29%	29%	29%	30%	30%	31%	30%	29%	30%	29%	28%	31%	27%	25%	29%	31%
Somewhat disagree	19%	20%	16%	20%	19%	21%	22%	20%	19%	18%	18%	19%	19%	19%	19%	21%	20%	19%	15%	17%	21%	17%	14%	20%	19%
Strongly disagree	33%	32%	28%	33%	28%	36%	35%	34%	33%	33%	31%	33%	33%	32%	33%	36%	34%	31%	33%	35%	31%	31%	42%	36%	31%
Don't know	3%	2%	1%	3%	5%	3%	2%	2%	2%	2%	4%	2%	3%	3%	2%	3%	3%	2%	6%	2%	3%	6%	8%	2%	3%
Net: Agree	15%	16%	27%	14%	17%	12%	11%	14%	16%	17%	18%	16%	16%	15%	12%	12%	14%	18%	17%	18%	13%	19%	11%	14%	16%
Net: Disagree	52%	52%	44%	53%	47%	57%	57%	54%	52%	52%	48%	52%	52%	52%	52%	56%	54%	50%	48%	52%	52%	49%	56%	55%	50%

B12.2. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It is inappropriate for The Co-operative to give financial support to a political party

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	38%	37%	32%	38%	31%	33%	36%	37%	38%	40%	40%	38%	39%	36%	37%	41%	39%	35%	41%	39%	37%	30%	45%	36%	39%
Somewhat agree	22%	22%	18%	22%	24%	25%	24%	23%	22%	20%	20%	22%	22%	22%	22%	23%	22%	21%	18%	19%	24%	20%	16%	23%	21%
Neither agree nor disagree	16%	16%	14%	17%	24%	20%	19%	18%	15%	14%	14%	16%	16%	17%	17%	16%	16%	16%	17%	15%	18%	16%	15%	17%	16%
Somewhat disagree	11%	11%	13%	11%	9%	10%	10%	11%	11%	12%	12%	11%	11%	11%	11%	11%	11%	12%	9%	12%	10%	15%	8%	11%	11%
Strongly disagree	11%	11%	22%	10%	9%	9%	8%	9%	12%	13%	13%	12%	11%	11%	11%	8%	10%	13%	11%	14%	8%	15%	10%	11%	11%
Don't know	2%	2%	1%	2%	4%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	5%	1%	3%	5%	7%	2%	2%
Net: Agree	60%	60%	50%	61%	55%	58%	61%	60%	60%	60%	59%	60%	61%	58%	59%	64%	62%	56%	59%	58%	61%	50%	61%	59%	60%
Net: Disagree	22%	22%	35%	21%	18%	19%	17%	20%	23%	25%	25%	23%	22%	23%	22%	18%	20%	26%	19%	26%	19%	29%	18%	22%	22%

B12.3. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - The Co-operative should first use its money to lower its prices before it considers providing funding for a political party

Base: Ask all

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	47%	47%	39%	48%	51%	48%	46%	45%	45%	49%	50%	46%	49%	47%	48%	53%	47%	42%	53%	46%	48%	40%	52%	44%	50%
Somewhat agree	26%	26%	22%	27%	25%																				

Neither agree nor disagree	13%	12%	13%	12%	12%	13%	14%	14%	13%	11%	11%	13%	12%	12%	12%	11%	13%	14%	12%	13%	12%	14%	11%	14%	11%
Somewhat disagree	8%	8%	12%	7%	5%	7%	8%	8%	8%	7%	8%	8%	8%	7%	6%	7%	10%	6%	9%	7%	10%	5%	9%	7%	5%
Strongly disagree	5%	5%	14%	4%	4%	5%	4%	5%	6%	6%	5%	5%	5%	5%	4%	4%	7%	4%	7%	4%	12%	6%	6%	5%	7%
Don't know	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	4%	1%	2%	6%	5%	1%	1%	1%
Net: Agree	73%	73%	61%	75%	76%	73%	73%	72%	72%	74%	76%	72%	74%	73%	75%	78%	74%	67%	75%	70%	76%	58%	73%	70%	76%
Net: Disagree	13%	13%	25%	12%	9%	12%	12%	13%	14%	14%	12%	14%	12%	13%	12%	10%	12%	17%	10%	16%	10%	22%	10%	15%	11%

B12. 4. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It would be better to use this money to support local community initiatives rather than politics

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	39%	39%	35%	39%	45%	46%	44%	40%	37%	37%	36%	39%	40%	38%	39%	43%	40%	36%	42%	37%	41%	39%	40%	40%	38%
Somewhat agree	32%	32%	25%	33%	29%	29%	32%	32%	32%	32%	32%	32%	31%	32%	32%	32%	33%	31%	27%	29%	34%	19%	25%	31%	32%
Neither agree nor disagree	15%	15%	14%	15%	13%	13%	13%	15%	15%	15%	16%	15%	15%	15%	16%	14%	14%	15%	15%	16%	14%	16%	16%	14%	16%
Somewhat disagree	7%	8%	12%	7%	5%	6%	6%	7%	8%	8%	8%	8%	8%	8%	7%	6%	7%	9%	6%	9%	6%	10%	6%	8%	7%
Strongly disagree	5%	5%	13%	4%	4%	4%	3%	4%	6%	6%	6%	5%	5%	5%	5%	4%	4%	7%	5%	7%	3%	9%	6%	5%	5%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	5%	1%	2%	8%	7%	1%	2%	2%
Net: Agree	71%	71%	60%	72%	74%	75%	76%	72%	69%	69%	68%	70%	71%	70%	71%	75%	73%	67%	70%	66%	75%	58%	65%	71%	70%
Net: Disagree	13%	13%	25%	11%	9%	10%	9%	11%	14%	14%	14%	13%	12%	13%	12%	9%	11%	16%	11%	16%	9%	19%	13%	13%	12%

B12. 5. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It makes no difference to me or my family

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	8%	7%	7%	7%	15%	11%	8%	7%	7%	7%	8%	7%	8%	8%	8%	8%	7%	8%	10%	9%	7%	10%	8%	7%	8%
Somewhat agree	15%	15%	12%	15%	22%	19%	17%	14%	14%	14%	15%	15%	14%	15%	16%	14%	15%	15%	13%	15%	15%	9%	9%	15%	14%
Neither agree nor disagree	35%	35%	30%	35%	29%	30%	33%	35%	35%	36%	37%	35%	34%	35%	35%	34%	35%	34%	31%	33%	36%	28%	30%	33%	37%
Somewhat disagree	18%	18%	20%	18%	15%	18%	20%	19%	19%	18%	15%	18%	18%	18%	18%	18%	18%	19%	15%	17%	19%	19%	16%	20%	16%
Strongly disagree	21%	21%	28%	20%	13%	18%	19%	21%	22%	22%	18%	21%	21%	20%	19%	22%	21%	20%	22%	23%	18%	25%	27%	21%	20%
Don't know	4%	4%	3%	4%	6%	4%	4%	4%	3%	4%	7%	4%	4%	5%	4%	4%	5%	4%	9%	3%	5%	9%	11%	3%	5%
Net: Agree	22%	22%	20%	23%	36%	30%	25%	21%	20%	21%	23%	22%	22%	24%	22%	22%	22%	23%	23%	23%	22%	19%	17%	23%	22%
Net: Disagree	39%	39%	48%	38%	29%	36%	39%	40%	41%	39%	33%	39%	39%	38%	37%	40%	39%	39%	38%	40%	37%	44%	43%	41%	36%

D4. 1. To what extent do you think that the following people make decisions that are in the interests of you and your family? - National Government

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	26%	25%	25%	25%	26%	27%	26%	25%	25%	24%	27%	25%	26%	26%	26%	25%	25%	25%	25%	26%	26%	15%	19%	26%	25%
To some extent	31%	31%	32%	31%	31%	33%	32%	30%	30%	31%	31%	31%	29%	29%	31%	30%	32%	32%	29%	32%	30%	28%	23%	32%	29%
Not much	25%	26%	26%	26%	21%	21%	23%	25%	26%	27%	27%	25%	27%	26%	24%	26%	26%	25%	23%	25%	26%	19%	25%	24%	26%
Not at all	16%	16%	16%	16%	16%	15%	16%	17%	16%	15%	12%	15%	16%	17%	16%	17%	15%	17%	16%	15%	15%	34%	24%	16%	16%
Don't know	3%	2%	1%	3%	6%	3%	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	6%	1%	3%	4%	9%	2%	3%
Net: To an extent	56%	56%	57%	56%	58%	60%	58%	55%	56%	55%	58%	57%	55%	55%	57%	55%	57%	58%	54%	57%	56%	43%	41%	58%	55%
Net: No extent	41%	41%	42%	41%	37%	36%	39%	42%	43%	43%	39%	41%	43%	43%	41%	43%	41%	40%	40%	41%	41%	53%	49%	40%	42%

D4. 2. To what extent do you think that the following people make decisions that are in the interests of you and your family? - Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	8%	8%	12%	8%	9%	8%	8%	8%	9%	8%	8%	4%	21%	5%	5%	29%	5%	5%	9%	9%	8%	10%	7%	9%	8%
To some extent	22%	22%	21%	21%	21%	21%	22%	23%	21%	20%	18%	39%	19%	18%	37%	18%	18%	20%	20%	20%	23%	21%	26%	17%	20%
Not much	24%	24%	21%	25%	27%	25%	24%	24%	24%	24%	25%	21%	26%	26%	19%	25%	24%	23%	23%	23%	25%	15%	23%	23%	25%
Not at all	30%	30%	27%	30%	26%	29%	30%	31%	30%	31%	28%	34%	13%	33%	35%	10%	34%	33%	28%	32%	28%	33%	30%	30%	30%
Don't know	16%	16%	13%	16%	18%	17%	15%	15%	15%	16%	20%	18%	5%	18%	17%	4%	19%	18%	20%	13%	18%	15%	24%	14%	18%
Net: To an extent	30%	30%	39%	29%	30%	30%	30%	31%	31%	29%	28%	23%	61%	23%	23%	67%	23%	25%	29%	32%	29%	37%	24%	32%	28%
Net: No extent	54%	54%	47%	55%	53%	54%	54%	55%	54%	55%	52%	59%	35%	59%	60%	29%	58%	56%	51%	55%	53%	49%	53%	54%	55%

D4. 3. To what extent do you think that the following people make decisions that are in the interests of you and your family? - Your local council

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	24%	24%	27%	24%	22%	25%	23%	24%	24%	24%	26%	24%	23%	25%	24%	24%	24%	25%	24%	23%	25%	17%	18%	24%	25%
To some extent	45%	45%	47%	45%	44%	46%	45%	45%	45%	43%	46%	43%	44%	45%	46%	46%	45%	46%	46%	46%	45%	38%	43%	47%	43%
Not much	20%	20%	18%	21%	20%	18%	19%	20%	21%	21%	20%	22%	21%	20%	20%	20%	21%	19%	21%	21%	20%	21%	25%	19%	22%
Not at all	8%	8%	7%	8%	9%	8%	8%	9%	8%	8%	7%	8%	9%	9%	9%	8%	7%	7%	11%	9%	7%	19%	15%	8%	8%
Don't know	2%	2%	1%	2%	5%	3%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	6%	1%	3%	5%	9%	2%	3%
Net: To an extent	69%	70%	74%	69%	66%	71%	70%	69%	70%	69%	69%	70%	67%	69%	69%	70%	69%	71%	62%	69%	70%	55%	51%	71%	67%
Net: No extent	28%	28%	25%	29%	28%	26%	28%	29%	29%	29%	28%	28%	31%	29%	29%	28%	28%	27%	32%	30%	27%	40%	40%	27%	30%

D4. 4. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run the National Health Service

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702	
A great deal	30%	30%	34%	30%	35%	33%	28%	27%	29%	31%	36%	30%	30%	30%	30%	31%	30%	30%	30%	30%	30%	31%	24%	22%	29%	31%
To some extent	43%	43%	44%	43%	41%	43%	46%	44%	43%	41%	39%	43%	41%	43%	42%	43%	43%	43%	37%	43%	42%	32%	36%	45%	40%	
Not much	17%	17%	15%	18%	13%	14%	17%	18%	18%	16%	16%	17%	19%	17%	17%	17%	17%	17%	17%	17%	17%	17%	19%	17%	18%	
Not at all	7%	7%	7%	7%	5%	6%	7%	8%	8%	8%	6%	8%	8%	7%	8%	7%	7%	7%	9%	8%	7%	20%	13%	7%	7%	
Don't know	2%	2%	1%	3%	5%	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	6%	2%	3%	7%	10%	2%	3%	
Net: To an extent	73%	73%	78%	73%	76%	76%	73%	71%	72%	72%	75%	73%	71%	73%	73%	74%	73%	73%	67%	73%	73%	56%	59%	74%	72%	
Net: No extent	25%	25%	21%	25%	19%	20%	24%	26%	26%	26%	22%	25%	27%	24%	25%	23%	24%	24%	27%	25%	24%	37%	32%	24%	25%	

D4. 5. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run big retail companies (e.g. Tesco, Amazon, Marks and Spencer)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	9%	9%	8%	9%	14%	11%	9%	9%	9%	8%	8%	9%	9%	9%	9%	9%	9%	9%	10%	9%	9%	8%	8%	9%	9%
To some extent	24%	24%	21%	25%	31%	28%	25%	24%	23%	24%	26%	25%	23%	24%	25%	25%	25%	24%	26%	23%	25%	17%	18%	24%	25%
Not much	29%	29%	28%	27%	25%	27%	27%	27%	29%	30%	33%	29%	29%	29%	28%	30%	29%	28%	26%	28%	29%	24%	22%	27%	30%
Not at all	35%	35%	42%	34%	24%	32%	36%	37%	37%	35%	29%	35%	37%	35%	34%	33%	35%	35%	30%	38%	32%	45%	40%	37%	32%
Don't know	3%	3%	1%	3%	5%	4%	3%	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	7%	2%	4%	6%	11%	2%	4%
Net: To an extent	33%	33%	29%	34%	45%	39%	34%	32%	32%	32%	34%	33%	31%	32%	34%	33%	33%	33%	36%	32%	34%	25%	26%	33%	34%
Net: No extent	63%	64%	70%	63%	50%	57%	62%	64%	66%	65%	62%	63%	66%	64%	63%	64%	63%	64%	57%	66%	61%	69%	62%	65%	62%

D4. 6. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run major utility companies (water, gas, electricity etc.)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	17%	17%	16%	17%	22%	19%	16%	16%	17%	16%	18%	17%	18%	17%	18%	18%	17%	16%	19%	16%	18%	15%	14%	16%	18%
To some extent	18%	18%	16%	18%	23%	21%	20%	18%	17%	16%	18%	18%	18%	17%	18%	19%	18%	17%	18%	17%	19%	10%	14%	18%	18%
Not much	23%	23%	23%	23%	22%	19%	20%	21%	23%	24%	27%	23%	24%	22%	22%	23%	24%	22%	21%	21%	24%	17%	17%	21%	24%
Not at all	40%	40%	44%	39%	28%	38%	41%	42%	41%	41%	33%	40%	38%	40%	40%	37%	38%	43%	35%	44%	35%	51%	46%	42%	37%
Don't know	3%	3%	1%	3%	6%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	6%	2%	3%	7%	10%	2%	3%
Net: To an extent	35%	35%	32%	35%	45%	40%	36%	34%	34%	33%	36%	34%	35%	35%	36%	37%	35%	33%	37%	32%	37%	25%	27%	34%	36%
Net: No extent	62%	62%	67%	62%	50%	57%	61%	63%	64%	65%	60%	63%	62%	62%	62%	60%	62%	62%	56%	66%	59%	68%	63%	64%	61%

D4. 7. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run big financial companies (banks, insurance etc.)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	15%	15%	14%	15%	17%	16%	14%	15%	15%	14%	15%	15%	15%	15%	15%	15%	14%	14%	16%	14%	15%	15%	12%	15%	15%
To some extent	17%	17%	15%	17%	25%	21%	19%	18%	18%	15%	17%	17%	16%	17%	18%	18%	17%	17%	17%	16%	18%	10%	13%	17%	17%
Not much	21%	21%	21%	21%	22%	20%	20%	20%	20%	22%	25%	22%	21%	20%	21%	21%	22%	20%	22%	20%	22%	16%	15%	19%	23%
Not at all	44%	44%	50%	43%	31%	40%	44%	45%	47%	46%	39%	44%	45%	45%	43%	43%	46%	43%	37%	48%	41%	55%	50%	47%	41%
Don't know	3%	3%	1%	3%	6%	4%	3%	3%	2%	2%	4%	3%	3%	3%	3%	3%	3%	3%	7%	2%	4%	5%	10%	2%	4%
Net: To an extent	32%	32%	28%	32%	41%	36%	33%	32%	31%	30%	32%	32%	31%	32%	33%	33%	32%	31%	34%	30%	33%	24%	25%	32%	32%
Net: No extent	65%	65%	70%	65%	53%	60%	63%	65%	67%	68%	64%	66%	66%	65%	64%	64%	65%	66%	59%	68%	63%	71%	65%	66%	64%

D4. 8. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run member-owned businesses (e.g. The Co-operative, Nationwide)

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
A great deal	12%	12%	11%	12%	12%	11%	9%	10%	12%	13%	16%	12%	13%	11%	11%	11%	12%	13%	12%	13%	11%	14%	8%	11%	13%
To some extent	51%	52%	55%	52%	45%	48%	49%	50%	53%	52%	51%	52%	50%	51%	50%	49%	52%	52%	43%	50%	52%	38%	39%	52%	50%
Not much	25%	25%	16%	26%	28%	27%	28%	27%	25%	25%	22%	25%	26%	26%	26%	27%	25%	24%	26%	26%	25%	22%	26%	26%	25%
Not at all	7%	7%	4%	7%	9%	9%	8%	8%	7%	6%	5%	7%	7%	7%	8%	8%	7%	7%	10%	8%	6%	17%	14%	8%	7%
Don't know	4%	4%	1%	5%	7%	5%	5%	5%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	9%	3%	6%	9%	13%	4%	5%
Net: To an extent	63%	64%	79%	63%	57%	59%	58%	60%	64%	65%	67%	64%	63%	62%	61%	60%	64%	65%	55%	63%	63%	51%	47%	63%	63%
Net: No extent	33%	32%	20%	33%	36%	36%	37%	35%	32%	31%	28%	32%	33%	33%	34%	35%	31%	31%	36%	34%	31%	40%	40%	34%	32%

D5. Thinking about "major privately-owned companies such as retailers, banks and energy companies", which of the following, if any, do you think should be the most important to them? You may choose up to 5 options.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
That they are fair and honest in their dealings with their customers	72%	72%	69%	72%	50%	62%	69%	71%	75%	74%	72%	73%	72%	71%	71%	71%	73%	71%	67%	70%	74%	57%	65%	72%	72%
Provide their employees with decent pay and working conditions	66%	66%	70%	66%	67%	68%	68%	68%	66%	63%	63%	65%	65%	66%	66%	67%	65%	66%	63%	64%	67%	65%	62%	68%	64%
Keep their prices as low as possible	45%	45%	36%	46%	49%	46%	45%	44%	44%	45%	44%	44%	46%	47%	47%	48%	43%	40%	49%	44%	45%	31%	42%	41%	49%
Support local charities and community groups	15%	15%	16%	15%	22%	22%	21%	18%	13%	11%	12%	15%	15%	15%	15%	15%	15%	15%	13%	17%	17%	11%	17%	13%	
Admit their mistakes when things go wrong	40%	40%	36%	40%	37%	37%	37%	38%	40%	42%	42%	41%	41%	40%	40%	39%	41%	38%	42%	39%	40%	33%	40%	37%	42%
Make a real effort to employ and train young people without jobs	38%	38%	37%	38%	42%	30%	28%	33%	38%	43%	50%	37%	39%	39%	38%	38%	38%	38%	38%	34%	41%	33%	27%	34%	43%
Pay their fair share of taxes and don't use loopholes to keep down their tax bill	72%	72%	74%	72%	52%	61%	66%	68%	74%	78%	76%	73%	72%	73%	70%	69%	73%	73%	62%	73%	71%	60%	63%	71%	73%
Give their employees a say on major decisions	15%	16%	20%	15%	30%	20%	17%	16%	14%	14%	15%	15%	15%	15%	16%	16%	15%	16%	17%	16%	15%	24%	17%	16%	15%
Give their customers a say on major decisions	15%	16%	19%	15%	24%	19%	17%	16%	15%	14%	14%	15%	16%	16%	16%	15%	15%	16%	16%	15%	16%	19%	15%	15%	16%
Invest in new and improved products and services	24%	24%	23%	24%	25%	28%	26%	25%	23%	23%	23%	24%	22%	23%	26%	24%	23%	25%	23%	28%	21%	15%	20%	26%	22%
Ensure that employees are represented at board level	15%	16%	22%	15%	18%	15%	13%	14%	15%	17%	19%	15%	16%	14%	15%	16%	16%	17%	17%	17%	14%	19%	18%	15%	16%
Have higher standards and a focus beyond short term profits	48%	48%	52%	48%	33%	45%	48%	49%	51%	50%	44%	49%	48%	47%	46%	46%	50%	50%	42%	52%	45%	47%	45%	52%	44%
Don't know	2%	2%	1%	2%	4%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	2%	10%	8%	2%	2%

D6. "Some organisations such as The Co-operative, building societies and social enterprises, seek to operate democratically and for the public good, rather than just to make a profit". Thinking specifically about them, which of the following, if any, do you think should be the most important? You may choose up to 5 options.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
That they are fair and honest in their dealings with their customers	69%	69%	68%	70%	48%	59%	65%	69%	73%	72%	70%	70%	70%	69%	69%	68%	70%	69%	66%	68%	71%	53%	63%	69%	69%
Provide their employees with decent pay and working conditions	65%	65%	70%	65%	62%	65%	66%	66%	66%	63%	62%	64%	64%	65%	64%	66%	65%	66%	61%	63%	66%	61%	60%	67%	63%

Keep their prices as low as possible	39%	39%	31%	40%	42%	38%	38%	39%	39%	40%	42%	38%	41%	42%	41%	44%	38%	35%	44%	39%	40%	25%	37%	35%	44%
Support local charities and community groups	25%	24%	27%	24%	34%	36%	35%	29%	22%	18%	16%	24%	24%	24%	26%	24%	25%	25%	21%	21%	27%	24%	17%	29%	20%
Admit their mistakes when things go wrong	35%	35%	32%	36%	32%	31%	30%	33%	36%	38%	40%	36%	35%	35%	36%	34%	32%	33%	28%	35%	35%	31%	38%	32%	38%
Make a real effort to employ and train young people without jobs	41%	41%	39%	41%	41%	33%	33%	37%	41%	46%	50%	41%	41%	42%	40%	41%	41%	41%	39%	37%	45%	37%	29%	38%	44%
Pay their fair share of taxes and don't use loopholes to keep down their tax bill	60%	60%	57%	60%	40%	47%	52%	55%	62%	67%	68%	61%	59%	60%	57%	57%	61%	61%	53%	60%	59%	58%	53%	58%	62%
Give their employees a say on major decisions	20%	20%	25%	19%	35%	28%	23%	21%	18%	17%	16%	19%	19%	20%	21%	20%	19%	21%	18%	21%	19%	24%	20%	22%	18%
Give their customers a say on major decisions	23%	23%	30%	22%	31%	29%	26%	24%	22%	20%	18%	23%	23%	23%	22%	22%	23%	21%	23%	22%	22%	22%	22%	24%	21%
Invest in new and improved products and services	22%	22%	21%	22%	23%	23%	22%	22%	21%	21%	22%	22%	20%	21%	23%	22%	21%	22%	22%	25%	19%	12%	19%	23%	21%
Ensure that employees are represented at board level	17%	17%	24%	16%	21%	18%	16%	16%	16%	17%	18%	16%	17%	16%	16%	17%	18%	16%	18%	16%	18%	12%	18%	17%	16%
Have higher standards and a focus beyond short term profits	51%	51%	57%	50%	35%	47%	51%	51%	54%	52%	46%	51%	51%	50%	50%	48%	52%	54%	41%	55%	47%	50%	46%	55%	47%
Don't know	2%	2%	1%	2%	6%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%	2%	2%	13%	9%	2%	3%	

D1. People sometimes talk about national values. Which of the following, if any, do you think characterise us best? You may choose up to 4 options.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Standing up to foreign dictators	5%	5%	5%	5%	5%	3%	4%	4%	5%	6%	8%	5%	5%	5%	5%	5%	5%	5%	6%	5%	5%	3%	3%	4%	6%
Patriotism	11%	11%	9%	11%	9%	9%	9%	10%	10%	12%	15%	12%	10%	11%	11%	9%	9%	12%	10%	11%	12%	7%	9%	9%	12%
Upholding tradition	20%	20%	19%	21%	18%	21%	20%	21%	20%	20%	20%	21%	18%	21%	23%	18%	20%	18%	19%	20%	21%	10%	14%	20%	20%
Support for democracy	37%	38%	48%	37%	21%	28%	31%	34%	40%	42%	43%	37%	39%	37%	37%	35%	38%	40%	31%	40%	36%	24%	25%	38%	37%
Belief in free speech	41%	41%	45%	41%	25%	30%	33%	39%	44%	46%	45%	42%	42%	41%	40%	37%	42%	43%	35%	44%	38%	33%	29%	40%	42%
Being fair-minded	40%	40%	42%	40%	27%	29%	35%	39%	43%	42%	41%	40%	40%	40%	41%	39%	39%	40%	35%	41%	39%	25%	25%	40%	40%
Having good manners	23%	23%	18%	23%	31%	25%	23%	22%	21%	23%	25%	24%	22%	23%	23%	21%	22%	22%	24%	22%	23%	15%	18%	20%	25%
Welcoming people who come to settle in the United Kingdom	8%	8%	11%	8%	11%	10%	9%	8%	8%	7%	7%	8%	7%	7%	7%	8%	7%	10%	7%	9%	7%	13%	5%	9%	7%
A stiff upper lip – coping with adversity	9%	9%	9%	9%	13%	14%	12%	10%	9%	8%	7%	10%	8%	10%	10%	7%	10%	10%	8%	9%	10%	6%	6%	11%	8%
Supporting the rule of law	32%	32%	33%	32%	14%	16%	20%	25%	33%	41%	47%	33%	32%	32%	31%	29%	32%	32%	27%	37%	28%	15%	20%	27%	36%
Working together for the good of everyone	36%	37%	44%	36%	37%	34%	34%	36%	37%	36%	38%	36%	38%	37%	37%	39%	35%	34%	35%	33%	40%	28%	24%	35%	38%
Appreciation of arts and culture	5%	5%	6%	5%	7%	6%	6%	5%	5%	5%	5%	5%	5%	4%	4%	4%	5%	7%	5%	5%	6%	4%	6%	4%	5%
'Sporting' behaviour towards opponents	5%	5%	5%	5%	8%	8%	7%	6%	4%	4%	3%	5%	4%	5%	5%	4%	6%	5%	4%	6%	4%	6%	3%	6%	4%
Love of the countryside	13%	13%	12%	13%	13%	13%	12%	12%	13%	14%	15%	14%	13%	12%	11%	11%	15%	13%	13%	12%	14%	18%	13%	12%	14%
Being bound together by strong community spirit	22%	23%	30%	22%	27%	25%	25%	25%	22%	19%	19%	21%	24%	23%	23%	25%	22%	20%	19%	25%	18%	13%	24%	21%	
None of these	6%	6%	5%	6%	10%	9%	8%	7%	5%	5%	3%	5%	6%	6%	6%	6%	6%	6%	8%	7%	5%	22%	15%	7%	5%
Don't know	9%	8%	4%	9%	12%	11%	10%	10%	8%	7%	7%	8%	9%	8%	8%	10%	8%	8%	13%	7%	10%	15%	23%	8%	9%

D2. Which, if any, of these do you regard as the best NATIONAL institutions? You may choose up to 4 options.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
The Queen	29%	29%	15%	18%	21%	26%	29%	35%	39%	30%	26%	30%	26%	30%	28%	24%	32%	29%	30%	28%	30%	14%	23%	25%	33%
The Royal Family	25%	25%	20%	25%	20%	25%	26%	27%	24%	23%	22%	27%	21%	25%	26%	18%	26%	23%	23%	23%	26%	17%	18%	25%	24%
Parliament	21%	21%	24%	20%	13%	15%	15%	18%	21%	24%	28%	21%	20%	20%	20%	18%	21%	23%	19%	23%	19%	9%	17%	20%	21%
Major banks / the City of London	2%	2%	1%	2%	4%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Major manufacturing companies	5%	5%	4%	5%	5%	4%	4%	4%	4%	5%	6%	5%	4%	5%	5%	4%	4%	5%	5%	4%	3%	5%	4%	5%	
National Health Service	72%	72%	75%	72%	62%	69%	70%	71%	73%	73%	73%	71%	71%	74%	72%	73%	71%	71%	66%	70%	73%	57%	59%	71%	72%
Trade Unions	15%	15%	25%	14%	14%	14%	12%	14%	16%	15%	13%	14%	16%	15%	15%	14%	13%	16%	14%	16%	13%	23%	14%	15%	14%
BBC	39%	39%	42%	38%	37%	43%	44%	39%	38%	36%	35%	40%	39%	37%	36%	34%	39%	44%	28%	44%	34%	35%	28%	44%	33%
Daily newspapers	5%	5%	4%	5%	6%	4%	3%	3%	4%	6%	9%	5%	5%	4%	4%	5%	5%	5%	5%	5%	5%	2%	3%	4%	6%
The armed forces	34%	34%	27%	35%	36%	33%	34%	36%	34%	34%	34%	34%	34%	34%	36%	36%	30%	36%	34%	36%	20%	30%	32%	37%	
Member-owned businesses (e.g. The Co-operative, Nationwide)	24%	25%	40%	23%	19%	18%	19%	22%	26%	27%	26%	24%	27%	24%	23%	25%	23%	25%	20%	25%	23%	24%	16%	23%	25%
Large retailers such as Tesco and Amazon	1%	1%	1%	1%	8%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%
The courts – judges and magistrates	22%	22%	21%	22%	13%	16%	17%	19%	22%	26%	27%	22%	22%	21%	21%	19%	23%	23%	20%	22%	22%	14%	17%	21%	23%
The Church	15%	15%	15%	15%	8%	9%	11%	12%	15%	17%	22%	15%	14%	15%	15%	16%	15%	13%	15%	14%	15%	7%	11%	13%	17%
The Post Office	17%	17%	17%	17%	22%	21%	18%	18%	17%	16%	16%	16%	19%	18%	16%	16%	16%	16%	16%	16%	19%	23%	16%	17%	18%
The National Trust	22%	22%	19%	22%	24%	28%	28%	23%	22%	19%	16%	23%	20%	20%	24%	15%	23%	23%	21%	23%	21%	16%	21%	25%	19%
None of these	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	1%	1%	4%	2%	2%	6%	6%	2%	1%
Don't know	2%	2%	1%	2%	10%	5%	4%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	2%	5%	1%	3%	9%	10%	2%	3%

D3. And which, if any, of these do you regard as the best LOCAL institutions in your community? You may choose up to 4 options.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Local community groups such as Women's Institute / Scouts etc.	35%	35%	42%	35%	25%	31%	35%	35%	35%	36%	36%	36%	36%	34%	34%	34%	37%	34%	30%	33%	37%	35%	28%	37%	33%
Corner shops	23%	23%	21%	23%	20%	19%	22%	25%	24%	23%	21%	23%	24%	21%	22%	22%	25%	24%	23%	22%	24%	26%	21%	23%	23%
Supermarkets	12%	12%	11%	12%	18%	12%	9%	11%	12%	12%	14%	12%	11%	12%	11%	13%	11%	12%	15%	11%	13%	4%	9%	10%	14%
Local pubs	23%	22%	22%	22%	37%	35%	30%	25%	22%	17%	13%	25%	21%	23%	24%	14%	24%	24%	18%	28%	18%	24%	17%	24%	18%
Local churches / mosques / temples etc.	22%	22%	26%	22%	16%	20%	21%	21%	22%	23%	27%	23%	20%	22%	23%	23%	21%	23%	20%	22%	23%	18%	17%	23%	22%
Your local police force	27%	27%	25%	27%	29%	23%	22%	24%	26%	30%	34%	27%	26%	28%	28%	26%	27%	26%	28%	25%	29%	17%	20%	23%	30%
Fish and chip shops	5%	5%	4%	5%	12%	8%	6%	5%	4%	4%	4%	6%	5%	5%	5%	4%	5%	6%	6%	4%	4%	16%	5%	5%	5%
Local take-aways	3%	3%	3%	3%	13%	8%	5%	4%	3%	2%	1%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	7%	3%	4%	3%
Local sports clubs	15%	15%	15%	15%	19%	21%	20%	17%	13%	12%	11%	14%	16%	15%	18%	15%	14%	14%	14%	18%	12%	17%	10%	18%	12%
Your local schools	50%	50%	54%	50%	51%	49%	54%	50%	49%	50%	48%	49%	52%	52%	52%	54%	48%	46%	46%	48%	52%	34%	38%	52%	48%
Your local hospital(s)	49%	49%	51%	49%	36%	35%	37%	42%	50%	57%	63%	46%	48%	51%	49%	48%	50%	51%	48%	49%	40%	41%	43%	55%	55%
Your local council	23%	23%	30%	22%	18%	19%	19%	20%	24%	26%	27%	24%	20%	22%	22%	21%	22%	26%	20%	24%	22%	13%	15%	22%	24%
Your local Post Office	37%	37%	37%	38%	21%	22%	28%	34%	39%	43%	46%	37%	41%	38%	32%	40%	38%	33%	33%	33%	33%	40%	30%	33%	42%
None of these	3%	3%	3%	3%	3%	4%	4%	4%	3%	2%	2%	3%	3%	3%	3%	3%	2%	3%	5%	3%	3%	7%	8%	3%	3%
Don't know	3%	3%	2%	3%	8%	6%	4%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%	5%	3%	3%	7%	12%	3%	3%

C6. How would you define your local community?

Base: Ask all	144833
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My village	27%	28%	26%	28%	19%	18%	23%	26%	28%	30%	30%	30%	34%	31%	25%	29%	26%	18%	27%	25%	29%	19%	21%	26%	28%
My town	27%	27%	29%	27%	29%	26%	28%	28%	27%	28%	26%	26%	29%	26%	28%	30%	31%	22%	24%	27%	27%	23%	22%	27%	27%
My city	6%	6%	8%	6%	11%	11%	7%	6%	6%	5%	5%	6%	5%	7%	6%	6%	7%	5%	5%	7%	5%	4%	7%	5%	
My social media network	1%	1%	1%	1%	2%	2%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	
My sports club / activity group	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	
My borough	6%	6%	7%	6%	5%	8%	7%	6%	6%	5%	5%	5%	5%	4%	6%	4%	4%	13%	5%	6%	6%	7%	5%	7%	
None of these	4%	3%	4%	3%	5%	4%	4%	4%	4%	3%	3%	3%	4%	3%	3%	5%	3%	4%	6%	4%	3%	13%	10%	4%	
Don't know	2%	2%	1%	2%	4%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	5%	2%	2%	7%	9%	2%	3%	

C1. Who, if anyone, makes the biggest contribution to your community?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Local authority	17%	17%	20%	17%	13%	14%	15%	16%	18%	18%	19%	17%	14%	17%	18%	15%	15%	20%	15%	19%	15%	6%	10%	17%	17%
National Government	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%
Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	6%	0%	0%	0%	7%	0%	0%	1%	1%	1%	1%	1%	1%	1%
Local schools	9%	9%	9%	9%	8%	8%	11%	9%	8%	8%	8%	9%	9%	9%	9%	10%	8%	8%	8%	9%	8%	6%	7%	9%	8%
Local supermarkets	4%	4%	4%	4%	5%	3%	3%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	3%	6%	3%	4%	1%	2%	3%	5%
Small and medium sized businesses	13%	14%	13%	14%	12%	13%	14%	13%	14%	14%	13%	12%	14%	14%	13%	14%	13%	14%	15%	13%	14%	12%	10%	14%	13%
Big businesses	1%	1%	0%	1%	2%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Local politicians	3%	3%	5%	3%	4%	3%	2%	2%	3%	4%	4%	3%	2%	3%	4%	2%	3%	3%	2%	4%	3%	3%	2%	3%	3%
Religious leaders / faith groups	3%	3%	4%	3%	2%	3%	2%	3%	3%	4%	5%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%	3%	3%	3%
Sports and community clubs	8%	8%	9%	8%	6%	8%	9%	8%	8%	7%	9%	9%	8%	8%	8%	9%	9%	7%	6%	9%	8%	8%	5%	9%	7%
Socializing venues (i.e. cafes, restaurants & pubs)	8%	8%	7%	8%	12%	11%	8%	7%	8%	8%	6%	8%	7%	8%	8%	6%	8%	9%	6%	8%	7%	8%	5%	9%	7%
My friends and followers on social media	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Shared interest groups in my social media network	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%
Other	8%	8%	10%	7%	5%	6%	7%	8%	8%	7%	8%	8%	8%	8%	6%	8%	9%	8%	7%	8%	8%	19%	11%	8%	7%
None of these	6%	6%	5%	6%	6%	6%	6%	7%	7%	6%	5%	7%	6%	6%	6%	6%	6%	6%	8%	7%	6%	8%	13%	6%	6%
Don't know	15%	15%	8%	16%	19%	19%	17%	17%	15%	13%	13%	16%	14%	16%	16%	14%	15%	16%	18%	12%	18%	19%	27%	14%	16%

C2. Who, if anyone, should be doing more to make your local community a success? Please select all that apply.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Local authority	60%	60%	62%	60%	44%	55%	59%	61%	62%	62%	61%	60%	60%	61%	62%	59%	60%	60%	55%	61%	60%	49%	51%	60%	61%
National Government	29%	29%	33%	28%	37%	35%	31%	29%	28%	28%	26%	28%	26%	33%	32%	26%	28%	28%	33%	26%	35%	29%	30%	28%	
Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)	7%	7%	10%	7%	9%	8%	8%	7%	7%	6%	6%	2%	33%	2%	2%	33%	2%	2%	7%	8%	6%	13%	8%	8%	6%
Local schools	22%	22%	25%	21%	18%	20%	22%	22%	22%	21%	22%	22%	20%	22%	22%	20%	21%	22%	19%	22%	22%	21%	18%	22%	21%
Local supermarkets	23%	23%	26%	23%	27%	28%	26%	25%	23%	20%	17%	23%	20%	23%	23%	23%	23%	24%	22%	22%	24%	24%	18%	25%	21%
Small and medium sized businesses	25%	25%	27%	25%	24%	28%	28%	27%	25%	23%	20%	25%	23%	25%	26%	23%	25%	26%	22%	24%	25%	27%	20%	28%	22%
Big businesses	19%	19%	21%	19%	30%	31%	26%	23%	18%	14%	11%	18%	16%	19%	22%	19%	18%	21%	19%	20%	18%	26%	19%	23%	16%
Local politicians	49%	49%	52%	49%	46%	50%	48%	49%	51%	51%	47%	49%	48%	51%	51%	48%	48%	49%	42%	52%	47%	46%	41%	50%	48%
Religious leaders / faith groups	15%	15%	18%	15%	8%	11%	13%	15%	15%	15%	18%	15%	13%	15%	16%	13%	14%	16%	13%	15%	15%	10%	12%	15%	14%
Sports and community clubs	18%	18%	20%	18%	15%	19%	20%	20%	19%	17%	19%	19%	17%	18%	19%	18%	19%	19%	17%	17%	18%	19%	14%	20%	17%
Socializing venues (i.e. cafes, restaurants & pubs)	17%	17%	17%	17%	19%	21%	20%	18%	17%	15%	13%	18%	16%	17%	17%	15%	17%	19%	14%	16%	18%	24%	16%	19%	15%
My friends and followers on social media	3%	3%	4%	3%	5%	6%	4%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	5%	4%	4%	2%
Shared interest groups in my social media network	4%	4%	5%	4%	5%	6%	5%	4%	3%	3%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	7%	4%	4%	3%
Other	5%	5%	6%	4%	2%	3%	5%	5%	5%	5%	4%	5%	4%	4%	4%	5%	5%	5%	5%	4%	4%	16%	9%	5%	4%
None of these	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	6%	6%	2%	2%
Don't know	8%	8%	4%	8%	11%	9%	9%	8%	7%	7%	8%	8%	7%	8%	7%	8%	9%	8%	11%	6%	9%	9%	17%	7%	9%

C3. In the past 12 months, have you taken part in any of the following activities? Please select all that apply.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Volunteered on a community project	24%	25%	37%	23%	21%	22%	25%	24%	24%	27%	24%	24%	26%	24%	23%	26%	26%	24%	21%	24%	25%	29%	22%	27%	22%
Attended a public meeting in which there was a discussion on town or school affairs	24%	24%	38%	23%	11%	14%	22%	23%	25%	28%	27%	24%	27%	23%	21%	25%	26%	24%	23%	25%	23%	27%	21%	25%	23%
Been to a political campaign meeting or march	10%	10%	22%	9%	10%	11%	9%	10%	10%	10%	10%	9%	10%	9%	9%	11%	8%	14%	8%	12%	8%	19%	8%	12%	8%
Attended any club or organisational meeting (not including meetings for work)	43%	43%	56%	42%	29%	32%	38%	39%	43%	49%	50%	44%	44%	41%	39%	44%	46%	42%	37%	42%	43%	44%	37%	43%	42%
Volunteered to help out a local charity	32%	32%	43%	31%	29%	27%	30%	31%	32%	35%	33%	31%	33%	31%	30%	33%	35%	31%	29%	29%	34%	30%	26%	33%	31%
Commented on a political issue through social media	20%	20%	27%	19%	32%	35%	31%	24%	19%	14%	10%	20%	21%	19%	19%	21%	19%	24%	23%	18%	35%	17%	26%	14%	
Written a blog	6%	5%	7%	5%	15%	12%	9%	7%	5%	3%	2%	6%	6%	5%	5%	6%	5%	8%	4%	7%	4%	26%	7%	8%	3%
Signed an online petition	58%	57%	66%	56%	57%	63%	64%	58%	58%	57%	49%	58%	59%	56%	57%	53%	58%	62%	42%	59%	56%	56%	45%	63%	53%
Liked a campaign, charity or political organisation on Facebook	22%	22%	27%	21%	44%	43%	37%	29%	19%	13%	7%	21%	23%	21%	23%	26%	21%	24%	20%	25%	30%	14%	30%	15%	
Retweeted a good cause or opinion on Twitter	11%	10%	14%	10%	35%	30%	23%	13%	7%	4%	2%	10%	10%	10%	13%	10%	9%	14%	7%	12%	10%	22%	8%	17%	5%
Written to a newspaper	11%	11%	19%	11%	6%	6%	6%	8%	12%	16%	18%	11%	11%	11%	10%	11%	12%	12%	10%	15%	9%	13%	10%	10%	12%
Phoned a talkback radio programme	2%	2%	4%	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	5%	2%	2%	2%
Boycotted a product or service	38%	38%	50%	36%	30%	41%	43%	41%	40%	36%	27%	39%	39%	37%	37%	35%	38%	42%	31%	42%	35%	52%	43%	44%	32%
Voted in a local election	51%	52%	63%	51%	27%	37%	44%	47%	53%	58%	61%	57%	49%	54%	55%	53%	55%	45%	53%	50%	53%	41%	50%	53%	
Written to or e-mailed an MP / local councillor	39%	39%	52%	37%	18%	27%	34%	35%	41%	45%	42%	39%	40%	38%	36%	35%	41%	42%	29%	42%	35%	44%	34%	39%	38%
None of these	8%	8%	3%	9%	13%	10%	9%	10%	8%	7%	8%	8%	8%	9%	11%	8%	8%	8%	13%	7%	9%	13%	7%	10%	10%
Don't know	1%	1%	0%	1%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	6%	9%	1%	1%

C7. What, if anything, do you think big businesses should do more of in your local community? Please select all that apply.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Form closer partnerships with charities that are already active in the local area	43%	44%	51%	43%	44%	47%	46%	45%	43%	42%	40%	43%	43%	43%	43%	42%	44%	46%	35%	41%	46%	41%	31%	47%	40%
Offer more support to locally run projects and initiatives that benefit the community	59%	59%	65%	58%	51%	57%	60%	60%	59%	59%	56%	58%	58%	59%	58%	58%	60%	60%	49%	56%	61%	53%	44%	61%	56%
Promote opportunities that make it easier for local people to play an active role in the community	37%	37%	45%	37%	44%	43%	40%	39%	37%	34%	31%	37%	37%	37%	39%	35%	37%	39%	31%	36%	39%	38%	26%	41%	34%
Try to make a difference to people in the local area, rather than just trying to make a profit	65%	65%	70%	65%	63%	65%	67%	68%	66%	63%	60%	64%	64%	66%	66%	65%	65%	65%	59%	62%	68%	63%	54%	67%	63%

Strongly agree	44%	45%	59%	43%	45%	44%	43%	43%	44%	45%	46%	44%	46%	43%	41%	45%	45%	47%	36%	42%	46%	45%	33%	46%	42%
Somewhat agree	33%	33%	27%	34%	32%	34%	34%	34%	34%	32%	31%	33%	32%	34%	35%	33%	33%	32%	32%	33%	34%	24%	28%	34%	33%
Neither agree nor disagree	15%	14%	9%	15%	14%	14%	14%	15%	14%	15%	15%	15%	15%	15%	15%	15%	14%	13%	17%	15%	14%	12%	18%	13%	16%
Somewhat disagree	4%	3%	3%	4%	3%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%	3%	4%	4%	3%	3%	5%	4%	4%
Strongly disagree	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	5%	4%	2%	9%	6%	3%	3%
Don't know	2%	2%	1%	2%	4%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	6%	1%	2%	7%	11%	1%	2%
Net: Agree	77%	78%	86%	77%	77%	77%	78%	77%	78%	77%	77%	76%	79%	77%	76%	78%	78%	79%	69%	75%	79%	69%	61%	80%	75%
Net: Disagree	6%	6%	4%	6%	6%	7%	6%	6%	6%	7%	7%	7%	5%	6%	7%	5%	6%	6%	9%	8%	5%	13%	11%	6%	7%

E10b. Thinking about The Co-operative and how it might champion issues that are important to you, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative should champion national issues that affect people up and down the country

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	31%	32%	46%	30%	39%	36%	33%	30%	30%	30%	32%	31%	32%	31%	32%	30%	31%	33%	28%	31%	32%	35%	21%	32%	30%
Somewhat agree	40%	40%	36%	41%	38%	41%	42%	42%	40%	39%	37%	40%	41%	40%	41%	40%	40%	39%	35%	39%	41%	27%	31%	41%	39%
Neither agree nor disagree	19%	19%	12%	20%	15%	15%	17%	20%	20%	20%	20%	19%	20%	20%	18%	21%	20%	18%	20%	19%	19%	18%	24%	18%	21%
Somewhat disagree	4%	4%	3%	4%	3%	4%	4%	4%	5%	5%	5%	4%	4%	4%	4%	4%	5%	5%	5%	5%	3%	3%	4%	4%	4%
Strongly disagree	3%	3%	2%	3%	2%	2%	2%	3%	3%	4%	4%	3%	2%	3%	3%	3%	3%	3%	5%	4%	2%	9%	7%	3%	3%
Don't know	2%	2%	1%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	7%	2%	2%	8%	12%	2%	2%
Net: Agree	71%	72%	82%	71%	76%	77%	75%	72%	70%	69%	69%	71%	72%	71%	73%	69%	71%	72%	64%	70%	73%	62%	53%	74%	69%
Net: Disagree	7%	7%	5%	7%	5%	6%	6%	7%	9%	8%	8%	7%	6%	7%	7%	7%	7%	8%	10%	10%	5%	13%	12%	7%	7%

E10c. Thinking about The Co-operative and how it might champion issues that are important to you, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative should champion local issues that affect people in their communities

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Strongly agree	43%	43%	55%	42%	45%	47%	47%	44%	42%	40%	39%	42%	44%	44%	44%	43%	43%	42%	38%	40%	46%	40%	30%	45%	41%
Somewhat agree	40%	40%	34%	40%	37%	38%	38%	40%	41%	40%	39%	40%	38%	39%	39%	40%	41%	37%	40%	39%	28%	31%	40%	40%	40%
Neither agree nor disagree	12%	12%	7%	12%	12%	10%	10%	11%	12%	13%	14%	12%	12%	12%	11%	13%	12%	12%	13%	13%	11%	13%	20%	10%	14%
Somewhat disagree	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	4%	3%	2%	2%
Strongly disagree	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	4%	3%	1%	7%	5%	2%	2%
Don't know	2%	2%	1%	2%	4%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	6%	2%	2%	8%	11%	1%	2%
Net: Agree	82%	83%	90%	82%	82%	85%	85%	84%	83%	81%	78%	82%	83%	83%	83%	82%	83%	82%	75%	80%	85%	69%	61%	85%	80%
Net: Disagree	4%	4%	2%	4%	3%	3%	3%	3%	4%	5%	5%	4%	3%	3%	4%	4%	4%	4%	6%	5%	2%	11%	8%	4%	4%

X1. Are you male or female?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Male	46%	45%	55%	44%	48%	48%	44%	41%	44%	50%	54%	48%	45%	44%	48%	42%	45%	48%	38%	100%	-	-	-	46%	46%
Female	53%	54%	44%	55%	50%	50%	55%	58%	55%	50%	46%	51%	54%	55%	51%	57%	54%	51%	56%	-	100%	-	-	53%	54%
I consider myself to be in a different category	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	-	100%	-	0%	0%
Prefer not to say	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	6%	-	-	-	100%	1%	1%

X2. Which of the following best describes the occupation of the main income earner in your household? By main income earner, we mean the person with the largest income, whether from employment, pensions, investments or any other source.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
High managerial, administrative or professional	15%	15%	17%	15%	12%	15%	22%	23%	17%	9%	5%	16%	14%	14%	15%	14%	14%	19%	15%	17%	14%	16%	18%	30%	-
Intermediate managerial, administrative or professional	21%	21%	24%	21%	18%	37%	37%	32%	21%	8%	4%	21%	19%	20%	24%	21%	20%	24%	17%	22%	21%	18%	17%	42%	-
Supervisor, clerical, junior managerial, administrative or professional	13%	13%	11%	13%	26%	28%	22%	20%	12%	3%	1%	13%	12%	13%	15%	14%	12%	14%	10%	12%	15%	15%	13%	26%	-
Skilled manual worker	6%	6%	5%	7%	15%	9%	9%	10%	7%	2%	1%	6%	7%	7%	6%	9%	6%	5%	8%	6%	7%	8%	10%	-	13%
Semi-skilled or unskilled manual worker	3%	3%	2%	3%	8%	4%	4%	5%	3%	1%	0%	3%	3%	3%	3%	4%	3%	2%	4%	3%	3%	4%	4%	-	6%
Housewife / Homemaker	2%	2%	1%	2%	1%	2%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	3%	0%	3%	2%	-	4%	
Unemployed	1%	1%	1%	1%	2%	2%	2%	3%	2%	0%	0%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	5%	3%	-	3%
Student	1%	0%	0%	1%	17%	2%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	7%	1%	-	-
Retired	37%	38%	39%	38%	2%	1%	1%	4%	35%	77%	87%	37%	41%	38%	34%	34%	41%	33%	40%	39%	35%	26%	29%	-	74%
X2 = Missing	0%	0%	0%	0%	-	-	-	0%	0%	0%	0%	0%	-	0%	0%	-	0%	0%	1%	-	0%	-	2%	-	-

X2_rc. Which of the following best describes the occupation of the main income earner in your household? By main income earner, we mean the person with the largest income, whether from employment, pensions, investments or any other source.

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
ABC1	50%	50%	52%	49%	72%	82%	82%	75%	51%	20%	11%	51%	45%	48%	54%	50%	46%	57%	42%	51%	50%	56%	50%	100%	-
C2DE	50%	50%	48%	51%	28%	18%	18%	25%	49%	80%	89%	49%	55%	52%	46%	50%	54%	43%	57%	49%	50%	44%	48%	-	100%

X3. Which of these applies to you?

Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Working full time (30 or more hours per week)	37%	36%	38%	36%	47%	77%	71%	64%	34%	5%	1%	37%	33%	35%	43%	41%	39%	32%	41%	33%	44%	32%	40%	64%	11%
Working part time (8-29 hours a week)	14%	14%	13%	14%	23%	13%	18%	20%	18%	8%	3%	14%	14%	14%	12%	15%	15%	14%	13%	8%	19%	13%	11%	19%	9%
Working part time (Less than 8 hours a week)	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	4%	3%	2%	2%
Full time student	1%	1%	0%	1%	23%	2%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	0%	0%
Retired	39%	40%	42%	40%	0%	0%	0%	3%	38%	82%	92%	39%	43%	41%	36%	36%	43%	34%	40%	41%	37%	19%	25%	9%	69%
Unemployed	1%	1%	1%	1%	3%	2%	2%	3%	2%	0%	0%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	4%	2%	1%	2%
Not working	4%	3%	2%	4%	1%	3%	5%	6%	4%	2%	2%	4%	4%	4%	3%	4%	3%	4%	4%	2%	5%	5%	2%	2%	5%
Other	2%	2%	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	5%	1%	3%	9%	13%	2%	2%
X3 = Missing	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	-	0%	0%	1%	0%	0%	-	2%	-	0%

X4. What is your current marital or relationship status?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Married	59%	60%	59%	60%	4%	31%	51%	57%	65%	70%	67%	62%	60%	61%	59%	59%	60%	53%	56%	62%	58%	28%	30%	56%	62%
In a civil partnership	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	4%	1%	2%	1%
Separated but still legally married or in a civil partnership	1%	1%	1%	1%	0%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	0%	2%	1%
Living with a partner but neither married nor in a civil partnership	10%	9%	10%	9%	18%	29%	18%	12%	7%	4%	2%	9%	9%	9%	10%	9%	9%	11%	7%	9%	10%	13%	4%	13%	6%
In a relationship, but not living together	4%	4%	4%	4%	26%	10%	6%	5%	3%	2%	2%	4%	4%	4%	5%	4%	4%	5%	3%	4%	4%	13%	2%	5%	3%
Single	20%	19%	20%	19%	46%	24%	19%	18%	18%	18%	23%	18%	19%	19%	19%	20%	20%	22%	17%	19%	21%	23%	5%	18%	22%
Prefer not to say	5%	5%	4%	5%	4%	3%	4%	5%	5%	5%	6%	4%	5%	4%	4%	5%	5%	6%	14%	3%	5%	18%	59%	4%	5%

X5. How many members of your household are 18 or older?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
0	6%	6%	6%	6%	5%	7%	4%	4%	6%	7%	8%	6%	5%	5%	6%	6%	6%	6%	10%	6%	5%	5%	9%	5%	7%
1	20%	20%	21%	20%	8%	16%	20%	19%	19%	21%	26%	19%	20%	20%	18%	21%	20%	22%	18%	18%	21%	22%	16%	17%	22%
2	57%	58%	57%	58%	31%	60%	64%	50%	56%	64%	60%	58%	58%	58%	58%	57%	58%	54%	53%	59%	56%	44%	50%	57%	58%
3	11%	11%	11%	11%	26%	10%	9%	18%	13%	7%	4%	11%	11%	11%	12%	11%	10%	11%	11%	11%	11%	9%	11%	13%	9%
4	5%	4%	4%	4%	20%	5%	3%	8%	5%	2%	1%	5%	4%	4%	5%	4%	4%	5%	4%	5%	5%	8%	6%	6%	3%
5	1%	1%	1%	1%	6%	2%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
6	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
8 or more	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	8%	3%	0%	0%
X5 = Missing	0%	0%	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	-	2%	0%	0%

X6. How many members of your household are under 18?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
0	80%	80%	82%	80%	69%	68%	45%	63%	91%	96%	96%	80%	82%	80%	79%	79%	82%	79%	75%	81%	79%	72%	54%	71%	89%
1	9%	9%	8%	9%	18%	16%	19%	19%	5%	1%	1%	9%	8%	9%	10%	9%	8%	9%	8%	8%	10%	5%	7%	13%	5%
2	7%	7%	7%	7%	8%	11%	28%	13%	2%	1%	1%	8%	6%	7%	8%	8%	7%	6%	7%	6%	7%	8%	6%	11%	3%
3	2%	2%	2%	2%	2%	3%	7%	3%	0%	0%	0%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	3%	1%
4	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	1%	0%	0%
5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
6 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	1%	0%	0%
Prefer not to say	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	8%	1%	1%	6%	31%	2%	1%

X6_rc. How many members of your household are under 18?

	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Base: Ask all	144833	130646	13185	117461	3071	9496	16518	28941	40646	26277	19852	27993	7874	20911	22210	14852	25598	23203	2192	66474	76918	144	1297	73083	71702
Yes	19%	18%	17%	18%	29%	31%	53%	35%	7%	3%	2%	19%	17%	19%	20%	19%	17%	19%	17%	18%	19%	19%	14%	28%	9%
No	80%	80%	82%	80%	69%	68%	45%	63%	91%	96%	96%	80%	82%	80%	79%	79%	82%	79%	75%	81%	79%	72%	54%	71%	89%

X9a. Finally, this survey formed part of the 'Have Your Say' campaign at The Co-operative. Could you tell us how you first became aware of this campaign?

	131902	117878	10893	106985	1629	6402	13570	25534	38907	26063	19768	26242	7239	19104	18145	13200	23872	22181	1919	60936	69734	121	1111	63926	67932
Base: If A4 = Former employee or not an employee	131902	117878	10893	106985	1629	6402	13570	25534	38907	26063	19768	26242	7239	19104	18145	13200	23872	22181	1919	60936	69734	121	1111	63926	67932
I saw something in the press	7%	6%	9%	6%	10%	11%	8%	6%	7%	7%	6%	8%	6%	6%	7%	5%	6%	9%	7%	9%	5%	7%	7%	8%	6%
I received a letter	33%	36%	35%	36%	11%	13%	21%	29%	33%	38%	49%	32%	34%	36%	33%	32%	35%	29%	34%	30%	36%	25%	37%	27%	38%
I received an e-mail	38%	39%	35%	39%	23%	42%	44%	41%	41%	37%	28%	38%	37%	38%	39%	39%	37%	40%	30%	38%	39%	21%	25%	41%	36%
I heard something on the radio	4%	3%	4%	3%	5%	4%	4%	4%	4%	3%	2%	4%	3%	3%	4%	3%	4%	4%	2%	4%	3%	5%	3%	5%	3%
I saw something in a Co-operative store or branch	8%	8%	8%	8%	15%	10%	9%	8%	8%	8%	9%	7%	11%	9%	7%	12%	9%	7%	10%	8%	9%	12%	9%	7%	9%
I saw something online	6%	4%	5%	4%	27%	15%	11%	7%	4%	3%	3%	7%	6%	5%	6%	6%	5%	6%	7%	7%	5%	17%	7%	8%	4%
I heard about it somewhere else	2%	2%	2%	2%	7%	4%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	7%	3%	2%	2%
No, I can't remember	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	7%	2%	2%	7%	10%	2%	2%

Cell Contents (Column Percentage)

Please note: Open-end questions (verbatim) are not included in this document

Have Your Say: YouGov Panel Results

Sample Size: 35,170 UK Individuals Aged 16+ from the YouGov panel
Fieldwork: 18th February to 24th March



Total	Member	Age							Democratic Region							Gender		Social Grade	
	Member of Co-op	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 70	71+	Central & Eastern	Cymru / Wales	North	North West & North Midlands	Scotland & Northern Ireland	South & West	South East	Postcode not provided	Male	Female	ABC1

A1. Within the last year, which of the following Co-operative businesses have you purchased goods/services from? Please select all that apply.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
The Co-operative Food	59%	82%	60%	58%	59%	60%	61%	59%	55%	61%	59%	60%	60%	58%	67%	53%	48%	56%	62%	61%	56%
The Co-operative Bank	9%	18%	5%	7%	9%	10%	10%	11%	10%	9%	11%	9%	11%	6%	9%	8%	7%	9%	8%	10%	7%
The Co-operative Insurance	4%	7%	2%	3%	3%	4%	5%	5%	3%	4%	4%	3%	4%	3%	4%	3%	-	4%	3%	4%	3%
The Co-operative Pharmacy	10%	17%	7%	8%	9%	11%	12%	14%	11%	12%	16%	11%	17%	8%	8%	6%	9%	9%	11%	11%	9%
The Co-operative Funeralcare	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%
The Co-operative Travel	3%	5%	3%	3%	3%	2%	3%	4%	3%	4%	2%	4%	5%	2%	2%	3%	3%	3%	3%	2%	2%
The Co-operative Legal Services	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	3%	1%	0%	0%	1%
The Co-operative Electrical	2%	5%	2%	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%
None of these	34%	10%	35%	36%	34%	34%	32%	33%	37%	32%	33%	33%	32%	38%	28%	41%	39%	36%	32%	31%	37%

A1a. Have you stopped being a customer of any of the following Co-operative businesses in the last few years?

Unweighted base	35164	12443	2613	5925	6201	6962	6869	4301	2293	8195	2057	4563	3922	4416	4672	7301	38	16858	18306	20610	14554
Base: Anyone who does not use all parts of the business	35163	11827	5201	5570	5799	6354	6313	3881	2045	8379	1827	4874	4208	3952	4449	7436	37	17090	18072	19338	15824
The Co-operative Food	4%	4%	3%	4%	3%	3%	4%	4%	5%	4%	4%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%
The Co-operative Bank	3%	4%	2%	2%	3%	3%	3%	4%	3%	3%	2%	3%	3%	2%	3%	3%	9%	3%	2%	3%	2%
The Co-operative Insurance	2%	4%	1%	2%	2%	3%	3%	3%	3%	3%	2%	2%	3%	2%	2%	2%	-	3%	2%	2%	2%
The Co-operative Pharmacy	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%
The Co-operative Funeralcare	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
The Co-operative Travel	2%	3%	2%	1%	1%	2%	2%	2%	4%	2%	1%	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%
The Co-operative Legal Services	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	-	1%	0%	0%	1%
The Co-operative Electrical	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%
None of these	89%	85%	90%	88%	90%	89%	88%	88%	87%	88%	90%	88%	88%	91%	90%	89%	83%	88%	90%	88%	90%

A2. Are you a member of The Co-operative?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Yes, I am a member of The Co-operative	21%	62%	8%	15%	18%	22%	28%	32%	32%	24%	21%	22%	23%	17%	25%	15%	16%	19%	23%	24%	17%
No, but I do have a loyalty card with The Co-operative	13%	38%	8%	10%	13%	15%	15%	14%	14%	12%	14%	14%	15%	10%	16%	11%	16%	11%	14%	13%	12%
No	64%	-	78%	72%	66%	62%	55%	52%	53%	61%	62%	61%	61%	71%	57%	70%	63%	67%	60%	61%	67%
Don't know	3%	-	6%	3%	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	4%	6%	3%	2%	2%	4%

A3. Which of the following activities have you participated in with The Co-operative?

Unweighted base	12448	12448	420	1499	2010	2545	2971	1973	1030	3127	752	1719	1501	1370	1973	1994	12	5438	7010	7809	4639
Base: If A2 = member or loyalty card holder	11833	11833	837	1391	1843	2297	2742	1795	929	3065	640	1747	1549	1057	1833	1930	12	5108	6726	7210	4623
Voted in members elections	12%	12%	8%	9%	10%	13%	13%	13%	13%	10%	14%	12%	11%	13%	14%	12%	8%	14%	10%	13%	10%
Stood in members elections	1%	1%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	-	1%	0%	1%	0%
Attended events and activities organised by local membership teams	2%	2%	3%	3%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%	7%	2%	2%	2%	2%
Gone online to find more information about campaigns The Co-operative is involved in	8%	8%	11%	9%	9%	9%	7%	6%	4%	7%	9%	9%	9%	9%	6%	8%	-	8%	7%	8%	7%
Redeemed a money off coupon or taken up an offer	48%	48%	35%	40%	50%	52%	52%	50%	45%	45%	53%	52%	48%	51%	51%	42%	61%	45%	51%	49%	46%
Followed The Co-operative on Twitter	2%	2%	9%	5%	3%	1%	0%	0%	0%	2%	3%	2%	2%	2%	1%	4%	8%	3%	1%	2%	2%
Liked The Co-operative on Facebook	4%	4%	12%	7%	5%	4%	3%	2%	1%	4%	4%	5%	4%	4%	4%	5%	-	5%	4%	4%	5%
Got involved in my local Co-operative	2%	2%	7%	4%	2%	2%	1%	2%	1%	2%	2%	3%	2%	3%	2%	3%	-	3%	2%	2%	3%

Used your Co-operative membership card when purchasing goods or services	57%	57%	45%	51%	54%	60%	59%	61%	59%	57%	61%	58%	60%	57%	60%	50%	26%	55%	59%	58%	55%
Have met or could name my locally elected Co-operative representative	2%	2%	5%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	-	2%	1%	2%	2%
None of these	26%	26%	27%	27%	27%	24%	26%	26%	28%	28%	23%	24%	26%	27%	23%	29%	15%	27%	25%	25%	28%

A4. Are you or have you ever been employed by The Co-operative?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Yes – Current employee	1%	2%	2%	2%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	10%	1%	1%	1%	1%
Yes – Former employee	3%	5%	3%	4%	3%	3%	4%	5%	4%	4%	3%	3%	4%	4%	3%	3%	11%	3%	3%	3%	4%
No	96%	92%	95%	94%	96%	97%	96%	95%	96%	95%	97%	96%	95%	96%	96%	96%	79%	96%	96%	96%	95%

A5m. 1. Which part of The Co-operative do you / did you work in? - The Co-operative Food

Unweighted base	1045	616	100	275	177	152	171	113	57	263	48	133	113	153	133	198	4	503	542	523	522
Base: If A4 = Current or former employee	1087	662	217	261	164	134	157	103	51	282	44	143	136	125	128	223	5	559	528	513	574
Support centre / head office	10%	12%	14%	11%	10%	7%	8%	6%	8%	6%	5%	9%	14%	9%	8%	14%	-	11%	9%	12%	8%
In store / branch / funeral home	66%	62%	49%	65%	72%	76%	77%	68%	66%	70%	70%	73%	57%	69%	76%	57%	-	56%	77%	68%	65%
In a contact centre	9%	11%	21%	15%	4%	4%	1%	1%	-	10%	8%	4%	10%	8%	6%	14%	-	11%	7%	8%	10%
In a distribution centre	8%	10%	12%	6%	7%	5%	6%	13%	13%	7%	6%	7%	15%	4%	4%	10%	100%	12%	4%	6%	10%
Field	9%	8%	8%	6%	7%	9%	10%	16%	14%	9%	13%	12%	9%	10%	8%	6%	-	12%	6%	9%	9%

A5m. 2. Which part of The Co-operative do you / did you work in? - The Co-operative Bank

Unweighted base	306	225	64	129	46	26	26	8	7	67	9	25	51	23	24	103	4	176	130	170	136
Base: If A4 = Current or former employee	380	286	145	128	44	23	25	8	6	82	10	30	66	26	29	133	4	244	137	191	189
Support centre / head office	28%	28%	28%	21%	35%	29%	46%	24%	53%	21%	52%	11%	40%	29%	22%	30%	41%	28%	28%	28%	28%
In store / branch / funeral home	39%	38%	44%	34%	32%	44%	38%	62%	-	39%	24%	47%	23%	27%	60%	44%	-	38%	40%	35%	42%
In a contact centre	21%	23%	24%	23%	16%	16%	9%	-	16%	25%	-	24%	24%	22%	9%	20%	35%	20%	22%	21%	21%
In a distribution centre	13%	12%	10%	20%	18%	4%	-	-	-	14%	9%	12%	10%	23%	3%	15%	24%	15%	9%	14%	12%
Field	7%	6%	5%	6%	2%	7%	15%	26%	31%	5%	15%	15%	5%	-	6%	7%	-	7%	6%	7%	6%

A5m. 3. Which part of The Co-operative do you / did you work in? - The Co-operative Insurance

Unweighted base	297	217	65	122	49	24	20	9	8	62	7	30	45	26	24	99	4	171	126	159	138
Base: If A4 = Current or former employee	367	271	143	120	48	21	19	8	7	77	9	36	61	27	26	127	4	232	135	179	188
Support centre / head office	22%	25%	21%	21%	24%	13%	31%	37%	24%	24%	53%	18%	33%	26%	29%	11%	41%	22%	22%	24%	20%
In store / branch / funeral home	35%	35%	36%	39%	32%	17%	29%	44%	38%	29%	18%	30%	24%	36%	29%	49%	-	33%	38%	37%	34%
In a contact centre	25%	25%	30%	25%	23%	25%	16%	-	-	30%	-	22%	31%	24%	22%	23%	35%	25%	25%	21%	29%
In a distribution centre	12%	11%	13%	12%	15%	12%	-	-	-	11%	11%	20%	7%	4%	4%	15%	24%	12%	11%	15%	8%
Field	9%	6%	3%	5%	10%	33%	24%	19%	38%	6%	18%	19%	5%	9%	17%	7%	-	9%	7%	8%	9%

A5m. 4. Which part of The Co-operative do you / did you work in? - The Co-operative Pharmacy

Unweighted base	278	208	61	129	45	18	12	8	5	62	7	30	31	23	25	97	3	154	124	149	129
Base: If A4 = Current or former employee	343	260	134	128	43	16	10	8	4	74	9	36	46	25	27	124	3	212	131	167	176
Support centre / head office	18%	21%	23%	16%	17%	12%	10%	-	19%	21%	26%	7%	17%	19%	27%	17%	30%	19%	16%	18%	18%
In store / branch / funeral home	36%	35%	32%	36%	37%	50%	55%	75%	16%	36%	29%	49%	42%	34%	52%	28%	70%	33%	41%	37%	36%
In a contact centre	24%	25%	23%	27%	25%	23%	9%	-	-	19%	37%	21%	13%	24%	11%	33%	-	24%	23%	22%	25%
In a distribution centre	14%	12%	14%	16%	14%	10%	10%	-	-	16%	-	12%	28%	13%	-	13%	-	16%	10%	14%	14%
Field	10%	10%	10%	7%	10%	5%	26%	25%	65%	9%	8%	12%	8%	10%	9%	11%	-	10%	10%	10%	10%

A5m. 5. Which part of The Co-operative do you / did you work in? - The Co-operative Funeralcare

Unweighted base	257	193	59	115	39	19	13	5	7	61	6	21	25	23	24	94	3	154	103	134	123
Base: If A4 = Current or former employee	324	245	133	113	38	17	12	5	6	73	8	26	39	27	26	123	3	214	110	152	171
Support centre / head office	22%	24%	26%	22%	27%	9%	-	19%	13%	21%	30%	4%	20%	25%	24%	27%	-	24%	20%	22%	23%
In store / branch / funeral home	35%	34%	37%	30%	24%	42%	63%	63%	41%	26%	49%	31%	51%	37%	47%	31%	70%	31%	42%	34%	36%
In a contact centre	28%	25%	24%	32%	28%	49%	15%	-	-	34%	12%	23%	39%	15%	22%	-	29%	24%	25%	30%	30%
In a distribution centre	13%	13%	15%	12%	15%	-	8%	37%	-	15%	-	5%	2%	2%	8%	21%	30%	15%	10%	18%	9%
Field	8%	5%	5%	6%	11%	8%	22%	19%	45%	5%	10%	14%	12%	3%	7%	9%	-	8%	8%	8%	8%

A5m. 6. Which part of The Co-operative do you / did you work in? - The Co-operative Travel

Unweighted base	262	201	62	122	40	23	9	3	3	66	7	20	26	20	21	99	3	157	105	137	125
Base: If A4 = Current or former employee	331	254	137	121	39	21	8	3	3	79	9	25	41	24	23	128	3	217	114	156	176
Support centre / head office	15%	16%	15%	15%	16%	18%	-	-	-	15%	11%	5%	11%	22%	30%	14%	-	14%	17%	14%	15%
In store / branch / funeral home	41%	40%	43%	41%	31%	43%	45%	66%	-	41%	61%	54%	23%	26%	46%	44%	26%	40%	43%	38%	44%
In a contact centre	29%	30%	29%	29%	34%	23%	11%	34%	-	28%	8%	25%	45%	38%	12%	26%	74%	29%	27%	32%	25%

In a distribution centre	14%	15%	18%	10%	15%	8%	22%	-	-	8%	11%	12%	24%	8%	9%	17%	-	16%	10%	14%	14%
Field	7%	5%	3%	7%	7%	9%	33%	-	100%	9%	9%	9%	5%	5%	4%	7%	-	6%	9%	8%	6%

A5m_7. Which part of The Co-operative do you / did you work in? - The Co-operative Legal Services

Unweighted base	250	193	61	124	39	15	5	2	4	57	6	22	24	20	23	95	3	150	100	130	120
Base: If A4 = Current or former employee	318	246	136	122	38	13	5	2	4	69	8	27	39	24	25	124	3	211	107	148	170
Support centre / head office	21%	24%	26%	15%	27%	20%	-	-	26%	23%	30%	8%	10%	24%	36%	22%	44%	18%	27%	19%	23%
In store / branch / funeral home	36%	32%	37%	35%	33%	44%	43%	56%	-	35%	22%	56%	20%	49%	31%	37%	26%	33%	41%	37%	35%
In a contact centre	25%	29%	18%	36%	16%	43%	20%	44%	-	33%	39%	21%	21%	11%	18%	28%	-	27%	22%	28%	23%
In a distribution centre	14%	12%	15%	15%	15%	-	-	-	-	5%	-	11%	32%	25%	9%	13%	30%	17%	8%	14%	14%
Field	10%	8%	9%	8%	9%	-	57%	-	74%	9%	10%	13%	18%	8%	7%	8%	-	12%	4%	7%	12%

A5m_8. Which part of The Co-operative do you / did you work in? - The Co-operative Electrical

Unweighted base	288	206	63	119	38	25	21	12	10	75	7	24	26	30	22	101	3	174	114	145	143
Base: If A4 = Current or former employee	355	260	140	118	36	22	20	11	9	89	9	30	41	32	24	127	3	232	123	163	193
Support centre / head office	21%	23%	25%	20%	24%	16%	13%	9%	10%	19%	26%	11%	23%	36%	19%	22%	-	24%	15%	22%	20%
In store / branch / funeral home	38%	34%	28%	41%	22%	56%	70%	82%	32%	44%	40%	38%	29%	42%	63%	29%	70%	33%	47%	43%	33%
In a contact centre	23%	25%	30%	21%	27%	16%	-	-	-	23%	-	32%	31%	14%	11%	23%	30%	22%	25%	16%	28%
In a distribution centre	14%	16%	18%	12%	19%	-	4%	9%	10%	11%	26%	4%	14%	8%	3%	21%	-	16%	9%	15%	12%
Field	6%	5%	1%	8%	8%	12%	12%	-	49%	4%	8%	16%	3%	6%	4%	8%	-	7%	6%	6%	6%

A5m_10. Which part of The Co-operative do you / did you work in? - Corporate Group functions

Unweighted base	290	209	61	118	45	24	15	17	10	72	7	29	29	23	27	100	3	175	115	161	129
Base: If A4 = Current or former employee	354	261	136	116	43	21	14	15	8	86	9	34	43	24	28	126	3	232	122	178	176
Support centre / head office	26%	26%	24%	17%	25%	36%	41%	77%	48%	26%	27%	26%	48%	29%	30%	17%	-	24%	29%	30%	22%
In store / branch / funeral home	36%	35%	44%	36%	24%	35%	20%	13%	21%	37%	55%	34%	32%	24%	42%	36%	26%	37%	32%	33%	38%
In a contact centre	23%	25%	19%	30%	35%	22%	7%	-	12%	26%	-	25%	7%	21%	19%	29%	44%	23%	24%	26%	20%
In a distribution centre	10%	10%	6%	13%	15%	8%	13%	11%	-	6%	-	11%	10%	16%	6%	13%	30%	8%	13%	11%	9%
Field	9%	8%	9%	8%	11%	4%	19%	-	19%	10%	18%	7%	6%	10%	3%	10%	-	11%	4%	7%	10%

A5m_11. Which part of The Co-operative do you / did you work in? - Sunwin

Unweighted base	247	189	60	119	38	19	6	2	3	56	5	28	23	17	21	94	3	150	97	130	117
Base: If A4 = Current or former employee	317	243	135	118	37	17	6	2	3	70	7	33	37	20	23	122	3	212	104	151	166
Support centre / head office	20%	21%	21%	20%	27%	11%	-	-	-	20%	24%	13%	16%	24%	23%	22%	26%	19%	23%	23%	17%
In store / branch / funeral home	36%	35%	39%	34%	36%	32%	52%	-	-	36%	43%	41%	24%	14%	41%	41%	-	32%	45%	35%	37%
In a contact centre	28%	30%	27%	31%	21%	37%	-	-	-	36%	-	33%	24%	38%	22%	44%	29%	24%	25%	30%	
In a distribution centre	11%	10%	8%	14%	11%	15%	16%	53%	-	6%	-	6%	28%	20%	8%	10%	30%	13%	8%	13%	10%
Field	9%	7%	8%	6%	9%	4%	32%	47%	100%	5%	43%	14%	8%	4%	7%	8%	-	10%	5%	7%	9%

A7. Do you work for a business which supplies goods or services to The Co-operative?

Unweighted base	34924	12228	2575	5818	6155	6933	6853	4299	2291	8139	2051	4527	3892	4395	4644	7241	35	16728	18196	20490	14434
Base: If A4 = Former employee or not an employee	34887	11578	5120	5465	5754	6328	6298	3879	2043	8318	1823	4829	4169	3935	4420	7359	34	16927	17960	19206	15681
Yes	1%	2%	2%	2%	2%	1%	1%	0%	0%	2%	1%	1%	2%	1%	1%	1%	12%	2%	1%	1%	1%
No	99%	98%	98%	98%	98%	99%	99%	100%	100%	98%	99%	99%	98%	99%	99%	99%	88%	98%	99%	99%	99%

B2. How favourable would you say you are, in general, towards The Co-operative?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Extremely favourable	7%	13%	4%	4%	5%	8%	9%	9%	9%	7%	7%	7%	8%	6%	7%	5%	4%	6%	7%	7%	6%
Favourable	55%	64%	54%	55%	55%	55%	56%	55%	55%	57%	55%	56%	55%	54%	56%	52%	37%	54%	56%	57%	52%
Unfavourable	15%	12%	15%	15%	14%	14%	15%	16%	17%	15%	14%	15%	14%	14%	16%	21%	16%	14%	15%	15%	15%
Extremely unfavourable	4%	4%	3%	3%	3%	5%	5%	5%	6%	4%	4%	4%	5%	4%	4%	4%	13%	5%	3%	4%	4%
Don't know	19%	8%	24%	22%	22%	18%	16%	14%	13%	17%	20%	18%	19%	21%	16%	23%	24%	18%	20%	16%	23%
Net: Favourable	62%	76%	58%	59%	61%	63%	65%	65%	64%	64%	62%	63%	63%	60%	63%	58%	42%	60%	63%	65%	58%
Net: Unfavourable	19%	16%	18%	19%	17%	19%	20%	22%	23%	19%	19%	19%	18%	18%	21%	20%	34%	22%	17%	20%	19%

B4. How likely would you be to recommend The Co-operative to a friend or colleague?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
10 - Definitely would recommend	6%	12%	4%	4%	6%	7%	8%	8%	9%	7%	6%	7%	7%	6%	7%	5%	4%	6%	7%	7%	6%
9	4%	7%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%	4%
8	11%	16%	10%	12%	11%	10%	11%	10%	10%	11%	11%	12%	11%	10%	11%	10%	10%	10%	11%	12%	10%

7	13%	16%	15%	14%	14%	13%	11%	11%	8%	14%	12%	12%	14%	12%	13%	12%	11%	13%	12%	13%	12%
6	10%	11%	13%	11%	10%	10%	9%	7%	8%	10%	10%	10%	10%	10%	11%	10%	15%	10%	10%	10%	10%
5	19%	16%	18%	19%	20%	19%	19%	19%	17%	19%	18%	19%	20%	19%	20%	18%	2%	18%	20%	18%	20%
4	5%	4%	6%	4%	4%	5%	5%	4%	5%	4%	5%	5%	4%	5%	5%	5%	2%	5%	5%	5%	5%
3	5%	4%	6%	5%	5%	6%	5%	6%	5%	5%	6%	5%	5%	5%	6%	5%	-	5%	5%	6%	5%
2	4%	3%	3%	4%	4%	4%	4%	5%	4%	4%	4%	4%	3%	3%	4%	4%	11%	4%	4%	4%	4%
1	2%	2%	1%	1%	1%	2%	3%	3%	4%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
0 – Definitely would not recommend	7%	5%	3%	5%	6%	7%	9%	11%	14%	7%	7%	7%	7%	7%	7%	8%	16%	8%	6%	7%	7%
Don't know	14%	4%	17%	16%	15%	13%	12%	11%	13%	12%	14%	14%	13%	17%	10%	18%	19%	14%	15%	13%	16%
Promoters	10%	19%	8%	8%	9%	11%	12%	12%	13%	11%	11%	10%	11%	11%	11%	8%	10%	9%	11%	11%	10%
Passives	23%	32%	25%	26%	25%	23%	22%	21%	18%	25%	23%	24%	24%	22%	24%	21%	22%	23%	23%	25%	22%
Detractors	52%	45%	50%	49%	50%	53%	54%	56%	55%	52%	52%	52%	51%	51%	55%	52%	49%	53%	51%	52%	52%
Net Promoter Score	-42%	-26%	-42%	-41%	-40%	-42%	-42%	-44%	-42%	-41%	-42%	-42%	-40%	-40%	-44%	-44%	-40%	-44%	-40%	-41%	-42%

B5_1. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Food

Unweighted base	21057	10235	1599	3492	3712	4224	4219	2548	1263	4979	1203	2744	2367	2771	3120	3855	18	9585	11472	12815	8242
Base: If A1 = customer of The Co-operative Food	20784	9647	3099	3214	3408	3795	3860	2287	1122	5075	1087	2910	2518	2289	2976	3911	18	9600	11185	11888	8897
10 – Extremely satisfied	14%	18%	11%	9%	11%	14%	16%	19%	21%	14%	16%	15%	16%	12%	13%	11%	16%	11%	16%	13%	14%
9	14%	16%	12%	11%	13%	14%	16%	15%	18%	14%	13%	14%	16%	13%	14%	12%	21%	12%	15%	14%	13%
8	24%	24%	25%	25%	24%	22%	24%	23%	22%	25%	24%	25%	22%	23%	25%	23%	15%	24%	24%	25%	23%
7	20%	18%	23%	23%	22%	20%	17%	16%	14%	19%	20%	19%	18%	20%	21%	23%	11%	22%	19%	20%	20%
6	11%	9%	13%	13%	11%	10%	9%	8%	7%	9%	9%	10%	11%	12%	10%	13%	17%	11%	10%	11%	10%
5	9%	8%	8%	10%	9%	10%	10%	8%	10%	9%	9%	9%	8%	9%	10%	10%	9%	10%	9%	9%	10%
4	4%	3%	3%	4%	3%	5%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%
3	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	-	2%	2%	2%	2%
2	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
1 – Not satisfied at all	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%
Don't know	1%	0%	3%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%
Net: Top 3	51%	57%	48%	45%	49%	51%	56%	58%	61%	54%	53%	53%	54%	48%	51%	46%	52%	48%	55%	52%	50%
Net: Bottom 3	4%	4%	2%	4%	4%	4%	4%	5%	3%	4%	5%	5%	4%	5%	4%	4%	6%	4%	4%	4%	4%

B5_2. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Bank

Unweighted base	3273	2219	128	432	577	686	733	481	236	759	244	432	455	287	455	638	3	1691	1582	2217	1056
Base: If A1 = customer of The Co-operative Bank	3098	2074	260	401	532	613	657	425	209	733	204	441	474	220	417	606	3	1598	1500	2016	1082
10 – Extremely satisfied	23%	25%	12%	14%	18%	20%	27%	33%	37%	22%	29%	27%	22%	22%	25%	17%	31%	19%	27%	22%	23%
9	17%	18%	14%	16%	13%	20%	18%	20%	16%	20%	15%	17%	18%	20%	14%	16%	31%	17%	18%	17%	18%
8	20%	19%	24%	21%	21%	21%	19%	15%	17%	20%	22%	18%	20%	18%	20%	21%	37%	21%	19%	20%	19%
7	13%	13%	20%	15%	14%	13%	10%	9%	9%	15%	10%	12%	12%	11%	12%	14%	-	14%	12%	13%	13%
6	7%	8%	9%	11%	9%	7%	6%	5%	3%	5%	6%	7%	9%	6%	9%	8%	-	8%	7%	7%	7%
5	7%	7%	7%	7%	9%	6%	8%	6%	6%	6%	5%	8%	5%	8%	8%	9%	-	8%	6%	7%	8%
4	3%	2%	1%	3%	5%	2%	2%	3%	2%	3%	3%	3%	3%	4%	2%	3%	-	4%	2%	3%	2%
3	3%	2%	2%	4%	3%	2%	2%	4%	4%	2%	4%	3%	3%	4%	3%	3%	-	3%	3%	3%	2%
2	2%	1%	3%	1%	2%	2%	2%	1%	1%	1%	1%	1%	3%	3%	2%	2%	-	2%	1%	2%	2%
1 – Not satisfied at all	3%	3%	4%	4%	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%	3%	3%	-	5%	2%	4%	3%
Don't know	2%	1%	5%	4%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	2%	3%	-	1%	3%	2%	3%
Net: Top 3	60%	62%	50%	51%	53%	62%	64%	68%	70%	62%	66%	62%	60%	60%	59%	54%	100%	56%	64%	60%	60%
Net: Bottom 3	8%	7%	9%	9%	8%	8%	8%	8%	8%	8%	8%	6%	9%	10%	8%	9%	-	10%	7%	9%	7%

B5_3. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Insurance

Unweighted base	1307	813	42	155	213	284	332	202	79	339	87	157	166	156	173	229	-	654	653	802	505
Base: If A1 = customer of The Co-operative Insurance	1241	769	88	146	201	256	297	183	69	330	76	163	168	123	158	223	-	620	621	735	506
10 – Extremely satisfied	27%	29%	20%	13%	24%	27%	27%	37%	47%	31%	31%	31%	27%	19%	30%	19%	-	23%	31%	27%	27%

9	16%	17%	17%	14%	12%	17%	17%	16%	19%	14%	14%	16%	17%	18%	18%	15%	-	16%	15%	15%	16%
8	19%	18%	15%	22%	17%	22%	20%	20%	8%	19%	24%	20%	19%	16%	17%	21%	-	21%	17%	18%	20%
7	14%	14%	20%	22%	17%	13%	11%	12%	9%	12%	5%	14%	15%	17%	13%	20%	-	15%	14%	15%	13%
6	6%	6%	4%	8%	7%	6%	8%	3%	4%	7%	6%	5%	6%	10%	5%	7%	-	7%	6%	8%	5%
5	7%	7%	11%	7%	11%	4%	8%	4%	1%	6%	10%	6%	6%	4%	7%	7%	-	7%	6%	6%	8%
4	3%	3%	2%	5%	3%	2%	3%	3%	1%	3%	3%	1%	3%	4%	2%	2%	-	3%	3%	3%	3%
3	2%	1%	4%	3%	2%	1%	1%	1%	1%	2%	-	1%	1%	1%	2%	3%	-	2%	2%	2%	1%
2	1%	1%	-	1%	-	2%	1%	-	-	1%	1%	1%	2%	1%	-	0%	-	1%	1%	1%	0%
1 – Not satisfied at all	2%	2%	-	1%	1%	4%	2%	4%	4%	3%	2%	1%	3%	2%	3%	2%	-	3%	2%	2%	3%
Don't know	4%	2%	8%	4%	6%	2%	3%	2%	4%	4%	3%	4%	2%	9%	3%	3%	-	3%	5%	3%	5%
Net: Top 3	62%	63%	52%	50%	53%	67%	64%	72%	75%	64%	69%	67%	63%	52%	65%	55%	-	60%	63%	61%	63%
Net: Bottom 3	5%	4%	4%	5%	3%	7%	3%	4%	5%	5%	3%	2%	6%	4%	5%	6%	-	5%	4%	5%	4%

B5_4. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Pharmacy

Unweighted base	3712	2156	184	502	593	756	849	577	251	993	344	531	683	382	371	405	3	1642	2070	2313	1399
Base: If A1 = customer of The Co-operative Pharmacy	3585	2066	353	463	543	688	783	528	227	977	294	546	702	308	344	410	4	1567	2019	2141	1445
10 – Extremely satisfied	34%	38%	25%	25%	27%	32%	38%	46%	53%	32%	39%	37%	37%	33%	35%	27%	28%	29%	38%	34%	35%
9	20%	20%	21%	17%	19%	19%	22%	22%	19%	23%	18%	19%	20%	20%	16%	19%	41%	20%	20%	21%	19%
8	20%	19%	19%	25%	24%	23%	19%	15%	12%	22%	18%	21%	21%	19%	19%	20%	31%	23%	18%	21%	19%
7	11%	11%	14%	14%	15%	13%	9%	7%	7%	11%	11%	9%	10%	10%	15%	13%	-	12%	10%	11%	11%
6	5%	5%	7%	8%	7%	5%	4%	5%	3%	4%	4%	5%	5%	8%	4%	9%	-	6%	5%	5%	5%
5	5%	4%	7%	6%	4%	4%	5%	3%	3%	4%	5%	5%	4%	5%	6%	5%	-	5%	4%	4%	5%
4	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	-	1%	1%	1%	1%
3	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	0%	1%	1%
2	1%	0%	2%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	-	1%	0%	0%	1%
1 – Not satisfied at all	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	2%	-	1%	1%	1%	1%
Don't know	1%	1%	4%	1%	1%	1%	1%	0%	-	1%	1%	1%	1%	2%	1%	3%	-	1%	1%	1%	2%
Net: Top 3	75%	77%	64%	67%	70%	74%	79%	83%	84%	77%	75%	77%	77%	73%	70%	66%	100%	72%	76%	76%	73%
Net: Bottom 3	2%	2%	4%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	-	2%	2%	2%	2%

B5_5. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Funeralcare

Unweighted base	625	346	30	64	70	126	174	107	54	155	26	101	77	99	63	103	1	316	309	407	218
Base: If A1 = customer of The Co-operative Funeralcare	600	337	62	59	65	114	156	96	49	148	22	108	82	74	59	104	1	297	302	380	219
10 – Extremely satisfied	40%	43%	31%	23%	35%	32%	45%	54%	55%	46%	35%	47%	42%	49%	33%	22%	-	38%	42%	37%	44%
9	19%	18%	12%	22%	15%	21%	22%	17%	12%	13%	22%	18%	20%	15%	23%	26%	-	22%	15%	20%	16%
8	12%	12%	13%	15%	12%	16%	11%	8%	6%	15%	7%	15%	8%	11%	9%	11%	-	13%	11%	13%	9%
7	9%	9%	18%	8%	9%	9%	7%	8%	2%	8%	6%	5%	7%	4%	6%	19%	-	8%	9%	9%	7%
6	5%	4%	6%	10%	10%	3%	3%	3%	-	5%	7%	3%	5%	5%	2%	6%	-	5%	4%	5%	4%
5	4%	3%	9%	4%	4%	3%	2%	3%	9%	3%	7%	2%	3%	3%	9%	5%	100%	4%	4%	4%	5%
4	2%	2%	4%	-	5%	3%	1%	-	-	-	-	2%	2%	3%	3%	1%	-	2%	1%	2%	2%
3	1%	1%	2%	1%	-	1%	2%	1%	-	1%	-	1%	1%	2%	3%	2%	-	2%	1%	1%	2%
2	1%	1%	-	3%	1%	-	1%	1%	-	1%	4%	1%	-	2%	2%	-	-	0%	1%	1%	1%
1 – Not satisfied at all	2%	1%	2%	-	3%	5%	1%	-	-	1%	3%	1%	3%	1%	2%	2%	-	1%	3%	1%	2%
Don't know	7%	6%	3%	12%	6%	8%	5%	5%	16%	7%	7%	5%	9%	5%	9%	8%	-	5%	9%	6%	8%
Net: Top 3	70%	73%	57%	60%	62%	69%	78%	80%	73%	74%	64%	80%	71%	75%	65%	58%	-	73%	68%	71%	69%
Net: Bottom 3	4%	3%	4%	5%	4%	6%	5%	1%	-	3%	8%	3%	4%	5%	6%	3%	-	3%	5%	3%	5%

B5_6. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Travel

Unweighted base	973	613	63	149	150	166	218	162	65	297	45	163	191	72	87	117	1	492	481	629	344
Base: If A1 = customer of The Co-operative Travel	1006	628	138	143	145	156	208	155	61	304	44	173	205	72	83	125	1	516	490	613	393

10 – Extremely satisfied	30%	35%	18%	24%	23%	27%	34%	43%	48%	34%	40%	27%	32%	21%	28%	23%	-	26%	34%	33%	26%
9	21%	22%	13%	19%	20%	23%	28%	22%	19%	22%	20%	22%	22%	25%	22%	14%	100%	20%	23%	21%	22%
8	20%	19%	28%	19%	19%	19%	20%	16%	14%	19%	9%	23%	19%	17%	22%	23%	-	22%	18%	18%	23%
7	11%	10%	12%	20%	14%	13%	6%	7%	6%	12%	15%	12%	8%	10%	7%	15%	-	12%	10%	12%	10%
6	6%	6%	10%	6%	9%	6%	3%	4%	4%	3%	5%	5%	8%	13%	7%	6%	-	7%	5%	6%	7%
5	4%	4%	4%	6%	5%	3%	4%	3%	5%	4%	7%	2%	3%	5%	8%	4%	-	6%	3%	3%	6%
4	2%	1%	1%	3%	2%	2%	-	2%	3%	1%	-	3%	1%	3%	-	3%	-	2%	1%	2%	2%
3	1%	1%	2%	-	1%	1%	1%	0%	2%	1%	-	1%	1%	-	1%	-	-	2%	-	1%	0%
2	0%	0%	2%	-	-	1%	1%	-	-	-	-	1%	1%	-	1%	-	-	1%	0%	0%	1%
1 – Not satisfied at all	1%	0%	2%	1%	-	3%	1%	1%	-	1%	-	-	2%	2%	1%	1%	-	1%	1%	2%	1%
Don't know	3%	1%	7%	2%	6%	2%	2%	2%	-	2%	4%	3%	1%	3%	2%	11%	-	3%	4%	3%	4%
Net: Top 3	71%	75%	59%	62%	63%	69%	83%	81%	81%	74%	69%	73%	74%	64%	72%	61%	100%	67%	75%	71%	71%
Net: Bottom 3	2%	2%	6%	1%	1%	4%	2%	2%	2%	3%	-	1%	5%	2%	3%	1%	-	3%	2%	3%	2%

B5_7. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Legal Services

Unweighted base	142	94	24	45	29	14	15	9	6	36	9	14	13	8	17	44	1	77	65	84	58
Base: If A1 = customer of The Co-operative Legal services	164	104	54	43	27	12	13	9	6	37	12	20	14	8	17	56	1	96	68	81	83
10 – Extremely satisfied	23%	28%	10%	29%	20%	15%	41%	32%	66%	25%	27%	6%	36%	25%	30%	21%	-	18%	29%	25%	21%
9	16%	17%	16%	18%	18%	8%	12%	11%	19%	19%	12%	-	15%	23%	20%	18%	-	16%	15%	15%	16%
8	9%	11%	-	14%	13%	21%	5%	18%	15%	18%	-	6%	16%	9%	10%	5%	-	9%	9%	13%	6%
7	14%	16%	20%	18%	11%	14%	8%	-	-	8%	20%	14%	26%	-	5%	19%	100%	11%	19%	20%	9%
6	11%	10%	20%	6%	11%	6%	5%	8%	-	8%	8%	26%	-	20%	9%	12%	-	17%	4%	10%	13%
5	14%	9%	23%	14%	13%	8%	-	-	-	15%	20%	19%	7%	-	27%	11%	-	18%	8%	5%	23%
4	1%	1%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	3%	1%	2%
3	2%	1%	-	-	7%	6%	-	-	-	2%	-	10%	-	-	-	-	-	2%	2%	2%	1%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 – Not satisfied at all	1%	1%	-	-	3%	-	6%	-	-	2%	6%	-	-	-	-	-	-	2%	-	1%	1%
Don't know	8%	6%	8%	-	3%	22%	23%	31%	-	3%	7%	20%	-	23%	-	11%	-	6%	12%	10%	7%
Net: Top 3	48%	55%	26%	60%	51%	44%	58%	61%	100%	62%	39%	12%	68%	57%	60%	44%	-	44%	53%	52%	43%
Net: Bottom 3	3%	2%	-	-	11%	6%	6%	-	-	5%	6%	10%	-	-	-	-	-	4%	2%	3%	2%

B5_8. You mention that you have purchased goods or services from The Co-operative in the last year. For each business, how satisfied overall were you with the goods or services you received from The Co-operative? - The Co-operative Electrical

Unweighted base	820	636	38	102	118	166	226	120	50	227	50	112	108	81	101	140	1	442	378	538	282
Base: If A1 = customer of The Co-operative Electrical	802	617	80	100	112	151	206	109	45	223	44	117	115	59	95	149	1	430	371	509	293
10 – Extremely satisfied	38%	39%	21%	30%	33%	39%	44%	41%	54%	39%	41%	47%	37%	41%	35%	28%	100%	35%	40%	39%	35%
9	20%	21%	20%	17%	20%	22%	19%	25%	16%	19%	22%	23%	19%	17%	19%	22%	-	22%	18%	20%	20%
8	16%	15%	10%	18%	18%	12%	17%	18%	13%	13%	8%	12%	21%	22%	18%	16%	-	15%	16%	17%	13%
7	10%	10%	18%	11%	12%	8%	7%	8%	8%	10%	8%	8%	11%	7%	12%	11%	-	10%	9%	9%	12%
6	4%	4%	11%	5%	2%	5%	4%	-	2%	4%	3%	6%	2%	2%	6%	5%	-	3%	5%	3%	6%
5	5%	4%	11%	8%	4%	6%	4%	3%	4%	6%	15%	4%	5%	2%	6%	4%	-	5%	5%	4%	8%
4	2%	2%	-	4%	4%	1%	1%	2%	-	4%	-	-	1%	-	3%	-	-	2%	1%	2%	1%
3	1%	1%	-	1%	2%	3%	1%	1%	-	1%	-	1%	2%	2%	1%	2%	-	1%	1%	1%	1%
2	0%	0%	-	-	-	1%	0%	-	-	0%	-	-	-	-	-	1%	-	0%	0%	0%	-
1 – Not satisfied at all	1%	1%	2%	3%	-	1%	1%	1%	-	1%	-	-	1%	-	2%	3%	-	1%	1%	1%	1%
Don't know	3%	3%	7%	4%	3%	2%	2%	1%	4%	3%	2%	-	3%	6%	1%	6%	-	3%	2%	3%	3%
Net: Top 3	73%	75%	51%	64%	72%	73%	79%	84%	82%	71%	72%	81%	77%	80%	72%	66%	100%	73%	74%	76%	69%
Net: Bottom 3	3%	3%	2%	4%	2%	5%	2%	2%	-	3%	-	1%	3%	2%	3%	6%	-	3%	3%	3%	2%

B6a_1. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It can be trusted more than most big businesses

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	7%	10%	7%	6%	6%	7%	6%	6%	7%	7%	8%	7%	7%	7%	6%	6%	3%	7%	6%	7%	6%
Somewhat agree	24%	30%	25%	26%	25%	25%	23%	23%	21%	25%	25%	24%	26%	24%	24%	23%	25%	25%	24%	25%	23%

Neither agree nor disagree	33%	33%	30%	30%	33%	33%	35%	33%	34%	34%	30%	33%	32%	33%	34%	31%	17%	31%	34%	32%	33%
Somewhat disagree	12%	11%	12%	11%	11%	10%	12%	14%	12%	11%	10%	12%	12%	11%	12%	12%	19%	13%	10%	12%	11%
Strongly disagree	7%	7%	4%	6%	6%	9%	9%	10%	10%	7%	8%	7%	7%	7%	8%	7%	8%	9%	6%	8%	6%
Don't know	18%	9%	22%	21%	19%	16%	15%	14%	16%	16%	19%	17%	17%	18%	16%	21%	29%	15%	20%	15%	21%
Net: Agree	31%	40%	32%	32%	31%	31%	29%	29%	28%	33%	31%	32%	31%	30%	29%	28%	31%	30%	32%	29%	29%
Net: Disagree	19%	18%	16%	17%	17%	19%	21%	24%	22%	18%	18%	19%	19%	18%	20%	19%	27%	22%	16%	21%	17%

B6a_2. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It offers higher quality products and services than its competitors

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	3%	5%	5%	4%	4%	3%	3%	2%	3%	4%	4%	4%	4%	3%	3%	3%	-	3%	4%	3%	4%
Somewhat agree	16%	20%	22%	18%	16%	14%	12%	12%	10%	17%	18%	16%	18%	15%	14%	14%	10%	14%	17%	15%	16%
Neither agree nor disagree	39%	43%	32%	36%	40%	40%	42%	42%	41%	40%	39%	40%	39%	38%	40%	37%	30%	39%	39%	39%	38%
Somewhat disagree	18%	18%	15%	18%	16%	19%	21%	20%	21%	18%	16%	17%	17%	18%	22%	19%	16%	20%	17%	20%	16%
Strongly disagree	8%	7%	5%	6%	7%	8%	9%	11%	12%	8%	7%	7%	8%	8%	9%	8%	18%	9%	6%	9%	7%
Don't know	16%	6%	20%	18%	18%	15%	13%	12%	14%	14%	16%	15%	15%	17%	13%	20%	26%	15%	17%	14%	19%
Net: Agree	19%	26%	27%	22%	20%	17%	15%	15%	13%	20%	21%	20%	21%	18%	17%	20%	10%	20%	20%	18%	20%
Net: Disagree	26%	26%	20%	24%	23%	28%	30%	31%	32%	26%	24%	25%	25%	26%	30%	27%	34%	29%	24%	29%	23%

B6a_3. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It's a business that tries to do the right thing

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	11%	16%	10%	9%	10%	12%	12%	10%	10%	11%	12%	10%	11%	10%	10%	10%	10%	10%	11%	11%	10%
Somewhat agree	37%	44%	34%	37%	36%	38%	37%	37%	37%	38%	35%	38%	37%	35%	37%	35%	22%	36%	37%	40%	33%
Neither agree nor disagree	24%	23%	25%	23%	25%	24%	25%	26%	25%	25%	25%	25%	23%	26%	25%	23%	20%	25%	24%	23%	27%
Somewhat disagree	6%	6%	5%	5%	5%	6%	7%	8%	8%	6%	6%	6%	7%	6%	6%	6%	12%	7%	5%	6%	5%
Strongly disagree	4%	4%	3%	3%	4%	5%	5%	6%	5%	4%	4%	3%	5%	5%	4%	4%	4%	5%	3%	4%	4%
Don't know	18%	8%	24%	22%	19%	16%	15%	14%	15%	17%	19%	17%	17%	19%	16%	22%	33%	17%	20%	16%	22%
Net: Agree	47%	60%	44%	47%	47%	50%	49%	47%	47%	48%	47%	47%	49%	45%	48%	45%	32%	46%	48%	51%	43%
Net: Disagree	10%	10%	8%	8%	9%	11%	11%	13%	13%	9%	10%	9%	12%	10%	11%	10%	15%	12%	8%	11%	9%

B6a_4. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is financially robust

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	3%	4%	4%	3%	3%	2%	2%	1%	2%	3%	3%	2%	3%	2%	2%	3%	-	3%	2%	2%	3%
Somewhat agree	12%	14%	19%	17%	13%	11%	9%	8%	7%	13%	12%	14%	13%	11%	12%	12%	17%	12%	13%	12%	13%
Neither agree nor disagree	26%	28%	26%	27%	28%	26%	27%	23%	23%	27%	27%	27%	26%	28%	26%	24%	13%	25%	27%	25%	28%
Somewhat disagree	18%	22%	11%	14%	16%	19%	22%	23%	23%	18%	19%	17%	18%	17%	21%	18%	19%	20%	16%	20%	15%
Strongly disagree	13%	15%	7%	8%	11%	15%	17%	21%	21%	13%	12%	12%	15%	14%	14%	13%	17%	17%	9%	16%	10%
Don't know	28%	17%	32%	31%	30%	27%	24%	23%	24%	27%	28%	27%	26%	28%	25%	31%	33%	24%	31%	25%	31%
Net: Agree	15%	18%	23%	20%	16%	13%	11%	10%	9%	16%	15%	16%	16%	13%	14%	15%	17%	14%	16%	14%	16%
Net: Disagree	31%	37%	19%	22%	27%	34%	39%	44%	44%	30%	31%	29%	33%	30%	34%	31%	36%	37%	25%	36%	25%

B6a_5. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It plays an important part in the UK economy

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	6%	10%	6%	6%	6%	7%	7%	7%	6%	7%	7%	6%	7%	7%	5%	5%	-	7%	6%	6%	6%
Somewhat agree	28%	35%	27%	29%	29%	29%	28%	28%	26%	29%	28%	30%	31%	28%	29%	25%	30%	29%	28%	30%	27%
Neither agree nor disagree	31%	31%	29%	29%	32%	32%	33%	32%	31%	31%	31%	31%	31%	31%	33%	30%	15%	31%	31%	31%	32%
Somewhat disagree	9%	8%	10%	8%	8%	8%	9%	10%	11%	9%	8%	9%	8%	9%	9%	10%	18%	11%	8%	10%	8%
Strongly disagree	4%	4%	3%	3%	3%	5%	5%	6%	6%	4%	5%	4%	4%	4%	5%	8%	6%	3%	5%	4%	4%
Don't know	21%	12%	24%	24%	23%	19%	18%	17%	20%	20%	22%	20%	19%	21%	19%	24%	28%	18%	24%	19%	23%
Net: Agree	35%	45%	33%	35%	35%	36%	35%	34%	32%	36%	35%	36%	38%	35%	34%	30%	30%	35%	34%	36%	33%
Net: Disagree	13%	12%	14%	12%	11%	13%	14%	16%	17%	13%	13%	12%	12%	13%	14%	15%	27%	16%	11%	15%	12%

B6a_6. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It offers competitive prices and delivers value for money

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	5%	7%	6%	4%	4%	4%	5%	5%	5%	5%	5%	4%	5%	4%	4%	5%	-	4%	5%	5%	5%
Somewhat agree	26%	32%	26%	25%	26%	27%	27%	28%	27%	27%	24%	25%	28%	26%	27%	27%	30%	24%	29%	28%	24%
Neither agree nor disagree	27%	26%	24%	26%	28%	28%	27%	28%	27%	28%	28%	27%	26%	26%	27%	27%	20%	28%	26%	27%	27%
Somewhat disagree	18%	20%	18%	19%	18%	18%	20%	19%	17%	19%	18%	20%	18%	19%	20%	15%	10%	19%	18%	19%	18%
Strongly disagree	9%	10%	7%	9%	8%	10%	10%	11%	11%	9%	11%	10%	10%	10%	7%	14%	10%	8%	9%	10%	10%
Don't know	14%	4%	19%	17%	16%	13%	11%	11%	13%	13%	14%	14%	13%	15%	11%	18%	26%	14%	14%	12%	17%
Net: Agree	31%	39%	32%	30%	30%	31%	32%	32%	32%	32%	29%	29%	32%	30%	32%	32%	30%	29%	34%	33%	29%
Net: Disagree	28%	30%	25%	27%	26%	28%	30%	29%	28%	28%	29%	30%	28%	28%	30%	22%	24%	29%	26%	28%	27%

B6a_7. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It treats employees well at all levels of the business

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	4%	7%	6%	5%	4%	4%	4%	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%	5%	4%	4%	5%
Somewhat agree	18%	23%	22%	21%	18%	17%	15%	16%	15%	18%	17%	18%	19%	17%	18%	18%	13%	18%	18%	19%	17%
Neither agree nor disagree	27%	27%	23%	24%	27%	28%	29%	27%	27%	27%	28%	28%	26%	27%	25%	16%	27%	26%	26%	26%	27%
Somewhat disagree	4%	5%	5%	4%	3%	4%	4%	4%	3%	4%	5%	3%	4%	4%	4%	3%	11%	4%	4%	4%	4%
Strongly disagree	2%	3%	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	3%
Don't know	45%	36%	41%	44%	45%	44%	46%	47%	48%	44%	42%	45%	42%	44%	45%	47%	54%	42%	47%	45%	45%
Net: Agree	22%	29%	28%	25%	22%	21%	19%	20%	19%	23%	22%	22%	24%	21%	21%	23%	18%	23%	22%	23%	22%
Net: Disagree	6%	7%	7%	6%	5%	6%	6%	7%	6%	6%	7%	5%	7%	7%	7%	6%	12%	7%	5%	6%	7%

B6a_8. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It plays a positive role in the local community

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	8%	13%	9%	7%	8%	9%	9%	8%	9%	9%	8%	9%	8%	9%	8%	7%	2%	8%	9%	8%	8%
Somewhat agree	32%	39%	32%	32%	33%	33%	32%	31%	27%	33%	30%	33%	32%	32%	33%	29%	41%	29%	35%	34%	30%
Neither agree nor disagree	29%	28%	26%	28%	29%	30%	30%	30%	30%	29%	30%	29%	29%	29%	30%	29%	10%	31%	27%	29%	29%
Somewhat disagree	7%	7%	8%	6%	6%	7%	8%	9%	9%	7%	7%	7%	7%	7%	8%	7%	12%	9%	6%	7%	7%
Strongly disagree	4%	4%	2%	3%	3%	4%	5%	5%	6%	4%	5%	3%	5%	4%	4%	4%	6%	5%	3%	4%	4%
Don't know	20%	10%	23%	23%	21%	18%	17%	17%	19%	18%	20%	19%	19%	19%	18%	24%	30%	19%	20%	18%	22%
Net: Agree	40%	52%	41%	39%	41%	42%	41%	39%	36%	42%	38%	41%	41%	41%	41%	36%	43%	37%	43%	42%	38%
Net: Disagree	11%	10%	11%	9%	9%	11%	13%	14%	16%	11%	12%	11%	12%	11%	12%	11%	18%	14%	9%	11%	11%

B6a_9. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It supports and drives growth in the local economy

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	6%	9%	7%	6%	6%	6%	6%	5%	6%	7%	6%	6%	7%	6%	5%	5%	2%	6%	6%	6%	6%
Somewhat agree	28%	34%	29%	30%	29%	29%	27%	25%	22%	29%	27%	28%	29%	29%	28%	26%	28%	26%	30%	29%	27%
Neither agree nor disagree	31%	32%	27%	28%	31%	31%	33%	33%	34%	31%	31%	31%	31%	31%	33%	30%	15%	32%	29%	31%	31%
Somewhat disagree	8%	8%	8%	8%	7%	8%	9%	9%	10%	8%	7%	8%	8%	8%	9%	8%	12%	10%	7%	9%	7%
Strongly disagree	4%	4%	3%	3%	3%	4%	5%	6%	6%	4%	5%	4%	4%	4%	4%	3%	6%	5%	3%	4%	4%
Don't know	23%	13%	26%	26%	25%	22%	21%	21%	22%	22%	24%	23%	21%	23%	21%	28%	37%	21%	25%	22%	25%
Net: Agree	34%	44%	37%	35%	34%	35%	33%	31%	28%	36%	33%	34%	35%	33%	33%	31%	30%	32%	36%	35%	33%
Net: Disagree	12%	12%	11%	11%	10%	12%	14%	15%	16%	12%	12%	12%	13%	12%	13%	11%	18%	15%	10%	13%	11%

B6a_10. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It has higher ethical and moral standards than its competitors

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827

Strongly agree	11%	18%	11%	12%	12%	12%	11%	10%	10%	12%	14%	12%	12%	11%	11%	10%	7%	11%	12%	12%	10%
Somewhat agree	30%	36%	28%	31%	31%	31%	29%	28%	26%	30%	29%	30%	31%	29%	29%	28%	18%	29%	30%	32%	27%
Neither agree nor disagree	26%	25%	26%	24%	25%	26%	27%	28%	28%	27%	25%	27%	24%	26%	27%	25%	21%	26%	26%	24%	28%
Somewhat disagree	7%	7%	7%	7%	7%	7%	8%	9%	8%	7%	7%	7%	8%	7%	8%	8%	14%	8%	6%	8%	7%
Strongly disagree	6%	5%	3%	4%	5%	6%	7%	8%	9%	6%	5%	5%	6%	6%	6%	6%	6%	7%	4%	6%	5%
Don't know	20%	10%	25%	22%	21%	18%	18%	17%	19%	19%	20%	19%	18%	20%	19%	23%	35%	18%	22%	17%	24%
Net: Agree	41%	53%	39%	43%	43%	43%	41%	38%	36%	42%	43%	42%	44%	40%	41%	38%	25%	40%	42%	44%	37%
Net: Disagree	13%	12%	10%	11%	12%	13%	15%	17%	16%	13%	12%	12%	14%	13%	14%	14%	20%	16%	11%	14%	12%

B6a_11. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It operates openly and transparently

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	5%	9%	6%	5%	5%	5%	5%	5%	6%	6%	6%	6%	6%	5%	5%	5%	5%	5%	6%	5%	5%
Somewhat agree	23%	29%	24%	24%	23%	23%	22%	23%	24%	24%	23%	23%	25%	22%	23%	22%	28%	23%	23%	24%	22%
Neither agree nor disagree	30%	31%	27%	29%	32%	31%	32%	31%	31%	32%	31%	32%	29%	30%	32%	29%	16%	30%	30%	30%	31%
Somewhat disagree	11%	11%	10%	9%	10%	11%	11%	13%	10%	10%	10%	11%	11%	10%	11%	10%	13%	12%	9%	12%	9%
Strongly disagree	6%	6%	4%	5%	5%	7%	8%	8%	8%	6%	6%	5%	7%	7%	6%	6%	10%	8%	4%	7%	5%
Don't know	24%	14%	29%	28%	26%	23%	21%	20%	21%	22%	24%	23%	22%	26%	23%	28%	28%	22%	27%	22%	27%
Net: Agree	29%	38%	30%	29%	28%	28%	27%	28%	30%	30%	29%	29%	28%	31%	27%	28%	27%	33%	28%	29%	30%
Net: Disagree	17%	17%	14%	14%	15%	18%	20%	21%	18%	16%	16%	16%	19%	17%	18%	17%	23%	20%	14%	19%	14%

B6a_12. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It innovates positively and embraces new technology

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	3%	4%	4%	3%	3%	2%	2%	2%	3%	3%	3%	3%	4%	3%	2%	3%	-	3%	3%	3%	3%
Somewhat agree	12%	16%	16%	14%	12%	11%	10%	10%	9%	12%	13%	12%	14%	12%	11%	11%	12%	11%	12%	11%	13%
Neither agree nor disagree	35%	39%	31%	32%	36%	37%	38%	37%	36%	36%	37%	37%	36%	36%	37%	32%	30%	36%	35%	35%	36%
Somewhat disagree	12%	13%	10%	12%	12%	12%	13%	15%	13%	13%	10%	12%	11%	11%	14%	13%	11%	14%	11%	14%	11%
Strongly disagree	5%	5%	4%	5%	5%	6%	6%	7%	7%	6%	5%	5%	5%	5%	6%	5%	13%	7%	4%	6%	5%
Don't know	32%	22%	34%	34%	33%	32%	31%	29%	32%	30%	32%	31%	30%	33%	31%	36%	34%	29%	35%	31%	34%
Net: Agree	15%	21%	20%	17%	14%	13%	12%	12%	12%	15%	16%	15%	17%	14%	13%	14%	12%	14%	15%	14%	16%
Net: Disagree	18%	18%	15%	17%	16%	18%	20%	22%	19%	19%	16%	17%	16%	17%	20%	18%	25%	21%	15%	20%	15%

B6a_13. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is owned and run by members rather than large investors

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	15%	21%	10%	12%	13%	16%	18%	19%	20%	16%	16%	14%	14%	14%	16%	15%	9%	16%	14%	17%	13%
Somewhat agree	37%	44%	28%	34%	36%	40%	41%	42%	40%	38%	36%	37%	37%	36%	39%	36%	37%	36%	38%	40%	33%
Neither agree nor disagree	20%	18%	21%	21%	21%	19%	19%	18%	17%	20%	18%	21%	20%	20%	19%	18%	13%	20%	19%	18%	22%
Somewhat disagree	5%	5%	6%	4%	4%	5%	5%	6%	5%	5%	6%	5%	5%	5%	4%	5%	6%	4%	5%	5%	5%
Strongly disagree	2%	3%	2%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	10%	3%	2%	3%	2%
Don't know	21%	9%	33%	27%	24%	18%	15%	13%	14%	20%	21%	21%	20%	23%	19%	25%	25%	19%	24%	17%	26%
Net: Agree	52%	65%	38%	46%	50%	56%	58%	61%	61%	53%	52%	50%	52%	49%	55%	51%	46%	52%	52%	57%	46%
Net: Disagree	7%	8%	8%	6%	6%	7%	8%	9%	8%	7%	8%	7%	9%	8%	7%	6%	15%	9%	6%	8%	7%

B6a_14. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It is a real alternative to the big national chains

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	9%	14%	9%	7%	8%	9%	10%	10%	10%	10%	11%	8%	9%	8%	9%	8%	6%	9%	9%	9%	8%
Somewhat agree	31%	37%	29%	31%	32%	32%	32%	33%	30%	32%	29%	31%	33%	31%	32%	30%	43%	30%	32%	33%	29%
Neither agree nor disagree	24%	23%	23%	24%	25%	25%	25%	23%	24%	24%	24%	25%	25%	24%	25%	23%	10%	25%	24%	23%	25%
Somewhat disagree	15%	14%	15%	15%	14%	14%	15%	16%	15%	14%	15%	16%	13%	15%	16%	15%	5%	15%	14%	16%	13%
Strongly disagree	8%	7%	6%	6%	6%	8%	9%	10%	10%	7%	8%	7%	7%	8%	9%	8%	13%	9%	7%	8%	7%
Don't know	13%	4%	19%	16%	15%	11%	9%	9%	10%	12%	13%	13%	13%	14%	10%	16%	23%	12%	14%	11%	16%

Net: Agree	40%	51%	38%	38%	40%	42%	42%	42%	41%	42%	40%	40%	42%	39%	41%	38%	49%	39%	41%	42%	38%
Net: Disagree	22%	22%	20%	21%	20%	22%	24%	26%	25%	22%	24%	23%	20%	23%	24%	22%	18%	24%	21%	24%	21%

B6a_15. For each of the following statements please indicate the extent to which you agree or disagree that it describes The Co-operative. - It wants to make a difference and is not just for profit

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	9%	14%	8%	7%	8%	9%	9%	9%	9%	9%	10%	8%	9%	9%	8%	9%	5%	8%	9%	9%	8%
Somewhat agree	31%	39%	26%	31%	31%	33%	33%	33%	30%	32%	31%	31%	32%	29%	32%	30%	32%	30%	32%	35%	27%
Neither agree nor disagree	27%	26%	26%	25%	27%	26%	27%	27%	29%	28%	26%	28%	25%	27%	27%	25%	22%	27%	26%	25%	28%
Somewhat disagree	10%	8%	12%	10%	9%	9%	10%	10%	8%	9%	10%	9%	10%	10%	11%	9%	7%	11%	8%	9%	10%
Strongly disagree	5%	5%	5%	4%	4%	6%	6%	7%	6%	5%	6%	5%	6%	5%	5%	7%	7%	4%	5%	5%	5%
Don't know	19%	9%	24%	22%	21%	17%	16%	15%	18%	16%	18%	18%	17%	20%	17%	22%	27%	17%	21%	17%	22%
Net: Agree	40%	53%	34%	38%	40%	42%	42%	42%	39%	40%	40%	39%	41%	38%	40%	39%	37%	39%	41%	44%	34%
Net: Disagree	15%	13%	16%	15%	13%	15%	15%	16%	14%	14%	16%	14%	16%	15%	16%	14%	14%	17%	12%	14%	15%

B6d_1. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative is owned and run in the same way as other big businesses

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	4%	5%	5%	3%	3%	4%	3%	4%	3%	3%	4%	4%	4%	3%	2%	4%	3%	2%	3%	4%	4%
Somewhat agree	17%	20%	18%	18%	17%	16%	17%	18%	17%	17%	17%	18%	19%	16%	18%	16%	11%	17%	17%	17%	17%
Neither agree nor disagree	24%	27%	22%	24%	25%	25%	26%	23%	24%	25%	24%	26%	24%	24%	24%	23%	12%	24%	25%	23%	25%
Somewhat disagree	22%	28%	18%	20%	21%	24%	25%	26%	24%	23%	22%	21%	22%	23%	22%	26%	24%	21%	26%	18%	18%
Strongly disagree	6%	8%	4%	5%	5%	7%	7%	8%	9%	6%	7%	5%	6%	6%	6%	6%	10%	8%	4%	7%	5%
Don't know	26%	13%	33%	30%	29%	24%	22%	20%	21%	25%	26%	26%	24%	27%	25%	29%	37%	22%	30%	23%	30%
Net: Agree	21%	24%	23%	21%	20%	20%	20%	22%	20%	21%	21%	20%	23%	20%	22%	20%	14%	22%	20%	21%	21%
Net: Disagree	28%	36%	22%	25%	26%	30%	32%	34%	34%	29%	29%	27%	28%	29%	29%	28%	36%	32%	25%	33%	23%

B6d_2. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative membership card is a loyalty scheme similar to those offered by other large retailers (e.g. Clubcard, Nectar)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	6%	10%	7%	5%	5%	5%	6%	7%	7%	6%	6%	6%	7%	6%	5%	6%	6%	6%	6%	6%	6%
Somewhat agree	29%	43%	26%	25%	27%	29%	33%	35%	34%	29%	29%	31%	31%	27%	32%	26%	26%	28%	30%	31%	28%
Neither agree nor disagree	19%	19%	18%	19%	20%	19%	18%	19%	20%	19%	20%	20%	19%	19%	19%	18%	13%	20%	18%	18%	20%
Somewhat disagree	10%	17%	6%	10%	9%	11%	13%	12%	10%	11%	10%	10%	10%	10%	11%	9%	8%	9%	11%	12%	8%
Strongly disagree	3%	4%	2%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%	4%	3%	3%	3%	2%
Don't know	33%	7%	42%	39%	36%	33%	27%	25%	26%	32%	33%	31%	30%	36%	29%	38%	44%	34%	33%	31%	36%
Net: Agree	35%	53%	32%	30%	32%	34%	39%	42%	42%	35%	35%	37%	38%	32%	39%	32%	31%	34%	36%	36%	34%
Net: Disagree	13%	21%	8%	12%	12%	14%	16%	15%	13%	14%	12%	13%	13%	12%	13%	12%	12%	12%	13%	15%	10%

B6d_3. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The only reason for someone to become a member of The Co-operative is to receive deals and discounts on goods and services

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	4%	7%	6%	4%	4%	4%	4%	5%	5%	4%	4%	4%	5%	4%	5%	4%	3%	5%	4%	4%	5%
Somewhat agree	24%	30%	24%	23%	22%	21%	25%	28%	26%	24%	23%	25%	24%	22%	27%	22%	27%	24%	24%	25%	23%
Neither agree nor disagree	27%	29%	22%	23%	27%	29%	29%	29%	30%	27%	28%	27%	28%	27%	27%	25%	15%	27%	26%	26%	28%
Somewhat disagree	14%	20%	12%	13%	13%	15%	16%	15%	15%	14%	14%	14%	14%	14%	15%	14%	17%	14%	14%	16%	12%
Strongly disagree	4%	7%	3%	3%	3%	5%	6%	5%	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	5%	3%
Don't know	27%	8%	34%	33%	31%	26%	21%	18%	19%	25%	26%	26%	25%	30%	23%	31%	34%	26%	28%	24%	30%
Net: Agree	28%	36%	30%	27%	26%	25%	29%	33%	31%	29%	27%	29%	29%	31%	29%	26%	29%	28%	28%	29%	28%
Net: Disagree	18%	27%	15%	17%	16%	20%	20%	21%	20%	18%	19%	18%	18%	18%	19%	18%	21%	19%	18%	21%	15%

B6d. 4. Thinking about the way The Co-operative is run, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative membership card holders have more of a say in how the business is run than the average loyalty card holder

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	5%	10%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%	6%	5%	6%	5%	2%	5%	5%	5%	5%
Somewhat agree	22%	35%	18%	20%	21%	21%	25%	26%	28%	23%	24%	22%	22%	20%	23%	20%	25%	21%	22%	24%	20%
Neither agree nor disagree	24%	27%	21%	22%	25%	26%	25%	24%	24%	25%	24%	25%	25%	24%	22%	24%	4%	25%	23%	23%	25%
Somewhat disagree	7%	10%	6%	7%	7%	7%	8%	9%	8%	7%	6%	8%	8%	7%	8%	6%	13%	8%	7%	8%	6%
Strongly disagree	3%	4%	2%	3%	3%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%	3%	2%	4%	3%	3%	3%
Don't know	38%	14%	48%	44%	40%	37%	33%	29%	31%	37%	37%	36%	36%	41%	36%	43%	54%	37%	40%	37%	41%
Net: Agree	27%	45%	23%	24%	25%	26%	30%	33%	33%	28%	29%	27%	28%	25%	29%	25%	28%	27%	28%	29%	25%
Net: Disagree	10%	14%	8%	9%	10%	10%	12%	13%	12%	10%	10%	11%	12%	10%	11%	9%	14%	12%	9%	11%	9%

B8. Which three of these, if any, would be most likely to make you shop with The Co-operative Food more often?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Lower prices to give better value for money	56%	64%	55%	56%	56%	57%	58%	57%	54%	58%	59%	62%	61%	53%	57%	48%	41%	56%	57%	55%	59%
More conveniently located stores	28%	20%	30%	28%	27%	27%	28%	29%	31%	27%	28%	28%	26%	29%	23%	35%	23%	28%	29%	29%	27%
Improved in-store experience and customer service	18%	22%	12%	15%	15%	18%	22%	25%	24%	18%	16%	16%	17%	18%	21%	19%	21%	19%	17%	20%	16%
An online shopping option with convenient collection and delivery	14%	16%	13%	15%	15%	15%	14%	12%	12%	14%	15%	14%	14%	13%	14%	14%	9%	12%	15%	14%	13%
More locally sourced products and support for local suppliers	24%	30%	16%	21%	23%	24%	28%	29%	28%	23%	26%	22%	23%	26%	27%	21%	10%	22%	25%	26%	20%
Ensuring the highest ethical and moral standards in relationships with customers, suppliers and employees	17%	21%	15%	14%	15%	17%	19%	21%	19%	16%	17%	16%	17%	18%	18%	17%	18%	17%	17%	18%	15%
A better range of products in my local Co-operative store	34%	41%	30%	34%	33%	35%	37%	36%	33%	35%	32%	34%	33%	34%	37%	33%	39%	31%	37%	36%	32%
Standing out from the big national chains by using its profits to support community projects that benefit people in my local area	19%	21%	18%	17%	18%	20%	20%	21%	20%	19%	20%	18%	19%	20%	20%	18%	5%	19%	19%	20%	17%
Other	4%	4%	2%	3%	3%	5%	4%	6%	5%	4%	4%	3%	3%	4%	5%	4%	10%	4%	4%	4%	3%
Don't know	11%	5%	17%	13%	12%	10%	8%	8%	11%	11%	11%	11%	11%	12%	9%	13%	20%	13%	10%	9%	14%

B9. Please select the one statement below that best describes how you think The Co-operative's profits are primarily distributed?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
On bonus payments to employees	4%	4%	6%	5%	4%	3%	3%	3%	3%	4%	4%	4%	3%	4%	3%	5%	12%	5%	3%	4%	4%
On dividends paid to its members	35%	47%	19%	27%	31%	38%	44%	48%	46%	36%	36%	34%	35%	34%	37%	33%	29%	38%	32%	39%	30%
On local community initiatives	4%	5%	6%	5%	4%	3%	2%	3%	2%	4%	3%	3%	4%	4%	4%	4%	2%	4%	4%	4%	4%
On dividends paid to large investors	8%	10%	10%	7%	7%	8%	9%	11%	8%	8%	7%	9%	9%	9%	8%	7%	3%	9%	7%	8%	9%
Don't know	49%	34%	58%	56%	54%	48%	42%	36%	40%	49%	49%	49%	47%	49%	47%	52%	54%	44%	54%	46%	53%

B9a. Every year members of The Co-operative are entitled to a dividend payment if the business makes a profit. Were you aware of this before today?

Unweighted base	22274	6447	2127	4342	4265	4294	3804	2229	1213	5146	1280	2930	2469	2795	2865	4764	25	10011	12263	12405	9869
Base: if B9 = all do not think profits are primarily distributed on dividends to its members	22888	6253	4204	4074	4000	3941	3540	2033	1096	5398	1162	3194	2717	2598	2782	5010	26	10585	12303	11791	11097
Yes	32%	59%	17%	23%	28%	33%	47%	54%	52%	34%	31%	35%	34%	31%	35%	27%	34%	35%	30%	38%	27%
No	54%	33%	64%	61%	58%	54%	44%	38%	38%	53%	55%	51%	52%	55%	53%	57%	31%	51%	57%	51%	57%
Don't know	14%	9%	20%	16%	14%	13%	9%	7%	10%	13%	14%	14%	13%	14%	12%	16%	35%	14%	14%	11%	17%

B10. 1. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The dividend payment is an important part of being a member of The Co-operative

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	8%	13%	8%	7%	7%	7%	9%	9%	10%	8%	8%	8%	9%	7%	8%	8%	13%	8%	8%	8%	8%
Somewhat agree	31%	38%	29%	30%	30%	31%	33%	34%	35%	32%	29%	33%	31%	31%	32%	30%	22%	30%	32%	33%	29%
Neither agree nor disagree	30%	29%	25%	28%	31%	32%	32%	30%	30%	30%	31%	29%	30%	30%	31%	29%	25%	30%	30%	29%	31%
Somewhat disagree	9%	10%	8%	9%	9%	10%	10%	10%	8%	9%	10%	9%	9%	8%	10%	9%	9%	10%	9%	10%	8%
Strongly disagree	5%	5%	3%	4%	4%	5%	6%	7%	6%	5%	5%	5%	5%	4%	5%	5%	2%	5%	4%	5%	4%
Don't know	17%	5%	27%	22%	20%	15%	11%	10%	11%	17%	16%	16%	16%	19%	14%	21%	30%	17%	18%	14%	21%
Net: Agree	39%	51%	37%	37%	37%	38%	42%	43%	45%	40%	37%	41%	40%	38%	40%	37%	35%	38%	40%	41%	37%
Net: Disagree	14%	14%	11%	12%	13%	15%	15%	17%	14%	14%	15%	14%	14%	13%	15%	13%	11%	15%	13%	15%	12%

B10_2. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The principle of paying dividends to members is more important than the size of the payment

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	7%	11%	10%	8%	6%	7%	7%	7%	7%	7%	7%	8%	7%	7%	7%	7%	-	8%	7%	7%	7%
Somewhat agree	31%	38%	30%	33%	31%	30%	31%	32%	32%	31%	32%	32%	31%	30%	32%	31%	24%	30%	32%	34%	28%
Neither agree nor disagree	29%	29%	24%	26%	30%	32%	31%	31%	32%	30%	28%	29%	29%	29%	30%	28%	27%	29%	30%	28%	31%
Somewhat disagree	12%	11%	10%	12%	12%	12%	14%	14%	11%	12%	11%	12%	11%	12%	12%	12%	12%	13%	11%	13%	10%
Strongly disagree	6%	5%	4%	5%	5%	7%	8%	8%	8%	6%	7%	6%	7%	6%	6%	6%	9%	8%	5%	7%	6%
Don't know	14%	5%	22%	17%	16%	12%	9%	8%	10%	13%	15%	14%	13%	14%	11%	16%	28%	13%	15%	11%	17%
Net: Agree	39%	49%	40%	40%	37%	37%	38%	39%	40%	39%	39%	40%	39%	38%	39%	38%	24%	38%	39%	41%	36%
Net: Disagree	18%	16%	14%	17%	17%	19%	22%	22%	19%	18%	18%	18%	18%	19%	19%	18%	21%	20%	16%	20%	16%

B10_3. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - An average annual dividend of £7 makes membership of The Co-operative much more attractive

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	4%	5%	6%	4%	3%	2%	3%	2%	3%	3%	4%	4%	4%	3%	3%	3%	5%	3%	4%	3%	4%
Somewhat agree	16%	21%	21%	19%	15%	14%	13%	13%	14%	16%	14%	16%	15%	13%	16%	16%	14%	14%	17%	15%	16%
Neither agree nor disagree	30%	35%	24%	27%	30%	33%	32%	34%	35%	31%	32%	31%	30%	31%	31%	28%	17%	30%	31%	30%	31%
Somewhat disagree	21%	21%	18%	20%	21%	22%	24%	23%	21%	22%	22%	20%	21%	21%	22%	21%	23%	21%	21%	23%	19%
Strongly disagree	17%	12%	10%	15%	16%	19%	19%	20%	18%	16%	15%	17%	17%	18%	18%	16%	15%	19%	14%	19%	14%
Don't know	13%	5%	21%	15%	14%	11%	8%	7%	10%	12%	13%	12%	12%	13%	10%	15%	25%	12%	13%	10%	16%
Net: Agree	19%	27%	27%	23%	18%	16%	16%	15%	17%	19%	18%	19%	20%	17%	20%	19%	19%	18%	20%	19%	20%
Net: Disagree	38%	33%	28%	35%	37%	41%	44%	44%	39%	38%	37%	37%	38%	39%	40%	37%	38%	41%	35%	42%	33%

B10_4. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The Co-operative should use its profits to lower prices for all its customers first, rather than pay a dividend to its members

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	13%	14%	14%	12%	12%	14%	14%	15%	15%	13%	14%	15%	15%	13%	13%	12%	17%	15%	12%	12%	15%
Somewhat agree	30%	32%	29%	29%	29%	28%	31%	33%	31%	30%	32%	30%	30%	29%	32%	28%	27%	29%	31%	31%	29%
Neither agree nor disagree	28%	29%	24%	26%	29%	30%	28%	28%	29%	28%	26%	28%	28%	27%	28%	28%	19%	28%	28%	28%	28%
Somewhat disagree	13%	16%	9%	14%	13%	14%	14%	14%	12%	13%	12%	12%	12%	13%	13%	14%	10%	13%	13%	16%	10%
Strongly disagree	3%	4%	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%	4%	3%	4%	3%	4%	3%
Don't know	13%	5%	21%	16%	15%	11%	8%	7%	9%	12%	12%	13%	12%	13%	11%	15%	25%	12%	14%	10%	16%

Net: Agree	43%	46%	43%	40%	41%	42%	46%	48%	46%	43%	47%	45%	46%	43%	45%	39%	43%	44%	43%	43%	44%
Net: Disagree	16%	20%	12%	17%	16%	17%	18%	17%	16%	17%	14%	14%	16%	16%	16%	18%	13%	17%	16%	19%	13%

B10. 5. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - Receiving dividend payments encourages me / would encourage me to spend more money on The Co-operative's goods and services

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	6%	10%	8%	6%	6%	5%	5%	6%	6%	6%	6%	6%	7%	6%	6%	6%	7%	6%	6%	6%	6%
Somewhat agree	25%	33%	27%	27%	25%	23%	24%	24%	24%	25%	24%	24%	24%	26%	26%	25%	25%	24%	26%	26%	23%
Neither agree nor disagree	30%	30%	24%	27%	30%	33%	32%	32%	32%	31%	31%	30%	31%	29%	29%	29%	31%	30%	30%	29%	31%
Somewhat disagree	16%	15%	14%	16%	16%	16%	18%	17%	15%	16%	15%	16%	16%	16%	18%	16%	5%	16%	16%	18%	14%
Strongly disagree	10%	7%	5%	8%	9%	12%	13%	13%	13%	10%	10%	11%	10%	10%	11%	10%	10%	12%	9%	11%	9%
Don't know	13%	4%	22%	16%	15%	11%	9%	8%	10%	12%	13%	13%	13%	14%	10%	15%	23%	13%	13%	10%	17%
Net: Agree	31%	43%	35%	33%	30%	28%	29%	30%	30%	31%	30%	30%	31%	31%	31%	30%	31%	30%	32%	32%	29%
Net: Disagree	26%	22%	19%	24%	25%	28%	30%	30%	28%	26%	26%	27%	26%	26%	29%	26%	15%	27%	25%	29%	23%

B10. 7. Each year, The Co-operative returns some of its profits to its members depending on the value of goods and services they have bought from the business that year. Last year, members received an average annual dividend payment of £7 each. To what extent do you agree with the following statements? - The Co-operative should use its profits to support local community projects that benefit people in my local area, rather than paying a dividend to members

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	6%	6%	9%	7%	6%	6%	5%	5%	4%	6%	8%	6%	7%	7%	6%	9%	6%	6%	6%	6%	7%
Somewhat agree	22%	23%	26%	25%	22%	22%	20%	19%	19%	22%	22%	22%	23%	23%	22%	23%	17%	21%	23%	23%	21%
Neither agree nor disagree	35%	37%	26%	32%	36%	38%	39%	38%	37%	36%	36%	35%	35%	35%	36%	33%	36%	35%	35%	35%	35%
Somewhat disagree	16%	20%	13%	14%	15%	16%	18%	20%	19%	17%	15%	17%	16%	15%	17%	16%	6%	17%	16%	18%	14%
Strongly disagree	6%	8%	3%	5%	5%	6%	8%	8%	10%	6%	6%	6%	6%	6%	6%	5%	7%	5%	7%	5%	
Don't know	14%	6%	22%	17%	16%	13%	10%	9%	11%	13%	14%	14%	14%	15%	12%	17%	28%	13%	15%	11%	18%
Net: Agree	29%	29%	35%	32%	28%	28%	25%	24%	24%	28%	30%	28%	29%	29%	30%	29%	26%	28%	29%	29%	28%
Net: Disagree	22%	28%	17%	19%	20%	22%	26%	28%	28%	23%	20%	23%	22%	21%	23%	22%	11%	24%	21%	25%	19%

B1. How much do you know about how The Co-operative elects its representatives to its area committees, regional boards and Group board?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
A fair amount	4%	8%	4%	4%	4%	3%	4%	4%	4%	4%	3%	4%	4%	4%	5%	4%	3%	4%	3%	4%	3%
Only a little	10%	20%	8%	8%	9%	11%	11%	12%	13%	11%	11%	9%	11%	10%	11%	9%	11%	11%	9%	11%	9%
Hardly anything	15%	23%	11%	13%	14%	16%	18%	19%	19%	16%	16%	16%	16%	14%	16%	14%	13%	16%	14%	17%	14%
Nothing at all	42%	34%	33%	39%	43%	45%	46%	45%	46%	43%	42%	43%	41%	43%	43%	42%	44%	41%	43%	43%	41%
I didn't know that The Co-operative had elected representatives	28%	14%	42%	34%	29%	24%	21%	20%	18%	26%	28%	27%	26%	29%	25%	31%	30%	26%	29%	24%	32%

B13. 1. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I feel my views are represented in the way The Co-operative is run

Unweighted base	6573	6573	215	779	997	1325	1596	1072	589	1628	405	878	788	761	1032	1076	5	3125	3448	4253	2320
Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives and area committees (B1)	6205	6205	439	729	915	1182	1451	964	524	1603	343	892	807	571	944	1041	5	2931	3274	3892	2313
Strongly agree	4%	4%	11%	7%	2%	3%	3%	3%	1%	3%	2%	4%	4%	4%	3%	5%	-	4%	3%	3%	4%
Somewhat agree	17%	17%	28%	22%	19%	15%	14%	15%	15%	17%	15%	17%	19%	15%	18%	18%	-	17%	18%	17%	19%

Neither agree nor disagree	41%	41%	29%	40%	42%	44%	44%	41%	42%	43%	45%	41%	39%	41%	41%	41%	43%	38%	45%	41%	42%
Somewhat disagree	19%	19%	15%	17%	20%	20%	18%	21%	21%	18%	19%	20%	21%	21%	18%	19%	39%	21%	17%	20%	18%
Strongly disagree	10%	10%	8%	6%	7%	11%	12%	11%	11%	9%	12%	10%	12%	11%	11%	9%	-	13%	8%	11%	9%
Don't know	8%	8%	8%	8%	9%	8%	8%	8%	9%	9%	8%	9%	6%	8%	9%	9%	19%	8%	9%	8%	9%
Net: Agree	21%	21%	39%	29%	22%	18%	17%	18%	17%	21%	17%	21%	22%	19%	21%	23%	-	21%	21%	20%	23%
Net: Disagree	29%	29%	24%	23%	27%	30%	31%	33%	33%	27%	31%	29%	33%	32%	29%	28%	39%	34%	25%	31%	26%

B13_2. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I feel like I'm kept informed of what is going on

Unweighted base	6573	6573	215	779	997	1325	1596	1072	589	1628	405	878	788	761	1032	1076	5	3125	3448	4253	2320
Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives and area committees (B1)	6205	6205	439	729	915	1182	1451	964	524	1603	343	892	807	571	944	1041	5	2931	3274	3892	2313
Strongly agree	6%	6%	11%	10%	5%	6%	4%	5%	3%	5%	5%	5%	6%	7%	6%	7%	-	5%	6%	5%	6%
Somewhat agree	30%	30%	32%	31%	29%	31%	29%	28%	28%	29%	29%	31%	28%	25%	32%	31%	52%	27%	32%	29%	31%
Neither agree nor disagree	33%	33%	24%	32%	37%	35%	33%	33%	34%	34%	34%	33%	33%	36%	31%	32%	27%	32%	34%	33%	33%
Somewhat disagree	18%	18%	19%	16%	18%	15%	19%	21%	21%	18%	18%	18%	19%	18%	17%	18%	21%	21%	16%	19%	18%
Strongly disagree	9%	9%	7%	7%	7%	9%	11%	10%	11%	9%	10%	8%	10%	9%	9%	8%	-	11%	7%	9%	8%
Don't know	4%	4%	6%	4%	5%	4%	3%	4%	4%	5%	4%	4%	4%	5%	4%	4%	-	4%	5%	4%	4%
Net: Agree	35%	35%	43%	41%	33%	37%	33%	33%	31%	34%	34%	36%	34%	32%	38%	38%	52%	32%	38%	34%	37%
Net: Disagree	27%	27%	26%	23%	24%	24%	30%	31%	31%	27%	28%	27%	29%	27%	27%	26%	21%	32%	23%	28%	26%

B13_3. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - My opinion is sought after and valued by the area committees, regional boards and Group board

Unweighted base	6573	6573	215	779	997	1325	1596	1072	589	1628	405	878	788	761	1032	1076	5	3125	3448	4253	2320
Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives and area committees (B1)	6205	6205	439	729	915	1182	1451	964	524	1603	343	892	807	571	944	1041	5	2931	3274	3892	2313
Strongly agree	4%	4%	10%	6%	4%	3%	3%	2%	1%	4%	3%	4%	4%	5%	2%	5%	-	4%	4%	3%	5%
Somewhat agree	18%	18%	31%	24%	19%	17%	14%	14%	14%	16%	18%	17%	19%	12%	20%	20%	43%	16%	19%	17%	18%
Neither agree nor disagree	35%	35%	27%	35%	35%	37%	37%	35%	35%	35%	36%	36%	31%	38%	35%	36%	37%	33%	37%	34%	37%
Somewhat disagree	21%	21%	15%	17%	22%	20%	23%	24%	20%	21%	19%	21%	23%	22%	20%	21%	21%	23%	20%	22%	19%
Strongly disagree	14%	14%	10%	9%	11%	14%	17%	17%	18%	14%	15%	14%	15%	16%	15%	11%	-	17%	11%	15%	12%
Don't know	8%	8%	8%	9%	9%	8%	7%	7%	12%	9%	9%	8%	8%	7%	8%	8%	-	7%	9%	8%	8%
Net: Agree	21%	21%	41%	31%	23%	20%	17%	16%	15%	20%	21%	21%	22%	17%	22%	25%	43%	20%	22%	20%	23%
Net: Disagree	35%	35%	24%	26%	33%	34%	40%	42%	39%	35%	34%	35%	38%	38%	35%	32%	21%	40%	31%	37%	32%

B13_4. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - The decision making process is transparent and open

Unweighted base	6573	6573	215	779	997	1325	1596	1072	589	1628	405	878	788	761	1032	1076	5	3125	3448	4253	2320
Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives and area committees (B1)	6205	6205	439	729	915	1182	1451	964	524	1603	343	892	807	571	944	1041	5	2931	3274	3892	2313
Strongly agree	5%	5%	12%	7%	4%	5%	4%	4%	3%	5%	4%	5%	6%	6%	4%	6%	18%	6%	5%	4%	7%
Somewhat agree	24%	24%	29%	30%	27%	22%	23%	21%	22%	25%	24%	23%	24%	19%	25%	26%	-	23%	26%	25%	23%
Neither agree nor disagree	38%	38%	32%	37%	40%	41%	38%	39%	37%	39%	37%	40%	36%	41%	39%	37%	16%	37%	39%	37%	41%
Somewhat disagree	13%	13%	11%	12%	12%	12%	15%	16%	14%	12%	16%	12%	14%	14%	13%	14%	48%	15%	11%	14%	11%
Strongly disagree	7%	7%	7%	4%	4%	7%	9%	9%	9%	7%	9%	7%	10%	7%	7%	5%	-	9%	5%	8%	6%
Don't know	12%	12%	9%	10%	12%	13%	12%	12%	15%	12%	10%	13%	11%	12%	12%	13%	19%	10%	14%	12%	12%
Net: Agree	29%	29%	41%	37%	31%	28%	26%	25%	26%	30%	28%	28%	30%	26%	29%	31%	18%	28%	31%	29%	30%
Net: Disagree	20%	20%	18%	16%	17%	19%	24%	24%	22%	19%	25%	19%	23%	22%	19%	19%	48%	24%	17%	22%	18%

B13_6. To what extent do you agree or disagree with the following statements about how you are represented within The Co-operative and the way it is governed? - I know very little about how the democratic process works

Unweighted base	6573	6573	215	779	997	1325	1596	1072	589	1628	405	878	788	761	1032	1076	5	3125	3448	4253	2320
Base: If member of The Co-operative or hold a loyalty card (A1) AND know how The Co-operative elects its representatives and area committees (B1)	6205	6205	439	729	915	1182	1451	964	524	1603	343	892	807	571	944	1041	5	2931	3274	3892	2313
Strongly agree	10%	10%	11%	12%	11%	10%	9%	10%	12%	11%	9%	10%	10%	11%	9%	12%	-	11%	10%	10%	10%
Somewhat agree	36%	36%	37%	38%	38%	35%	35%	36%	35%	37%	35%	36%	36%	34%	36%	36%	34%	35%	37%	36%	36%
Neither agree nor disagree	31%	31%	28%	30%	30%	31%	32%	29%	31%	31%	29%	32%	31%	30%	31%	30%	27%	30%	31%	30%	32%
Somewhat disagree	15%	15%	13%	12%	15%	16%	17%	17%	14%	14%	19%	15%	16%	16%	16%	13%	18%	16%	14%	16%	14%
Strongly disagree	4%	4%	7%	3%	3%	4%	4%	5%	4%	4%	5%	4%	5%	5%	4%	4%	21%	5%	3%	4%	4%
Don't know	3%	3%	4%	4%	3%	3%	3%	3%	4%	4%	3%	4%	3%	3%	4%	4%	-	3%	4%	3%	3%
Net: Agree	47%	47%	48%	50%	49%	45%	44%	46%	47%	47%	44%	46%	46%	45%	46%	49%	34%	45%	48%	47%	46%
Net: Disagree	20%	20%	21%	16%	18%	20%	21%	22%	18%	18%	24%	19%	21%	22%	21%	18%	39%	22%	17%	20%	18%

B14. How effective do you think the process of electing area committee, regional board and Group board members is for governing The Co-operative?

Unweighted base	10815	6573	638	1578	1744	2155	2309	1554	837	2585	642	1400	1293	1327	1521	2038	9	5705	5110	6805	4010
Base: If B1 = any level of knowledge of how The Co-operative elects its representatives and area committees	10545	6205	1300	1490	1622	1927	2084	1386	736	2591	561	1466	1360	1095	1422	2040	10	5613	4932	6283	4262
Very effective	3%	4%	5%	4%	3%	2%	3%	2%	3%	3%	2%	3%	3%	2%	3%	4%	18%	3%	3%	3%	3%
Quite effective	21%	25%	25%	22%	21%	21%	19%	20%	21%	21%	21%	20%	20%	20%	23%	21%	-	20%	22%	20%	23%
Neither	19%	19%	23%	21%	22%	18%	17%	15%	14%	19%	21%	19%	19%	18%	17%	20%	25%	20%	17%	17%	21%
Not that effective	14%	13%	13%	12%	11%	14%	14%	19%	18%	15%	13%	13%	13%	15%	15%	14%	9%	16%	12%	15%	13%
Not effective at all	7%	6%	3%	4%	6%	7%	9%	10%	9%	6%	7%	7%	8%	7%	7%	6%	-	9%	5%	8%	6%
Don't know	36%	34%	31%	37%	38%	38%	33%	36%	35%	36%	38%	36%	37%	35%	35%	48%	32%	41%	38%	34%	34%
Net: Effective	24%	28%	30%	26%	23%	22%	22%	24%	24%	23%	23%	23%	23%	22%	26%	25%	18%	23%	25%	22%	26%
Net: Ineffective	21%	19%	16%	16%	17%	21%	23%	30%	26%	21%	20%	20%	22%	22%	22%	20%	9%	25%	16%	23%	18%

B11a. To what extent do you think it is appropriate or inappropriate for big businesses to donate money to political parties?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Very appropriate	2%	2%	3%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	-	2%	1%	2%	2%
Quite appropriate	6%	8%	9%	8%	6%	6%	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	12%	8%	5%	7%	6%
No strong feelings either way	23%	22%	23%	23%	24%	24%	22%	22%	22%	23%	22%	24%	24%	21%	23%	24%	10%	24%	22%	23%	23%
Quite inappropriate	24%	25%	24%	25%	24%	23%	23%	24%	25%	24%	23%	23%	23%	24%	24%	24%	17%	22%	26%	25%	22%
Very inappropriate	36%	38%	22%	28%	33%	38%	44%	45%	44%	35%	38%	35%	36%	40%	39%	32%	42%	36%	35%	37%	34%
Don't know	10%	6%	19%	14%	11%	8%	5%	3%	3%	10%	10%	10%	10%	9%	8%	11%	18%	8%	11%	7%	14%
Net: Appropriate	8%	10%	11%	10%	8%	7%	6%	6%	6%	8%	7%	8%	7%	7%	7%	9%	12%	10%	6%	8%	7%
Net: Inappropriate	59%	63%	47%	53%	56%	61%	67%	69%	69%	59%	61%	58%	59%	64%	62%	56%	59%	58%	61%	62%	56%

B11. The Co-operative is a financial supporter of the Co-operative Party, which fields candidates in UK national, devolved and local elections in partnership with the Labour Party. Were you aware of this before today?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Yes	18%	25%	13%	12%	12%	17%	20%	29%	34%	18%	17%	16%	18%	19%	18%	18%	17%	26%	10%	21%	14%
No	74%	70%	70%	76%	79%	77%	76%	68%	62%	74%	76%	75%	73%	73%	75%	72%	67%	66%	81%	73%	75%
Don't know	8%	5%	17%	12%	9%	7%	4%	3%	4%	8%	8%	9%	9%	8%	7%	10%	17%	8%	9%	6%	12%

B12_1. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It makes me more likely to purchase goods or services from The Co-operative

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	3%	4%	4%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	5%	3%	2%	3%	3%
Somewhat agree	6%	8%	9%	7%	6%	5%	5%	5%	5%	6%	6%	7%	7%	5%	6%	7%	12%	7%	6%	6%	7%
Neither agree nor disagree	30%	32%	29%	29%	31%	32%	30%	27%	30%	30%	32%	31%	30%	31%	28%	29%	16%	30%	30%	29%	31%
Somewhat disagree	22%	23%	20%	23%	22%	21%	22%	22%	21%	22%	21%	21%	21%	21%	23%	21%	15%	20%	23%	23%	20%
Strongly disagree	30%	29%	19%	24%	28%	32%	35%	38%	36%	30%	30%	29%	28%	31%	33%	28%	32%	32%	28%	33%	26%

Don't know	10%	4%	18%	13%	11%	8%	6%	5%	6%	9%	9%	10%	10%	11%	8%	12%	20%	9%	11%	7%	13%
Net: Agree	9%	12%	13%	10%	8%	8%	7%	8%	7%	9%	8%	9%	10%	7%	8%	10%	17%	10%	8%	8%	10%
Net: Disagree	51%	52%	40%	47%	50%	53%	57%	60%	57%	52%	52%	49%	50%	51%	56%	50%	47%	51%	51%	56%	46%

B12_2. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It is inappropriate for The Co-operative to give financial support to a political party

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	28%	32%	18%	20%	25%	29%	34%	38%	38%	28%	30%	25%	27%	30%	31%	25%	35%	29%	26%	29%	26%
Somewhat agree	24%	25%	25%	25%	24%	24%	24%	23%	25%	24%	22%	25%	23%	24%	26%	24%	19%	22%	26%	25%	23%
Neither agree nor disagree	24%	22%	25%	27%	27%	24%	22%	19%	18%	25%	25%	25%	24%	23%	22%	24%	15%	24%	24%	23%	25%
Somewhat disagree	9%	10%	11%	10%	8%	9%	9%	8%	8%	9%	9%	10%	9%	9%	9%	10%	11%	11%	8%	10%	9%
Strongly disagree	5%	6%	4%	4%	4%	6%	6%	6%	6%	5%	5%	5%	5%	5%	4%	5%	-	6%	4%	5%	5%
Don't know	10%	5%	18%	14%	11%	7%	5%	5%	5%	9%	9%	10%	11%	10%	7%	12%	20%	8%	11%	7%	13%
Net: Agree	52%	57%	43%	45%	49%	53%	58%	62%	63%	52%	52%	50%	51%	54%	57%	49%	54%	51%	53%	55%	49%
Net: Disagree	14%	16%	15%	14%	13%	15%	15%	15%	14%	14%	15%	15%	15%	14%	13%	15%	11%	17%	12%	15%	13%

B12_3. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - The Co-operative should first use its money to lower its prices before it considers providing funding for a political party

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	39%	43%	30%	31%	36%	40%	45%	49%	48%	38%	41%	40%	38%	40%	42%	35%	40%	39%	38%	39%	38%
Somewhat agree	30%	31%	28%	31%	30%	30%	30%	31%	31%	30%	29%	29%	30%	30%	30%	30%	25%	28%	32%	31%	28%
Neither agree nor disagree	17%	15%	18%	19%	19%	18%	15%	12%	12%	17%	17%	17%	17%	16%	16%	17%	15%	18%	16%	16%	17%
Somewhat disagree	4%	5%	5%	5%	4%	5%	4%	3%	3%	4%	4%	5%	4%	4%	4%	5%	-	5%	3%	5%	4%
Strongly disagree	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	-	2%	1%	2%	1%
Don't know	9%	4%	17%	12%	10%	7%	5%	4%	4%	8%	8%	9%	10%	9%	7%	11%	20%	8%	10%	7%	12%
Net: Agree	68%	74%	58%	62%	65%	69%	75%	80%	79%	69%	70%	69%	68%	70%	72%	64%	65%	67%	70%	70%	66%
Net: Disagree	6%	7%	7%	7%	5%	6%	6%	5%	5%	6%	5%	6%	5%	5%	6%	7%	-	8%	5%	7%	5%

B12_4. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It would be better to use this money to support local community initiatives rather than politics

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	30%	32%	27%	29%	30%	31%	31%	32%	30%	30%	31%	29%	28%	33%	32%	28%	28%	29%	30%	31%	29%
Somewhat agree	34%	36%	31%	33%	33%	33%	36%	37%	39%	35%	33%	34%	33%	32%	35%	34%	30%	31%	36%	36%	32%
Neither agree nor disagree	20%	20%	19%	20%	21%	22%	20%	19%	19%	20%	21%	21%	22%	19%	19%	20%	16%	22%	18%	19%	21%
Somewhat disagree	5%	6%	4%	4%	4%	5%	5%	4%	4%	5%	4%	4%	5%	4%	5%	3%	6%	3%	5%	4%	4%
Strongly disagree	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%
Don't know	10%	4%	17%	13%	11%	8%	6%	5%	5%	9%	9%	10%	10%	10%	7%	12%	20%	9%	10%	7%	13%
Net: Agree	64%	68%	58%	61%	63%	64%	67%	69%	69%	65%	64%	63%	61%	65%	68%	62%	58%	61%	67%	67%	60%
Net: Disagree	6%	8%	6%	5%	5%	7%	8%	7%	6%	6%	6%	6%	7%	6%	6%	7%	5%	8%	5%	7%	6%

B12_5. To what extent do you agree or disagree with the following statements regarding your feelings towards The Co-operative being a financial supporter of the Co-operative Party? - It makes no difference to me or my family

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	12%	9%	15%	13%	11%	10%	10%	10%	11%	11%	11%	11%	12%	12%	10%	13%	-	13%	10%	11%	12%
Somewhat agree	21%	21%	26%	26%	22%	20%	18%	18%	16%	21%	21%	22%	22%	19%	21%	22%	21%	20%	22%	22%	21%
Neither agree nor disagree	35%	38%	27%	31%	35%	38%	39%	39%	42%	37%	38%	36%	35%	34%	36%	33%	27%	35%	36%	36%	35%
Somewhat disagree	11%	14%	9%	10%	11%	12%	13%	13%	10%	11%	10%	11%	10%	12%	13%	10%	12%	11%	11%	12%	10%
Strongly disagree	10%	13%	5%	6%	8%	12%	14%	15%	14%	11%	10%	9%	10%	11%	11%	9%	20%	11%	9%	11%	9%
Don't know	11%	5%	19%	14%	12%	8%	7%	6%	7%	10%	11%	11%	11%	11%	9%	12%	20%	10%	11%	8%	14%

Net: Agree	33%	30%	41%	39%	34%	30%	28%	28%	27%	32%	31%	33%	34%	31%	31%	35%	21%	33%	33%	33%	33%
Net: Disagree	21%	27%	14%	15%	19%	23%	26%	27%	25%	21%	20%	21%	20%	23%	24%	19%	32%	22%	20%	23%	18%

D4_1. To what extent do you think that the following people make decisions that are in the interests of you and your family? - National Government

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	24%	23%	23%	22%	22%	24%	25%	25%	27%	23%	25%	24%	24%	23%	24%	24%	18%	24%	24%	24%	23%
To some extent	28%	29%	30%	30%	30%	27%	27%	27%	28%	29%	27%	27%	27%	27%	30%	30%	28%	29%	28%	30%	26%
Not much	22%	24%	19%	21%	22%	23%	24%	26%	25%	23%	22%	21%	22%	23%	23%	21%	29%	22%	22%	23%	21%
Not at all	16%	18%	9%	13%	16%	20%	20%	19%	17%	15%	16%	18%	17%	19%	14%	5%	17%	15%	16%	16%	16%
Don't know	9%	5%	19%	14%	10%	7%	4%	3%	4%	9%	9%	10%	10%	9%	8%	11%	21%	8%	11%	6%	13%
Net: To an extent	52%	52%	54%	53%	52%	51%	52%	52%	54%	52%	52%	51%	50%	50%	54%	54%	46%	53%	51%	55%	49%
Net: No extent	38%	42%	27%	34%	38%	42%	44%	45%	41%	39%	39%	39%	40%	42%	38%	35%	33%	39%	38%	39%	37%

D4_2. To what extent do you think that the following people make decisions that are in the interests of you and your family? - Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	7%	7%	8%	7%	6%	6%	7%	6%	7%	3%	17%	3%	4%	27%	4%	4%	-	8%	6%	7%	7%
To some extent	18%	20%	19%	18%	18%	18%	18%	17%	17%	14%	34%	14%	16%	34%	16%	15%	8%	19%	17%	19%	17%
Not much	25%	26%	25%	26%	26%	24%	26%	26%	26%	27%	23%	25%	26%	19%	26%	26%	26%	24%	26%	26%	25%
Not at all	32%	33%	23%	27%	32%	36%	36%	38%	33%	36%	15%	37%	35%	11%	37%	34%	27%	35%	29%	34%	29%
Don't know	18%	14%	25%	22%	18%	15%	14%	13%	16%	19%	11%	20%	19%	9%	18%	21%	39%	14%	21%	15%	22%
Net: To an extent	25%	27%	27%	25%	25%	24%	25%	23%	25%	18%	51%	18%	20%	60%	20%	19%	8%	27%	23%	26%	24%
Net: No extent	57%	59%	47%	53%	57%	61%	61%	64%	59%	64%	39%	62%	61%	30%	63%	60%	52%	59%	56%	60%	54%

D4_3. To what extent do you think that the following people make decisions that are in the interests of you and your family? - Your local council

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	18%	19%	16%	17%	18%	18%	20%	20%	22%	18%	19%	19%	19%	18%	19%	10%	18%	19%	19%	17%	
To some extent	40%	41%	40%	41%	41%	39%	39%	39%	39%	40%	39%	38%	38%	42%	41%	41%	34%	40%	40%	42%	37%
Not much	23%	24%	20%	21%	21%	23%	25%	26%	24%	24%	23%	22%	23%	23%	21%	26%	23%	23%	23%	23%	
Not at all	10%	11%	5%	7%	10%	12%	12%	12%	11%	10%	11%	11%	12%	9%	9%	8%	9%	11%	9%	9%	10%
Don't know	9%	5%	19%	14%	10%	7%	4%	3%	4%	9%	8%	10%	9%	9%	8%	11%	21%	8%	10%	6%	13%
Net: To an extent	58%	61%	56%	58%	59%	58%	59%	59%	61%	57%	58%	57%	57%	59%	60%	50%	44%	57%	59%	62%	54%
Net: No extent	33%	34%	25%	28%	31%	35%	37%	38%	35%	34%	34%	34%	34%	32%	33%	29%	35%	35%	30%	32%	33%

D4_4. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run the National Health Service

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	22%	22%	23%	20%	19%	20%	23%	24%	27%	21%	22%	22%	21%	23%	22%	15%	20%	23%	22%	21%	
To some extent	39%	40%	37%	41%	42%	40%	39%	38%	36%	39%	37%	38%	40%	39%	40%	40%	37%	39%	39%	41%	37%
Not much	21%	22%	17%	19%	21%	22%	23%	23%	23%	22%	22%	21%	20%	20%	23%	20%	26%	22%	20%	21%	20%
Not at all	9%	10%	4%	7%	8%	10%	11%	12%	10%	9%	10%	9%	9%	9%	8%	4%	10%	8%	9%	8%	
Don't know	10%	5%	19%	14%	11%	7%	5%	3%	5%	9%	9%	10%	10%	9%	8%	11%	18%	8%	11%	6%	13%
Net: To an extent	61%	62%	60%	60%	60%	60%	61%	62%	62%	60%	60%	60%	61%	62%	61%	61%	51%	60%	61%	63%	58%
Net: No extent	30%	32%	21%	26%	29%	32%	34%	35%	33%	31%	32%	30%	29%	29%	31%	28%	31%	32%	28%	31%	29%

D4_5. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run big retail companies (e.g. Tesco, Amazon, Marks and Spencer)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	9%	10%	11%	9%	8%	9%	10%	9%	10%	9%	10%	8%	9%	10%	9%	10%	2%	9%	9%	9%	9%
To some extent	27%	27%	30%	29%	28%	25%	26%	26%	28%	28%	26%	26%	26%	25%	28%	29%	28%	26%	29%	28%	27%
Not much	28%	28%	26%	27%	27%	27%	29%	31%	31%	28%	29%	29%	28%	27%	30%	26%	33%	28%	28%	29%	27%

Not at all	25%	28%	14%	21%	26%	31%	30%	30%	25%	25%	27%	26%	26%	29%	25%	23%	16%	28%	23%	27%	23%
Don't know	10%	6%	19%	15%	11%	8%	5%	4%	6%	10%	10%	11%	11%	10%	9%	11%	21%	9%	12%	7%	14%
Net: To an extent	37%	37%	41%	38%	36%	34%	35%	35%	38%	37%	35%	34%	36%	35%	37%	39%	30%	35%	38%	37%	36%
Net: No extent	53%	57%	40%	48%	53%	58%	59%	60%	56%	53%	55%	55%	54%	56%	54%	49%	49%	56%	50%	56%	50%

D4_6. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run major utility companies (water, gas, electricity etc.)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	16%	16%	18%	15%	14%	15%	17%	19%	16%	16%	17%	17%	16%	17%	16%	15%	13%	15%	17%	16%	16%
To some extent	20%	20%	24%	22%	22%	20%	18%	16%	18%	20%	18%	20%	20%	20%	21%	22%	14%	20%	21%	20%	20%
Not much	21%	21%	21%	21%	21%	19%	20%	22%	24%	21%	23%	20%	20%	20%	22%	20%	24%	20%	21%	21%	20%
Not at all	33%	37%	19%	28%	32%	39%	40%	40%	34%	33%	33%	34%	34%	34%	31%	25%	36%	30%	36%	30%	
Don't know	10%	6%	19%	14%	11%	7%	5%	4%	5%	9%	9%	10%	10%	9%	8%	11%	24%	8%	11%	7%	13%
Net: To an extent	37%	36%	42%	37%	37%	35%	35%	33%	37%	36%	35%	36%	36%	36%	36%	38%	27%	35%	38%	36%	37%
Net: No extent	54%	58%	39%	49%	52%	58%	60%	63%	58%	54%	56%	54%	54%	55%	56%	51%	49%	56%	51%	57%	50%

D4_7. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run big financial companies (banks, insurance etc.)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	14%	14%	13%	12%	12%	14%	15%	15%	17%	13%	14%	13%	14%	14%	13%	14%	10%	13%	14%	14%	13%
To some extent	21%	20%	25%	24%	23%	19%	17%	16%	17%	21%	19%	21%	19%	19%	21%	22%	20%	20%	21%	20%	21%
Not much	21%	21%	24%	21%	21%	19%	19%	21%	23%	22%	22%	20%	20%	19%	22%	21%	22%	20%	21%	21%	21%
Not at all	35%	39%	19%	29%	33%	40%	43%	44%	38%	34%	36%	36%	36%	38%	36%	32%	27%	37%	33%	38%	31%
Don't know	10%	6%	20%	15%	11%	8%	5%	4%	5%	10%	10%	11%	11%	9%	8%	11%	21%	9%	11%	7%	14%
Net: To an extent	34%	34%	37%	36%	35%	33%	33%	31%	34%	34%	32%	34%	33%	33%	34%	36%	30%	34%	35%	34%	34%
Net: No extent	56%	60%	43%	50%	54%	60%	62%	65%	61%	56%	58%	55%	56%	57%	57%	53%	49%	58%	54%	59%	52%

D4_8. To what extent do you think that the following people make decisions that are in the interests of you and your family? - People who run member-owned businesses (e.g. The Co-operative, Nationwide)

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
A great deal	4%	6%	6%	4%	4%	4%	5%	5%	5%	5%	5%	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%
To some extent	31%	39%	31%	29%	29%	31%	34%	33%	34%	32%	30%	29%	33%	32%	32%	32%	23%	31%	32%	33%	29%
Not much	36%	35%	32%	35%	37%	37%	36%	39%	36%	37%	37%	37%	35%	36%	38%	35%	33%	37%	35%	38%	34%
Not at all	14%	12%	9%	13%	14%	16%	16%	16%	15%	13%	15%	15%	14%	15%	14%	14%	11%	16%	13%	14%	14%
Don't know	14%	8%	23%	18%	15%	12%	9%	8%	9%	14%	13%	15%	14%	13%	12%	16%	29%	11%	16%	10%	18%
Net: To an extent	36%	45%	37%	33%	33%	35%	39%	38%	40%	37%	35%	33%	37%	36%	36%	36%	27%	36%	36%	38%	34%
Net: No extent	50%	46%	41%	49%	52%	53%	52%	55%	52%	50%	52%	52%	49%	51%	52%	48%	44%	53%	48%	52%	48%

D5. Thinking about "major privately-owned companies such as retailers, banks and energy companies", which of the following, if any, do you think should be the most important to them? You may choose up to 5 options.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
That they are fair and honest in their dealings with their customers	61%	65%	41%	52%	60%	65%	71%	74%	72%	62%	61%	61%	60%	60%	64%	60%	43%	58%	64%	66%	55%
Provide their employees with decent pay and working conditions	55%	56%	46%	52%	54%	59%	58%	57%	56%	54%	56%	54%	54%	58%	56%	54%	45%	53%	57%	57%	52%
Keep their prices as low as possible	52%	54%	40%	49%	53%	55%	57%	59%	58%	54%	54%	56%	53%	51%	53%	48%	47%	52%	53%	52%	53%
Support local charities and community groups	12%	12%	16%	15%	14%	11%	10%	9%	10%	13%	13%	12%	12%	12%	13%	3%	11%	14%	12%	12%	12%
Admit their mistakes when things go wrong	37%	39%	29%	32%	34%	38%	43%	44%	45%	38%	38%	37%	38%	37%	39%	35%	33%	37%	38%	38%	36%
Make a real effort to employ and train young people without jobs	32%	34%	33%	26%	27%	31%	34%	39%	44%	32%	33%	32%	34%	33%	32%	31%	38%	29%	35%	31%	33%
Pay their fair share of taxes and don't use loopholes to keep down their tax bill	63%	68%	45%	54%	60%	68%	72%	78%	77%	64%	65%	64%	63%	64%	66%	61%	48%	63%	64%	67%	59%
Give their employees a say on major decisions	9%	10%	10%	9%	9%	9%	9%	9%	10%	9%	10%	8%	10%	10%	9%	9%	5%	10%	8%	9%	10%
Give their customers a say on major decisions	12%	13%	13%	13%	13%	11%	13%	12%	13%	12%	13%	13%	12%	12%	12%	12%	17%	12%	13%	12%	14%

Invest in new and improved products and services	20%	19%	20%	21%	21%	20%	20%	20%	20%	21%	18%	19%	18%	20%	21%	22%	17%	24%	16%	23%	17%
Ensure that employees are represented at board level	10%	11%	9%	9%	9%	9%	9%	10%	14%	9%	9%	9%	10%	11%	9%	10%	5%	11%	9%	10%	10%
Have higher standards and a focus beyond short term profits	34%	37%	26%	32%	33%	37%	38%	40%	35%	34%	34%	33%	32%	35%	36%	35%	30%	37%	31%	39%	29%
Don't know	10%	6%	20%	14%	10%	7%	5%	3%	3%	9%	9%	10%	9%	10%	8%	10%	18%	10%	9%	7%	13%

D6. **Some organisations such as The Co-operative, building societies and social enterprises, seek to operate democratically and for the public good, rather than just to make a profit**. Thinking specifically about them, which of the following, if any, do you think should be the most important? You may choose up to 5 options.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
That they are fair and honest in their dealings with their customers	56%	60%	37%	46%	52%	60%	66%	68%	68%	56%	55%	55%	55%	55%	59%	54%	37%	52%	58%	60%	50%
Provide their employees with decent pay and working conditions	53%	56%	41%	48%	52%	56%	58%	58%	56%	52%	54%	52%	52%	56%	52%	52%	37%	50%	55%	56%	49%
Keep their prices as low as possible	45%	48%	32%	38%	44%	48%	52%	53%	54%	46%	48%	48%	47%	45%	45%	40%	34%	44%	45%	44%	46%
Support local charities and community groups	22%	23%	26%	26%	25%	22%	19%	16%	16%	22%	24%	21%	20%	22%	23%	23%	16%	20%	24%	23%	21%
Admit their mistakes when things go wrong	29%	31%	20%	23%	26%	30%	35%	38%	37%	29%	29%	30%	30%	28%	31%	27%	9%	29%	29%	30%	28%
Make a real effort to employ and train young people without jobs	36%	37%	34%	30%	31%	36%	38%	43%	46%	35%	37%	35%	36%	37%	35%	35%	38%	33%	38%	36%	35%
Pay their fair share of taxes and don't use loopholes to keep down their tax bill	52%	56%	35%	44%	49%	56%	61%	67%	67%	53%	52%	53%	54%	54%	55%	49%	41%	52%	53%	56%	48%
Give their employees a say on major decisions	15%	16%	17%	16%	16%	15%	13%	13%	14%	15%	14%	14%	14%	15%	15%	16%	17%	16%	14%	15%	15%
Give their customers a say on major decisions	18%	20%	20%	18%	16%	17%	18%	18%	17%	18%	20%	18%	18%	17%	18%	17%	10%	18%	18%	18%	18%
Invest in new and improved products and services	15%	15%	14%	14%	15%	15%	16%	17%	18%	15%	15%	15%	14%	15%	16%	16%	18%	18%	13%	16%	14%
Ensure that employees are represented at board level	12%	13%	12%	12%	12%	12%	12%	11%	13%	11%	11%	11%	11%	13%	12%	12%	3%	13%	11%	12%	11%
Have higher standards and a focus beyond short term profits	34%	38%	23%	31%	33%	38%	39%	41%	38%	34%	36%	33%	33%	35%	35%	35%	28%	38%	31%	40%	28%
Don't know	12%	7%	24%	17%	14%	10%	7%	5%	5%	13%	12%	12%	12%	12%	11%	14%	27%	12%	12%	9%	16%

D1. People sometimes talk about national values. Which of the following, if any, do you think characterise us best? You may choose up to 4 options.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Standing up to foreign dictators	7%	7%	5%	5%	6%	7%	8%	10%	11%	7%	7%	7%	7%	6%	7%	6%	16%	7%	7%	6%	7%
Patriotism	17%	18%	14%	14%	16%	18%	18%	22%	25%	19%	16%	18%	18%	13%	19%	16%	5%	17%	17%	17%	18%
Upholding tradition	23%	23%	19%	21%	21%	23%	25%	25%	27%	24%	23%	22%	24%	19%	24%	22%	17%	22%	24%	23%	22%
Support for democracy	30%	31%	23%	24%	26%	31%	34%	39%	39%	29%	31%	29%	30%	31%	30%	31%	25%	32%	28%	34%	25%
Belief in free speech	40%	43%	29%	32%	34%	44%	48%	51%	52%	40%	40%	40%	40%	42%	40%	40%	36%	41%	39%	43%	37%
Being fair-minded	27%	30%	15%	19%	25%	30%	33%	36%	33%	27%	25%	27%	29%	26%	26%	26%	19%	28%	26%	29%	23%
Having good manners	28%	28%	28%	30%	29%	27%	28%	28%	29%	29%	29%	30%	29%	25%	28%	28%	19%	28%	29%	28%	29%
Welcoming people who come to settle in the United Kingdom	7%	7%	10%	9%	7%	7%	6%	5%	4%	7%	7%	6%	6%	8%	6%	9%	5%	8%	7%	7%	7%
A stiff upper lip – coping with adversity	19%	18%	21%	23%	21%	20%	17%	15%	14%	20%	18%	19%	19%	15%	21%	21%	11%	19%	20%	21%	18%
Supporting the rule of law	27%	30%	16%	17%	22%	27%	34%	43%	48%	27%	26%	28%	27%	28%	27%	27%	23%	32%	23%	30%	24%
Working together for the good of everyone	18%	21%	14%	16%	18%	19%	22%	22%	22%	18%	20%	19%	20%	22%	18%	16%	31%	16%	21%	18%	19%
Appreciation of arts and culture	6%	6%	9%	7%	6%	5%	4%	5%	5%	5%	6%	5%	6%	6%	5%	9%	7%	6%	6%	6%	6%
'Sporting' behaviour towards opponents	9%	9%	10%	12%	11%	10%	7%	6%	6%	10%	8%	10%	9%	7%	10%	10%	5%	11%	8%	10%	8%
Love of the countryside	13%	15%	11%	14%	13%	12%	13%	15%	18%	14%	14%	14%	12%	10%	16%	12%	14%	12%	15%	13%	13%
Being bound together by strong community spirit	12%	14%	11%	12%	12%	12%	12%	11%	11%	12%	14%	12%	12%	12%	11%	11%	10%	10%	14%	12%	12%
None of these	7%	6%	7%	7%	8%	8%	7%	5%	4%	7%	8%	7%	6%	10%	7%	6%	11%	8%	6%	7%	7%
Don't know	12%	8%	22%	16%	14%	10%	8%	6%	5%	12%	11%	12%	12%	14%	11%	12%	12%	11%	13%	9%	15%

D2. Which, if any, of these do you regard as the best NATIONAL institutions? You may choose up to 4 options.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
The Queen	34%	37%	19%	24%	30%	36%	43%	48%	53%	37%	30%	35%	34%	25%	38%	33%	28%	33%	35%	37%	31%
The Royal Family	31%	32%	23%	30%	34%	34%	33%	32%	32%	34%	29%	32%	31%	22%	35%	32%	34%	29%	34%	33%	29%
Parliament	19%	19%	16%	15%	16%	19%	21%	25%	27%	19%	18%	17%	18%	17%	20%	21%	19%	21%	17%	21%	16%
Major banks / the City of London	3%	2%	4%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	4%	2%	3%	2%	2%	3%

Major manufacturing companies	3%	3%	3%	3%	3%	3%	3%	4%	5%	3%	4%	3%	3%	3%	3%	3%	4%	4%	2%	3%	3%
National Health Service	58%	61%	48%	56%	57%	60%	62%	64%	62%	58%	57%	62%	60%	58%	59%	55%	45%	56%	60%	60%	55%
Trade Unions	8%	10%	8%	7%	7%	9%	9%	8%	7%	7%	9%	8%	9%	11%	7%	8%	2%	9%	7%	8%	9%
BBC	37%	37%	39%	40%	41%	38%	34%	31%	29%	37%	38%	35%	34%	36%	38%	40%	30%	40%	34%	41%	32%
Daily newspapers	4%	4%	4%	3%	3%	2%	3%	6%	9%	4%	3%	3%	3%	3%	4%	4%	11%	4%	3%	4%	4%
The armed forces	34%	34%	25%	26%	32%	37%	39%	42%	45%	36%	33%	36%	36%	30%	36%	30%	29%	36%	32%	33%	35%
Member-owned businesses (e.g. The Co-operative, Nationwide)	5%	9%	4%	4%	5%	5%	7%	8%	7%	6%	6%	5%	6%	6%	5%	5%	-	5%	5%	6%	5%
Large retailers such as Tesco and Amazon	2%	2%	5%	3%	2%	1%	1%	1%	2%	2%	3%	1%	2%	3%	2%	3%	-	2%	2%	2%	3%
The courts – judges and magistrates	15%	15%	12%	11%	12%	14%	17%	20%	23%	14%	15%	14%	14%	13%	14%	16%	11%	15%	15%	16%	13%
The Church	10%	12%	7%	7%	8%	10%	12%	14%	17%	10%	10%	11%	11%	10%	10%	10%	7%	9%	11%	11%	10%
The Post Office	16%	17%	17%	17%	16%	16%	14%	13%	16%	17%	17%	15%	21%	15%	14%	10%	16%	17%	15%	17%	17%
The National Trust	21%	21%	18%	23%	22%	22%	20%	19%	17%	21%	19%	20%	23%	18%	22%	21%	9%	19%	22%	22%	19%
None of these	4%	3%	5%	4%	5%	4%	3%	3%	2%	3%	5%	4%	4%	7%	3%	3%	11%	4%	4%	3%	5%
Don't know	8%	5%	18%	12%	9%	5%	4%	3%	2%	8%	9%	9%	8%	8%	7%	9%	12%	7%	9%	5%	11%

D3. And which, if any, of these do you regard as the best LOCAL institutions in your community? You may choose up to 4 options.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Local community groups such as Women's Institute / Scouts etc.	21%	26%	14%	17%	19%	21%	24%	29%	28%	22%	22%	20%	20%	21%	23%	19%	16%	18%	23%	24%	17%
Corner shops	17%	18%	13%	12%	15%	19%	19%	20%	19%	16%	18%	15%	17%	16%	19%	16%	12%	16%	17%	17%	17%
Supermarkets	9%	9%	11%	8%	8%	8%	9%	10%	14%	9%	8%	9%	9%	9%	8%	10%	8%	9%	10%	8%	10%
Local pubs	25%	24%	26%	29%	27%	26%	22%	21%	19%	27%	26%	25%	26%	17%	27%	24%	19%	30%	20%	26%	24%
Local churches / mosques / temples etc.	16%	17%	14%	14%	15%	16%	17%	18%	18%	15%	14%	15%	15%	20%	14%	16%	16%	15%	16%	18%	14%
Your local police force	21%	22%	18%	16%	17%	19%	25%	28%	33%	21%	19%	23%	20%	21%	22%	20%	14%	20%	23%	21%	21%
Fish and chip shops	9%	9%	12%	10%	9%	9%	8%	8%	7%	9%	9%	11%	10%	7%	9%	8%	5%	11%	7%	8%	10%
Local take-aways	5%	4%	9%	7%	6%	4%	3%	2%	2%	5%	5%	4%	4%	6%	4%	6%	9%	6%	4%	4%	6%
Local sports clubs	13%	12%	15%	14%	15%	13%	10%	11%	11%	12%	14%	13%	12%	16%	12%	12%	13%	16%	10%	13%	12%
Your local schools	36%	38%	35%	33%	37%	36%	36%	38%	39%	36%	38%	37%	36%	41%	36%	32%	24%	33%	38%	37%	34%
Your local hospital(s)	34%	36%	26%	24%	26%	33%	41%	48%	54%	32%	34%	33%	37%	35%	37%	32%	31%	32%	35%	34%	33%
Your local council	16%	19%	12%	14%	14%	15%	19%	21%	22%	16%	15%	15%	16%	15%	16%	18%	9%	16%	16%	18%	14%
Your local Post Office	24%	30%	14%	17%	20%	27%	32%	35%	34%	25%	29%	27%	24%	25%	25%	20%	30%	23%	26%	25%	24%
None of these	9%	7%	8%	10%	11%	10%	9%	6%	4%	9%	9%	9%	9%	10%	8%	9%	8%	9%	8%	8%	9%
Don't know	12%	9%	21%	18%	14%	10%	7%	6%	6%	12%	12%	13%	11%	11%	12%	14%	17%	12%	13%	10%	15%

C6. How would you define your local community?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
My house	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	4%	3%	3%	-	4%	3%	3%	4%
My street	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%	3%	4%	4%	4%	4%	5%	2%	4%	4%	4%	5%
My neighbourhood (immediate streets around your house)	22%	22%	13%	20%	23%	24%	26%	25%	26%	21%	17%	23%	24%	20%	21%	25%	18%	21%	23%	23%	21%
My village	19%	24%	13%	12%	17%	20%	23%	26%	26%	22%	29%	22%	19%	15%	21%	11%	18%	18%	20%	20%	17%
My town	25%	25%	25%	25%	26%	25%	25%	23%	23%	25%	25%	23%	26%	27%	28%	21%	27%	25%	25%	25%	25%
My city	7%	6%	11%	10%	6%	5%	4%	5%	4%	6%	6%	7%	5%	11%	7%	6%	2%	7%	6%	7%	7%
My social media network	1%	1%	2%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
My sports club / activity group	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%
My borough	6%	6%	7%	8%	7%	6%	5%	5%	5%	5%	3%	4%	6%	4%	3%	13%	4%	6%	6%	7%	5%
None of these	5%	5%	6%	6%	5%	6%	5%	4%	4%	6%	5%	5%	5%	6%	5%	6%	5%	6%	5%	5%	6%
Don't know	7%	4%	13%	10%	7%	5%	4%	3%	4%	6%	6%	6%	7%	6%	6%	8%	12%	7%	6%	5%	9%

C1. Who, if anyone, makes the biggest contribution to your community?

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Local authority	13%	15%	9%	10%	14%	14%	15%	16%	17%	13%	13%	13%	14%	12%	14%	14%	11%	15%	12%	15%	11%
National Government	2%	2%	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	4%	2%	1%	2%	2%
Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	5%	0%	0%	8%	0%	0%	-	2%	1%	1%	1%
Local schools	6%	7%	6%	5%	8%	7%	5%	6%	7%	6%	6%	8%	6%	7%	6%	5%	2%	6%	6%	6%	6%
Local supermarkets	3%	3%	3%	2%	2%	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%	3%	-	2%	3%	2%	3%
Small and medium sized businesses	9%	10%	8%	9%	9%	9%	10%	11%	10%	8%	9%	9%	9%	10%	10%	10%	6%	9%	9%	10%	9%
Big businesses	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Local politicians	2%	3%	3%	2%	2%	2%	3%	3%	3%	3%	2%	2%	3%	2%	2%	3%	-	3%	2%	3%	2%

Religious leaders / faith groups	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Sports and community clubs	5%	6%	4%	5%	6%	6%	6%	6%	6%	6%	6%	6%	5%	6%	5%	4%	5%	6%	5%	6%	5%	5%
Socializing venues (i.e. cafes, restaurants & pubs)	6%	6%	8%	8%	5%	6%	6%	7%	6%	6%	7%	6%	6%	5%	7%	8%	9%	6%	7%	7%	6%	6%
My friends and followers on social media	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	1%
Shared interest groups in my social media network	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%
Other	4%	5%	2%	3%	4%	5%	6%	6%	4%	5%	5%	4%	4%	4%	5%	4%	4%	4%	4%	5%	3%	3%
None of these	12%	11%	9%	10%	11%	14%	13%	10%	13%	13%	12%	12%	10%	12%	9%	18%	13%	11%	11%	12%	12%	12%
Don't know	30%	25%	35%	35%	31%	29%	26%	22%	24%	30%	27%	31%	30%	25%	30%	31%	36%	26%	33%	26%	34%	34%

C2. Who, if anyone, should be doing more to make your local community a success? Please select all that apply.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Local authority	48%	51%	31%	39%	47%	52%	56%	59%	57%	47%	50%	49%	49%	48%	49%	47%	44%	48%	47%	50%	45%
National Government	24%	25%	22%	22%	22%	24%	25%	26%	28%	22%	24%	27%	26%	26%	23%	22%	20%	27%	21%	23%	25%
Devolved administrations (Scottish Parliament, National Assembly for Wales, Northern Ireland Assembly)	6%	6%	7%	7%	6%	6%	6%	6%	5%	2%	27%	2%	2%	30%	2%	2%	7%	8%	5%	6%	6%
Local schools	15%	17%	12%	13%	16%	16%	17%	17%	17%	15%	15%	15%	15%	16%	14%	15%	12%	15%	15%	16%	14%
Local supermarkets	16%	18%	12%	16%	17%	17%	18%	17%	15%	16%	15%	16%	16%	16%	14%	16%	10%	16%	16%	17%	15%
Small and medium sized businesses	17%	19%	13%	18%	19%	18%	19%	18%	16%	17%	17%	16%	17%	18%	19%	19%	23%	17%	18%	19%	15%
Big businesses	17%	17%	17%	18%	19%	18%	17%	15%	12%	16%	17%	17%	17%	20%	16%	18%	20%	18%	16%	17%	17%
Local politicians	41%	43%	31%	35%	39%	43%	47%	50%	47%	41%	41%	41%	42%	43%	41%	39%	35%	43%	39%	43%	39%
Religious leaders / faith groups	10%	12%	7%	8%	9%	11%	12%	14%	14%	10%	9%	10%	11%	11%	9%	11%	9%	11%	10%	12%	9%
Sports and community clubs	14%	15%	11%	13%	15%	14%	15%	15%	12%	14%	13%	13%	14%	14%	13%	14%	11%	13%	15%	15%	12%
Socializing venues (i.e. cafes, restaurants & pubs)	13%	15%	12%	15%	14%	14%	13%	12%	11%	13%	12%	12%	12%	13%	13%	15%	11%	12%	14%	14%	12%
My friends and followers on social media	2%	3%	3%	4%	3%	1%	1%	1%	1%	2%	2%	2%	3%	2%	2%	5%	3%	2%	3%	2%	3%
Shared interest groups in my social media network	3%	3%	3%	4%	3%	3%	2%	2%	3%	3%	3%	2%	3%	4%	2%	3%	7%	3%	3%	3%	3%
Other	3%	3%	1%	2%	3%	3%	4%	3%	2%	3%	3%	2%	2%	2%	3%	3%	-	2%	3%	3%	2%
None of these	4%	4%	5%	5%	4%	5%	3%	3%	3%	5%	4%	4%	4%	4%	5%	4%	16%	5%	4%	4%	4%
Don't know	20%	16%	29%	25%	21%	18%	14%	12%	13%	21%	18%	21%	20%	17%	19%	20%	22%	18%	22%	17%	23%

C3. In the past 12 months, have you taken part in any of the following activities? Please select all that apply.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Volunteered on a community project	11%	13%	11%	8%	9%	11%	11%	13%	13%	11%	12%	10%	9%	12%	11%	11%	12%	10%	11%	12%	9%
Attended a public meeting in which there was a discussion on town or school affairs	9%	12%	5%	5%	9%	10%	11%	14%	13%	9%	11%	8%	8%	10%	9%	8%	7%	9%	9%	11%	7%
Been to a political campaign meeting or march	5%	6%	7%	4%	4%	5%	4%	4%	4%	4%	6%	3%	4%	10%	3%	5%	2%	6%	4%	5%	4%
Attended any club or organisational meeting (not including meetings for work)	19%	23%	17%	14%	15%	18%	21%	27%	28%	19%	20%	18%	18%	23%	20%	17%	25%	19%	19%	23%	14%
Volunteered to help out a local charity	16%	20%	16%	12%	14%	16%	18%	22%	20%	16%	18%	16%	15%	17%	18%	16%	16%	14%	19%	18%	14%
Commented on a political issue through social media	19%	19%	22%	20%	19%	20%	17%	16%	12%	17%	22%	17%	18%	27%	17%	19%	7%	22%	16%	20%	18%
Written a blog	6%	6%	11%	8%	5%	5%	4%	3%	2%	6%	6%	5%	5%	7%	5%	7%	2%	6%	6%	6%	6%
Signed an online petition	46%	50%	42%	41%	44%	47%	49%	53%	48%	45%	50%	45%	46%	48%	47%	45%	28%	45%	47%	48%	43%
Liked a campaign, charity or political organisation on Facebook	21%	21%	28%	24%	23%	22%	19%	16%	10%	20%	27%	19%	19%	30%	20%	21%	9%	20%	23%	21%	21%
Retweeted a good cause or opinion on Twitter	13%	12%	23%	19%	15%	12%	8%	4%	2%	12%	15%	12%	13%	15%	10%	14%	10%	13%	13%	13%	13%
Written to a newspaper	6%	7%	3%	2%	4%	5%	7%	11%	13%	5%	6%	5%	6%	6%	6%	7%	7%	4%	7%	4%	4%
Phoned a talkback radio programme	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%
Boycotted a product or service	19%	23%	15%	18%	21%	23%	21%	21%	16%	18%	22%	19%	20%	21%	19%	19%	23%	22%	17%	22%	17%
Voted in a local election	22%	28%	9%	14%	19%	23%	28%	34%	36%	25%	21%	24%	25%	15%	25%	17%	25%	22%	22%	25%	18%
Written to or e-mailed an MP / local councillor	22%	28%	12%	14%	18%	23%	28%	34%	34%	21%	24%	20%	22%	23%	23%	21%	17%	24%	20%	25%	18%
None of these	23%	20%	20%	26%	27%	26%	23%	18%	21%	23%	22%	25%	23%	22%	23%	24%	21%	23%	23%	21%	26%
Don't know	6%	3%	14%	9%	6%	3%	2%	1%	1%	5%	5%	5%	6%	5%	5%	6%	13%	6%	5%	4%	8%

C7. What, if anything, do you think big businesses should do more of in your local community? Please select all that apply.

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Form closer partnerships with charities that are already active in the local area	32%	35%	29%	31%	33%	33%	34%	35%	35%	32%	33%	32%	31%	33%	32%	34%	24%	30%	35%	35%	29%
Offer more support to locally run projects and initiatives that benefit the community	45%	48%	35%	40%	43%	46%	51%	53%	51%	45%	46%	44%	44%	45%	47%	44%	36%	42%	47%	48%	41%

Promote opportunities that make it easier for local people to play an active role in the community	28%	31%	28%	28%	29%	28%	29%	29%	26%	28%	30%	28%	28%	29%	27%	30%	29%	27%	30%	30%	27%
Try to make a difference to people in the local area, rather than just trying to make a profit	52%	57%	41%	46%	52%	55%	59%	59%	55%	51%	55%	52%	53%	53%	53%	51%	48%	49%	55%	54%	50%
Play a more active role in helping to build a strong sense of community spirit	29%	33%	24%	26%	29%	30%	33%	33%	33%	29%	29%	29%	29%	29%	31%	29%	30%	29%	30%	30%	28%
None of these	9%	8%	10%	10%	10%	10%	9%	8%	7%	9%	9%	9%	9%	10%	9%	10%	5%	12%	7%	9%	9%
Don't know	15%	11%	23%	19%	15%	13%	10%	10%	11%	15%	14%	16%	15%	14%	13%	15%	21%	14%	15%	12%	18%

E2a. The Co-operative is considering a range of ideas and initiatives that might encourage more people to use its goods and services. From the list below, please select the ideas, if any, that you feel are most important to you. You may choose up to 3 options.

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Reducing prices on thousands of everyday products for people who have signed up as a member of The Co-operative		50%	64%	41%	46%	49%	51%	56%	57%	56%	51%	52%	53%	51%	51%	52%	46%	43%	50%	51%	52%	48%
Making Co-operative stores more focused on the needs of the communities they operate in by offering facilities and services that benefit the local area (e.g. citizens advice, space for playgroups, book clubs, yoga classes, flu jabs)		42%	46%	34%	41%	41%	42%	46%	45%	45%	42%	43%	40%	40%	42%	43%	41%	28%	39%	44%	45%	37%
Creating a national volunteering website that strengthens communities by making it easy for people to volunteer in your local area		21%	24%	22%	23%	20%	21%	22%	22%	19%	22%	21%	19%	21%	20%	22%	23%	13%	19%	24%	23%	19%
Recruiting hundreds of community organisers to become the heartbeat of the community, working full time and playing an active role in making things happen in your local community		23%	24%	21%	23%	24%	26%	25%	21%	18%	23%	24%	23%	24%	23%	23%	22%	18%	22%	24%	25%	21%
Increasing investment in its employees so they feel a greater sense of pride in representing the business (higher pay, better training etc.)		34%	38%	29%	31%	33%	35%	37%	39%	38%	34%	33%	32%	33%	38%	36%	34%	30%	36%	33%	36%	32%
None of these		7%	4%	6%	6%	7%	7%	6%	7%	7%	7%	6%	7%	7%	6%	7%	7%	10%	8%	5%	6%	7%
Don't know		15%	8%	24%	18%	16%	13%	11%	11%	12%	15%	16%	15%	15%	15%	13%	17%	20%	15%	15%	12%	19%

E3a. The Co-operative is thinking about how it distributes the profits it makes in future. Which of these approaches, if any, would you be most in favour of The Co-operative adopting? You may choose up to 2 options.

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Profits being used to lower prices and offer more discounts		58%	62%	49%	53%	56%	60%	64%	64%	63%	59%	61%	61%	60%	58%	60%	53%	54%	56%	60%	58%	58%
Profits shared evenly and distributed to members of The Co-operative		23%	34%	19%	22%	22%	23%	25%	26%	25%	23%	23%	23%	23%	22%	24%	23%	15%	24%	23%	25%	21%
Profits being used to modernise and refresh The Co-operative stores and branches in my area		20%	21%	15%	16%	17%	20%	24%	29%	32%	21%	18%	18%	18%	22%	21%	22%	28%	24%	17%	23%	17%
Profits being used to invest in the local communities that it serves		37%	35%	36%	40%	39%	38%	37%	33%	29%	37%	37%	36%	37%	37%	38%	37%	22%	34%	40%	40%	34%
None of these		3%	2%	4%	4%	3%	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	3%	2%	2%	3%
Don't know		13%	7%	23%	17%	15%	11%	8%	7%	9%	12%	14%	14%	13%	14%	11%	16%	20%	13%	14%	11%	17%

E6. Which of the following statements describe the extent to which you would like to get involved with your local Co-operative?

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
I am interested in voting in The Co-operative elections		8%	14%	9%	7%	7%	7%	8%	7%	7%	8%	8%	7%	8%	7%	8%	7%	5%	9%	6%	8%	7%
I am interested in standing for election in The Co-operative elections		2%	3%	3%	2%	2%	2%	2%	1%	1%	2%	3%	2%	3%	2%	2%	2%	5%	3%	1%	2%	2%
I would like to be a member of my local Co-operative and play an active role in the way it makes decisions that impact my local community		8%	10%	11%	10%	8%	8%	7%	5%	4%	8%	8%	8%	9%	8%	7%	8%	11%	9%	7%	8%	8%
I would be interested in receiving email updates that kept me informed on what is going on locally and how I can become more involved in my community		20%	29%	13%	19%	21%	21%	23%	22%	16%	21%	20%	20%	21%	18%	20%	19%	10%	17%	22%	22%	16%
I would turn up to help out in my local community if The Co-operative made it easier for me		14%	17%	14%	17%	16%	14%	13%	11%	6%	15%	13%	13%	15%	13%	13%	14%	22%	12%	15%	15%	12%

I am not interested in any of these	48%	38%	43%	43%	45%	48%	49%	55%	60%	47%	47%	48%	46%	48%	50%	48%	38%	51%	45%	47%	48%
Don't know	19%	15%	25%	20%	20%	18%	16%	14%	16%	19%	19%	19%	19%	20%	16%	19%	23%	18%	20%	16%	22%

E7. Which, if any, of the following causes would you like to see big businesses do more to support and champion?

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Championing key health issues that affect all of the family, like educating people about sugar levels in food, pushing for reductions and clearer information on packaging, obesity etc.		37%	41%	30%	34%	35%	37%	43%	44%	43%	37%	37%	36%	36%	39%	37%	37%	35%	35%	39%	40%	33%
Championing the reduction of unnecessary food waste and making it easy for communities to join forces to reduce waste		51%	57%	37%	45%	48%	52%	60%	62%	62%	51%	50%	49%	52%	49%	54%	51%	34%	48%	54%	55%	46%
Championing stronger relationships between retailers and their suppliers		22%	27%	17%	21%	23%	24%	24%	25%	24%	23%	24%	21%	22%	24%	23%	22%	19%	25%	20%	25%	19%
Championing Fairtrade and ethical initiatives around the world		37%	42%	34%	36%	36%	38%	39%	40%	39%	36%	38%	35%	34%	40%	40%	38%	21%	35%	39%	40%	33%
Championing training and employment for young people (work experience, career advice, first job etc.)		50%	53%	42%	44%	45%	50%	56%	60%	60%	50%	51%	49%	50%	50%	49%	50%	47%	48%	52%	53%	46%
Championing environmental initiatives and supporting action to stop climate change		28%	30%	29%	31%	29%	28%	27%	24%	21%	27%	28%	26%	26%	30%	29%	29%	19%	27%	29%	30%	25%
Championing and supporting the work of co-operatives globally		14%	18%	12%	13%	15%	16%	16%	14%	11%	13%	15%	14%	13%	16%	14%	15%	15%	14%	14%	16%	12%
None of these		8%	7%	9%	9%	9%	9%	7%	6%	5%	8%	8%	8%	8%	8%	8%	8%	-	10%	6%	7%	9%
Don't know		15%	10%	24%	19%	17%	13%	9%	8%	10%	15%	15%	16%	15%	14%	13%	15%	31%	15%	15%	12%	19%

E10a. Thinking about The Co-operative and how it might champion issues that are important to you, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative should champion global Fairtrade and ethical issues that affect people across the world

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree		23%	27%	27%	23%	21%	23%	22%	23%	24%	21%	25%	22%	21%	27%	24%	25%	11%	21%	25%	25%	22%
Somewhat agree		35%	38%	31%	36%	36%	35%	35%	37%	35%	36%	34%	34%	36%	34%	36%	34%	36%	33%	37%	37%	32%
Neither agree nor disagree		23%	22%	17%	20%	24%	25%	26%	24%	26%	24%	23%	25%	25%	21%	23%	21%	16%	25%	22%	22%	25%
Somewhat disagree		5%	5%	4%	4%	4%	5%	6%	5%	5%	5%	4%	5%	5%	4%	5%	4%	6%	6%	4%	5%	5%
Strongly disagree		3%	3%	2%	2%	3%	4%	4%	5%	4%	4%	4%	3%	4%	3%	4%	3%	5%	5%	2%	4%	3%
Don't know		11%	5%	19%	14%	12%	8%	6%	6%	6%	10%	10%	11%	10%	10%	9%	12%	25%	10%	11%	8%	14%
Net: Agree		58%	65%	58%	59%	57%	58%	58%	60%	59%	57%	59%	56%	57%	61%	59%	59%	47%	54%	62%	62%	54%
Net: Disagree		8%	8%	6%	7%	7%	9%	10%	10%	9%	9%	9%	8%	8%	7%	9%	8%	12%	11%	6%	8%	8%

E10b. Thinking about The Co-operative and how it might champion issues that are important to you, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative should champion national issues that affect people up and down the country

	Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
	Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree		17%	21%	20%	17%	16%	16%	17%	18%	18%	17%	20%	17%	18%	18%	18%	18%	10%	17%	18%	17%	18%
Somewhat agree		39%	42%	36%	40%	40%	39%	39%	39%	38%	40%	39%	38%	39%	38%	40%	38%	15%	36%	41%	41%	36%
Neither agree nor disagree		25%	25%	19%	22%	25%	28%	29%	27%	28%	26%	24%	26%	25%	25%	27%	24%	23%	27%	24%	25%	26%
Somewhat disagree		5%	5%	3%	4%	4%	5%	5%	6%	6%	4%	4%	5%	5%	4%	5%	5%	14%	6%	4%	5%	4%
Strongly disagree		3%	3%	2%	2%	2%	3%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	11%	4%	1%	3%	2%
Don't know		11%	5%	20%	15%	12%	9%	7%	6%	7%	10%	11%	11%	11%	11%	9%	13%	27%	11%	11%	8%	14%
Net: Agree		56%	62%	56%	57%	56%	56%	56%	57%	56%	57%	59%	55%	56%	57%	56%	56%	25%	53%	59%	58%	54%
Net: Disagree		7%	7%	5%	6%	6%	8%	9%	10%	10%	7%	6%	8%	7%	7%	8%	8%	24%	10%	5%	9%	6%

E10c. Thinking about The Co-operative and how it might champion issues that are important to you, please indicate the extent to which you agree or disagree with each of the following statements. - The Co-operative should champion local issues that affect people in their communities

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Strongly agree	26%	31%	24%	25%	26%	28%	28%	28%	25%	26%	29%	27%	27%	28%	26%	25%	29%	24%	29%	27%	25%
Somewhat agree	41%	44%	37%	40%	41%	42%	43%	44%	43%	42%	39%	41%	42%	41%	42%	40%	25%	40%	42%	43%	39%
Neither agree nor disagree	18%	17%	16%	18%	18%	19%	19%	18%	20%	18%	18%	19%	18%	17%	18%	18%	19%	20%	16%	17%	19%
Somewhat disagree	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	-	3%	2%	2%	2%
Strongly disagree	2%	2%	1%	1%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	-	3%	1%	2%	1%
Don't know	11%	5%	19%	14%	11%	8%	6%	5%	7%	10%	10%	11%	10%	10%	9%	12%	27%	10%	11%	8%	14%
Net: Agree	68%	75%	62%	65%	67%	69%	71%	71%	69%	68%	68%	68%	69%	68%	69%	66%	53%	64%	71%	71%	64%
Net: Disagree	4%	4%	3%	3%	3%	4%	4%	5%	5%	4%	4%	3%	4%	4%	4%	4%	-	5%	2%	5%	3%

profile_gender. Gender

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Male	49%	43%	51%	48%	51%	50%	42%	49%	54%	48%	50%	47%	49%	54%	46%	48%	61%	100%	-	45%	53%
Female	51%	57%	49%	52%	49%	50%	58%	51%	46%	52%	50%	53%	51%	46%	54%	52%	39%	-	100%	55%	47%

S1. Age

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
16 – 17 [16.5]	2%	1%	15%	-	-	-	-	-	-	2%	3%	2%	2%	3%	1%	3%	-	3%	2%	0%	5%
18 – 24 [21]	13%	6%	85%	-	-	-	-	-	-	12%	12%	11%	11%	16%	10%	15%	20%	13%	12%	5%	21%
25 – 34 [29.5]	16%	12%	-	100%	-	-	-	-	-	15%	15%	16%	15%	16%	14%	19%	9%	16%	16%	18%	13%
35 – 44 [39.5]	16%	16%	-	-	100%	-	-	-	-	16%	15%	17%	17%	18%	15%	17%	20%	17%	16%	19%	14%
45 – 54 [49.5]	18%	19%	-	-	-	100%	-	-	-	18%	18%	19%	18%	18%	18%	18%	7%	19%	17%	19%	18%
55 – 64 [59.5]	18%	23%	-	-	-	-	100%	-	-	19%	19%	19%	19%	17%	20%	15%	21%	15%	20%	20%	16%
65 – 70 [67.5]	11%	15%	-	-	-	-	-	100%	-	12%	12%	11%	13%	9%	13%	9%	13%	11%	11%	13%	9%
71+ [72.5]	6%	8%	-	-	-	-	-	-	100%	6%	6%	6%	6%	4%	8%	5%	9%	7%	5%	7%	5%

Democratic_Region_rc. Democratic Region

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
Central & Eastern	24%	26%	22%	23%	23%	24%	25%	25%	25%	100%	-	-	-	-	-	-	-	23%	24%	24%	24%
Cymru/Wales	5%	5%	5%	5%	5%	5%	5%	6%	6%	-	100%	-	-	-	-	-	-	5%	5%	5%	6%
North	14%	15%	12%	14%	14%	14%	14%	14%	14%	-	-	100%	-	-	-	-	-	14%	14%	13%	14%
North West & North Midlands	12%	13%	10%	11%	13%	12%	13%	14%	11%	-	-	-	100%	-	-	-	-	12%	12%	12%	12%
Scotland & Northern Ireland	11%	9%	14%	11%	12%	11%	10%	10%	8%	-	-	-	-	100%	-	-	-	12%	10%	10%	12%
South & West	13%	15%	10%	11%	12%	13%	14%	15%	18%	-	-	-	-	-	100%	-	-	12%	13%	13%	13%
South East	21%	16%	26%	25%	21%	21%	18%	17%	18%	-	-	-	-	-	-	100%	-	21%	21%	23%	19%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	-	-	-	-	-	-	100%	0%	0%	0%	0%

profile_socialgrade_old. Social grade

Unweighted base	35170	12448	2615	5929	6201	6962	6869	4301	2293	8198	2058	4563	3922	4416	4672	7303	38	16859	18311	20615	14555
Base: Ask all	35170	11833	5205	5573	5799	6354	6313	3881	2045	8381	1829	4874	4208	3952	4449	7439	37	17092	18078	19343	15827
ABC1	55%	61%	20%	63%	63%	56%	60%	63%	64%	56%	51%	53%	54%	51%	55%	59%	49%	51%	59%	100%	-
C2DE	45%	39%	80%	37%	37%	44%	40%	37%	36%	44%	49%	47%	46%	49%	45%	41%	51%	49%	41%	-	100%

Cell Contents (Column Percentage)

Please note: Open-end questions (verbatim) are not included in this document