

25-061766-37 - 11th - TBC September 2026

INTERNAL/CLIENT USE ONLY

Snog Marry Avoid

Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Summary

All adults aged 18-75 in Great Britain

	Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport?																	
	Taking a phone call (A)	Taking a video call without headphones (B)	Eating food (C)	Eating strong- smelling food (D)	Doing your hair or make-up (E)	Drinking alcohol (F)	Talking loudly with a fellow passenger (G)	Taking your shoes off (H)	Listening to music or watching videos out loud (without headphones) (I)	Putting bags on empty seats (J)	Putting feet on the seats opposite (K)	Not offering your seat to someone who may need it more (L)	Mansprea ding (i.e sitting with your legs or body stretched so that you invade the space of the person sitting next to you) (M)	Boarding before passengers get off first (N)	Vaping (O)	Travelling without a valid ticket (P)	Leaving rubbish without littering (Q)	
Unweighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Weighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Very acceptable	121 11% BDFGHIJLM NOPQ	16 1% IH	110 10% BDFGHIJLM NOPQ	9 1% BDFGHIJLM NOPQ	122 11% BDFGHIJLM NOPQ	46 4% BDGHIJLMN OPQ	20 2% DHIKQ	13 1% IH	4 0% BDGHIJLMN OPQ	38 4% BDGHIJLMN OPQ	8 1% KN	19 2% KN	17 2% IN	4 0% IN	16 1% IN	17 2% IN	8 1% IN	
Fairly acceptable	406 37% BCDFGHIJL MNOPQ	92 8% DHIKLMNOP Q	343 32% BDFGHIJLM NOPQ	53 5% ILMOPQ	365 34% BDFGHIJLM NOPQ	141 13% BDHIJLMNO PQ	167 15% BDHIJLMNO PQ	52 5% LMOPQ	33 3% Q	162 15% Q	35 3% Q	29 3% Q	28 3% Q	35 3% Q	32 3% Q	31 3% Q	16 2% Q	
Neither acceptable nor unacceptable	311 29% BDFGHIJLM NOPQ	146 13% IKMNPQ	343 31% BDFGHIJLM NOPQ	178 16% IKMNPQ	346 32% BDFGHIJLM NOPQ	199 18% BDHIJLMNO PQ	279 26% BDFGHIJLM NOPQ	155 14% IKMNPQ	86 8% Q	223 21% Q	87 8% Q	146 13% IKMNPQ	83 8% Q	113 10% MQ	59 5% Q	89 8% Q	24 2% Q	
Fairly unacceptable	162 15% ACEFOPQ	335 31% ACEFOPQ	184 17% ACEFHIKOP Q	403 37% ABCEFHKOP Q	155 23% ACEIOQ	252 36% ABCEFHKOP Q	389 28% ACEFOPQ	306 28% ACEFOPQ	303 33% ACEFHKOPQ	356 28% ACEFOPQ	305 35% ACEFOPQ	378 37% ACEFHKOPQ	368 34% ABCEFHKOPQ	435 40% ABCEFHKILM OPQ	189 17% AE	221 20% AE	198 18% E	
Very unacceptable	76 7% ACEGI	482 44% ACEGI	98 9% ACEGI	436 40% ACEGI	85 8% ACEGI	443 41% ACEGI	221 20% ACE	550 51% ABCEFGIN	658 60% ABCEFGHIL MN	295 27% ACEG	644 59% ABCEFGHIL MN	505 46% ACDEFGJ	583 53% ABCEFGHIL MN	486 45% ACDEGI	785 72% ABCEFGHIL LMNP	722 66% ABCEFGHIK LMN	834 77% ABCEFGHIK LMNOP	
Don't know	14 1% I	18 2% IOPQ	11 1% IOPQ	10 1% IOPQ	16 1% I	9 1% I	13 1% I	13 1% I	5 0% I	15 1% I	10 1% I	11 1% I	11 1% I	17 2% IO	7 1% IO	9 1% I	8 1% I	

NET Acceptable	526 48% BCDFGHIJL MNOPQ	108 10% DHIKLMNOP Q	453 42% BDFGHIJLM NOPQ	62 6% INQ	487 45% BDFGHIJLM NOPQ	186 17% BDHIJLMNO PQ	188 17% BDHIJLMNO PQ	65 6% KNQ	37 3% BDHIJLMNO PQ	200 18% Q	43 4% Q	49 4% Q	44 4% Q	38 4% Q	48 4% Q	48 4% Q	25 2% Q
NET Unacceptable	238 22% ACEFGJ	817 75% ACEFGJ	282 26% AE	839 77% ACEFGJ	240 22% ACEG	695 64% ACEG	610 56% ACE	856 79% ACEFGJ	961 88% ABCEFGHIL N	651 60% ACE	949 87% ABCEFGHIL	884 81% ABCEFGJ	951 87% ABCEFGHIL	921 85% ABCEFGHIL	974 89% ABCEFGHIL NP	942 87% ABCEFGHIK LMNOP	1032 95% ABCEFGHIK LMNOP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

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Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Taking a phone call
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income					Ethnicity		Election 2024 LIBERAL						Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)				
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279				
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332				
Very acceptable	121 11%	73 14% C	46 8%	70 21% EF	38 9% F	13 4%	33 13% I	27 9%	16 7%	29 19% HI	3 7% *	12 13% *	89 12%	32 9%	70 11%	51 11%	43 11%	78 11%	14 10% *	27 12%	21 9%	50 13%	28 23% X	87 9%	36 11%	11 7%	5 7% *	11 8% *	12 10% *	36 8%	26 8%				
Fairly acceptable	406 37%	191 36%	214 39%	152 47% F	168 42% F	86 23%	95 37%	106 37%	93 38%	52 33%	20 39% *	40 44% *	304 41% N	102 29%	237 38%	169 36%	147 38%	259 37%	48 33% *	64 28%	90 41% T	170 43% T	51 40%	348 37%	121 37%	46 31%	27 37% *	43 31% *	60 52% YZb*	183 42% e	94 28%				
Neither acceptable nor unacceptable	311 29%	152 28%	158 29%	52 16%	126 32% D	133 36% D	76 30%	88 31%	72 29%	41 27%	14 26% *	20 21% *	205 28%	106 30%	181 29%	129 27%	104 27%	207 30%	48 33% *	77 33%	57 26%	103 26%	24 19%	281 30% W	101 31% c	51 34% c	20 28% *	43 32% c*	19 16% *	119 28%	108 32%				
Fairly unacceptable	162 15%	72 13%	89 16%	31 9%	48 12% DE	84 23% DE	40 15%	43 15%	42 17%	20 13%	5 9% *	13 13% *	94 13%	68 19% M	87 14%	75 16%	73 19% R	89 13%	19 13% *	39 17%	29 13%	56 14%	10 8%	151 16% W	53 16%	30 20%	11 15% *	19 14% *	15 13% *	62 14%	64 19%				
Very unacceptable	76 7%	43 8%	33 6%	13 4%	16 4% DE	47 13% DE	10 4%	20 7%	19 8%	12 8%	8 15% G*	7 7% *	37 5%	39 11% M	37 6%	39 8%	21 5%	55 8%	14 10% V*	21 9% V	17 8%	17 4%	5 4%	67 7% X	11 3%	14 9% Y	9 13% Y*	21 15% Y*	9 8% *	24 6%	39 12% d				
Don't know	14 1%	5 1%	9 2%	10 3% E	1 0%	3 1%	3 1%	1 0%	4 2%	2 2%	2 4% H*	1 2% *	10 1%	4 1%	4 1%	10 2%	3 1%	11 2%	3 2% V*	1 1%	5 2% V	- - X	8 6% X	6 1% X	6 2%	- - Y	* 1% *	- - *	1 1% *	7 2% e	- -				
NET Acceptable	526 48%	265 49%	260 47%	222 68% EF	205 52% F	99 27%	128 50%	132 47%	109 44%	81 52%	23 45% *	52 56% *	393 53% N	133 38%	306 50%	220 46%	190 49%	336 48%	62 42% *	91 40%	111 51% T	220 56% ST	79 63% X	436 46%	158 48%	57 38%	32 44% *	54 39% *	72 62% YZab*	219 51% e	121 36%				
NET Unacceptable	238 22%	115 21%	123 22%	44 13%	64 16%	131 36% DE	50 20%	63 22%	61 25%	32 20%	13 25% *	19 21% *	131 18%	107 31% M	124 20%	114 24%	94 24%	144 21%	33 23% *	61 26%	46 21%	73 18%	15 12%	217 23% W	64 20%	43 29%	20 28% *	40 29% *	24 21% *	86 20%	103 31% d				

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Taking a video call without headphones
All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income			Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279	
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332	
Very acceptable	16 1%	13 2% C	3 1%	8 3%	5 1%	3 1%	6 2%	4 1%	5 2%	1 1%	* 1% +	- - +	12 2%	4 1%	10 2%	6 1%	7 2%	9 1%	4 3% +	2 1%	3 1%	5 1%	1 1%	15 2%	8 3%	2 1%	1 1% +	3 2% +	- - +	4 1%	7 2%	
Fairly acceptable	92 8%	46 9%	45 8%	51 16% EF	25 6%	17 5%	32 12% IK	24 9%	12 5%	16 10% K	- - +	8 9% +	62 8%	31 9%	45 7%	47 10%	22 6%	71 10% Q	15 10% +	12 5%	26 12% T	37 9%	29 23% X	60 6%	26 8%	8 5%	2 2% +	3 2% +	10 9% +	26 6%	14 4%	
Neither acceptable nor unacceptable	146 13%	78 15%	68 12%	52 16% F	58 15%	36 10%	23 9%	50 17% GI	35 14%	14 9%	10 19% +	15 16% +	106 14%	40 11%	65 11%	81 17% O	43 11%	104 15%	23 15% +	37 16%	25 11%	53 13%	19 15%	122 13%	34 10%	10 7%	5 7% +	22 16% +	19 16% Z*	43 10%	38 12%	
Fairly unacceptable	335 31%	155 29%	180 33%	108 33%	124 31%	103 28%	87 34%	78 28%	77 31%	52 33%	11 22% +	30 32% +	233 32%	102 29%	198 32%	137 29%	127 32%	208 30%	33 23% +	65 28%	70 32%	134 34% S	36 29%	294 31%	103 31%	47 31%	24 33% +	40 29% +	37 32% +	142 33%	88 27%	
Very unacceptable	482 44%	235 44%	245 45%	95 29%	181 46% D	205 56% DE	105 41%	123 43%	116 47%	70 44%	28 54% +	40 43% +	317 43%	165 47%	293 48% P	188 40%	189 48% R	293 42%	68 47% +	112 49%	90 41%	167 42%	34 27%	438 47% W	153 47%	84 55%	40 55% +	69 50% +	49 43% +	210 49%	184 56%	
Don't know	18 2%	9 2%	9 2%	12 4% EF	3 1%	2 1%	4 2%	6 2%	2 1%	3 2%	3 5% +	- - +	9 1%	9 2%	4 1%	13 3% O	3 1%	15 2%	3 2% V*	3 1%	4 2% V	* 0%	7 5% X	11 1%	4 1%	1 1%	1 2% +	1 1% +	- - +	6 1%	- -	
NET Acceptable	108 10%	58 11%	48 9%	59 18% EF	30 7%	19 5%	38 15% IK	28 10%	16 7%	18 11% K	* 1% +	8 9% +	73 10%	35 10%	55 9%	54 11%	28 7%	80 11% Q	19 13% T*	14 6%	29 13% T	42 11%	30 24% X	74 8%	34 10%	10 7%	2 3% +	6 4% +	10 9% +	31 7%	21 6%	
NET Unacceptable	817 75%	390 73%	425 77%	203 62%	306 77% D	308 84% DE	192 75%	201 71%	193 78%	122 78%	39 75% +	70 75% +	550 74%	266 76%	491 80% P	325 69%	316 81% R	501 72%	101 69% +	177 77%	160 73%	301 76%	70 56%	732 78% W	256 78%	130 86%	64 88% +	108 79% +	86 75% +	352 82%	272 82%	

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Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Eating food
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT E5	NON GRADUAT E5	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	110 10%	62 12%	47 9%	63 19% EF	31 8%	15 4%	29 11%	26 9%	27 11%	17 11%	2 3% *	10 11% *	76 10%	34 10%	68 11%	42 9%	43 11%	67 10%	12 8% *	14 6%	26 12%	50 13% T	20 16% X	86 9%	34 10%	9 6%	7 10% *	9 6% *	17 15% Z*	40 9%	21 6%		
Fairly acceptable	343 32%	172 32%	169 31%	122 37% F	155 39% F	66 18%	87 34%	93 33%	72 29%	41 26%	21 41% *	29 31% *	255 34% N	89 25%	208 34%	135 29%	138 35%	205 29%	42 29% *	76 33%	53 24%	146 37% U	46 37%	291 31%	109 33%	46 30%	21 29% *	31 23% *	43 37% *	159 37% e	83 25%		
Neither acceptable nor unacceptable	343 31%	166 31%	177 32%	83 25%	135 34% D	125 34% D	82 32%	89 31%	77 31%	48 31%	20 39% *	28 30% *	236 32%	107 31%	191 31%	152 32%	115 30%	227 32%	53 36% *	68 30%	74 34%	115 29%	31 24%	304 32%	91 28%	51 33%	21 29% *	48 35% *	28 25% *	121 28%	109 33%		
Fairly unacceptable	184 17%	85 16%	99 18%	37 11%	43 11%	104 28% DE	31 12%	56 20% G	53 22% GK	25 16%	4 7% *	16 17% *	105 14%	80 23% M	92 15%	92 19%	60 15%	125 18%	22 15% *	47 20%	35 16%	63 16%	12 9%	171 18% W	63 19%	23 15%	14 19% *	28 21% *	18 16% *	75 17%	70 21%		
Very unacceptable	98 9%	46 9%	52 9%	14 4%	29 7%	55 15% DE	25 10%	20 7%	16 6%	23 15% HI	2 4% *	11 12% *	59 8%	38 11%	51 8%	47 10%	32 8%	66 9%	17 12% V*	24 10%	25 12% V	22 5%	11 9%	83 9%	27 8%	23 15% Y	9 12% *	21 15% *	9 8% *	33 8%	49 15% d		
Don't know	11 1%	5 1%	6 1%	9 3% EF	2 0%	1 0%	3 1%	1 0%	2 1%	3 2%	3 5% H*	- - *	9 1%	3 1%	6 1%	6 1%	2 0%	9 1%	- - *	1 0%	5 2% V	1 0%	6 5% X	5 1%	5 1%	1 0%	* 1% *	- - *	- - *	4 1%	- -		
NET Acceptable	453 42%	234 44%	216 39%	185 57% EF	187 47% F	82 22%	117 45%	119 42%	99 40%	57 37%	23 44% *	39 42% *	331 45% N	123 35%	276 45% P	177 37%	181 46% R	272 39%	54 37% *	90 39%	79 36%	196 49% STU	66 52% X	376 40%	143 44% b	54 36%	28 39% *	40 29% *	60 52% Zb*	200 46% e	104 32%		
NET Unacceptable	282 26%	131 24%	151 27%	51 16%	73 18%	158 43% DE	56 22%	76 27% K	69 28% K	48 31% K	6 11% *	26 28% K*	164 22%	118 34% M	143 23%	139 29%	92 23%	190 27%	39 27% *	71 31% V	61 28%	85 21%	23 19%	254 27%	89 27%	46 30%	23 31% *	49 36% *	27 24% *	107 25%	118 36% d		

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Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Eating strong-smelling food
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		Gender			Age			Region					Employment status			Social grade		Education		Income					Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279			
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Very acceptable	9 1%	7 1%	2 0%	* 0%	4 1%	5 1%	3 1%	1 0%	2 1%	2 1%	- - *	* 0% *	6 1%	4 1%	7 1%	2 0%	2 1%	7 1%	1 1%	- - *	- - *	5 1%	* 0%	9 1%	1 0%	1 1%	- - *	3 2% *	1 1% *	1 0%	4 1%			
Fairly acceptable	53 5%	41 8% C	10 2%	28 9% EF	17 4%	7 2%	15 6%	11 4%	7 3%	11 7%	3 7% *	5 5% *	39 5%	14 4%	23 4%	30 6%	17 4%	36 5%	7 5% *	14 6%	8 4%	21 5%	13 11% X	40 4%	18 5%	6 4%	2 3% *	6 4% *	7 6% *	25 6%	9 3%			
Neither acceptable nor unacceptable	178 16%	94 17%	84 15%	70 21% F	73 18% F	35 10%	42 16%	50 18%	40 16%	17 11%	13 24% J*	16 17% *	124 17%	54 15%	95 15%	82 17%	53 14%	124 18%	22 15% *	29 13%	46 21% T	62 16%	31 25% X	144 15%	49 15%	17 11%	8 11% *	19 14% *	24 20% *	47 11%	52 16%			
Fairly unacceptable	403 37%	190 35%	213 39%	103 31%	157 40%	143 39%	99 39%	108 38%	91 37%	50 32%	19 37% *	36 39% *	273 37%	130 37%	248 40% P	155 33%	162 41% R	241 35%	49 33% *	85 37%	76 35%	161 41%	32 25% W	361 38% W	132 40% b	56 37%	27 37% *	36 26% *	46 40% *	187 43% e	101 30%			
Very unacceptable	436 40%	199 37%	236 43%	119 36%	145 37%	173 47% DE	94 37%	113 40%	105 43%	74 47% K	15 29% *	36 39% *	290 39%	147 42%	240 39%	196 41%	155 40%	282 40%	65 44% *	103 44%	86 39%	146 37%	43 34%	384 41%	125 38%	70 46%	36 49% *	73 53% Yc*	37 32% *	167 39%	165 50% d			
Don't know	10 1%	5 1%	4 1%	7 2% E	1 0%	1 0%	4 1%	- -	1 1%	3 2%	2 4% H*	- - *	8 1%	1 0%	2 0%	8 2% O	* 0%	9 1% Q	1 1% *	- - 2%	3 2%	1 0%	6 5% X	3 0%	4 1%	2 2%	- - *	- - *	- - *	5 1%	1 0%			
NET Acceptable	62 6%	48 9% C	12 2%	29 9% F	21 5%	12 3%	18 7%	13 4%	10 4%	13 8%	3 7% *	5 6% *	44 6%	18 5%	31 5%	32 7%	20 5%	43 6%	9 6% *	14 6%	8 4%	27 7%	14 11% X	48 5%	18 6%	7 5%	2 3% *	9 7% *	9 7% *	26 6%	13 4%			
NET Unacceptable	839 77%	389 73%	449 82% B	222 68%	301 76% D	316 87% DE	194 75%	221 78%	195 79%	124 79%	34 65% *	72 77% *	563 76%	277 79%	488 79%	351 74%	316 81% R	523 75%	114 78% *	188 81%	161 74%	307 77%	75 60%	745 79% W	257 78%	125 82%	62 85% *	109 79% *	83 72% *	354 82%	265 80%			

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ColumnProportions (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Doing your hair or make-up
All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	122 11%	53 10%	68 12%	62 19% EF	42 11% F	18 5%	38 15% H	22 8%	31 13%	17 11%	4 8% *	10 10% *	89 12%	33 9%	74 12%	47 10%	56 14% R	66 9%	15 10% *	17 8%	31 14%	52 13%	13 10%	105 11%	36 11%	9 6%	9 13% *	12 9% *	14 13% *	49 11%	23 7%		
Fairly acceptable	365 34%	166 31%	197 36%	140 43% F	153 39% F	73 20%	88 34%	94 33%	64 26%	59 37% I	24 47% I*	36 38% *	278 38% N	87 25%	231 37% P	134 28%	144 37%	221 32%	39 27% *	61 26%	72 33%	158 40% ST	57 46% X	302 32%	122 37%	42 28%	20 27% *	44 32% *	42 36% *	157 36%	95 29%		
Neither acceptable nor unacceptable	346 32%	178 33%	167 30%	68 21%	124 31% D	154 42% DE	79 31%	100 35%	90 37% L	42 27%	13 25% *	21 23% *	219 30%	128 36%	180 29%	166 35%	108 28%	238 34% Q	59 40% V*	89 39% V	65 30%	102 26%	24 19%	314 33% W	100 30%	56 37%	27 37% *	37 27% *	28 25% *	130 30%	119 36%		
Fairly unacceptable	155 14%	80 15%	75 14%	32 10%	50 13%	72 20% DE	27 11%	46 16%	44 18%	22 14%	4 7% *	13 14% *	99 13%	55 16%	80 13%	74 16%	53 14%	102 15%	20 14% *	32 14%	31 14%	63 16%	14 11%	140 15%	37 11%	28 18%	12 16% *	26 19% *	22 19% *	53 12%	60 18%		
Very unacceptable	85 8%	48 9%	37 7%	15 5%	25 6%	46 12% DE	20 8%	18 6%	14 6%	15 9%	4 8% *	14 15% HI*	42 6%	43 12% M	44 7%	41 9%	26 7%	59 8%	13 9% *	31 13% UV	14 6%	20 5%	10 8%	71 8%	26 8%	15 10%	4 5% *	18 13% *	9 8% *	35 8%	33 10%		
Don't know	16 1%	10 2%	6 1%	10 3% EF	3 1%	3 1%	4 2%	3 1%	3 1%	2 2%	3 5% *	- - *	13 2%	3 1%	6 1%	10 2%	2 1%	14 2%	1 1% *	1 0%	5 2%	2 0%	8 6% X	8 1%	7 2%	1 1%	2 2% *	- - *	- - *	7 2%	2 1%		
NET Acceptable	487 45%	219 41%	264 48% B	202 62% EF	195 49% F	91 25%	126 49%	116 41%	95 39%	75 48%	28 54% *	45 49% *	366 50% N	120 34%	305 50% P	182 38%	200 51% R	287 41%	54 37% *	78 34%	103 47% T	210 53% ST	70 56% X	408 43%	158 48% Z	52 34%	29 40% *	55 40% *	56 49% Z*	207 48% e	118 36%		
NET Unacceptable	240 22%	128 24%	112 20%	47 14%	75 19%	118 32% DE	47 18%	64 23%	58 23%	36 23%	8 15% *	26 28% *	141 19%	99 28% M	125 20%	115 24%	79 20%	161 23%	32 22% *	62 27%	45 21%	83 21%	24 19%	211 22%	64 19%	43 28%	15 21% *	45 33% Y*	31 27% *	88 20%	92 28% d		

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Drinking alcohol
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279			
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332			
Very acceptable	46 4%	36 7% C	10 2%	25 8% EF	13 3%	8 2%	8 3%	9 3%	14 6%	6 4%	3 6% *	5 5% *	34 5%	11 3%	31 5%	15 3%	19 5%	26 4%	- - *	8 3%	12 5% S	22 6% S	3 2%	41 4%	12 4%	3 2%	2 2% *	10 7% *	13 11% yz*	22 5%	10 3%			
Fairly acceptable	141 13%	65 12%	74 13%	53 16% F	58 15% F	29 8%	42 16% H	25 9%	33 13%	22 14%	6 11% *	13 14% *	112 15% N	29 8%	84 14%	56 12%	67 17% R	73 10%	17 12% T*	11 5%	26 12% T	77 19% TU	18 14%	121 13%	46 14%	23 15%	10 14% *	16 12% *	19 16% *	80 18% e	33 10%			
Neither acceptable nor unacceptable	199 18%	106 20%	92 17%	50 15%	83 21%	66 18%	33 13%	63 22% G	41 17%	34 22% G	10 20% *	16 18% *	150 20% N	49 14%	123 20%	76 16%	79 20%	119 17%	23 16% *	38 16%	39 18%	80 20%	22 17%	173 18%	59 18%	26 17%	11 16% *	17 12% *	16 14% *	73 17%	46 14%			
Fairly unacceptable	252 23%	128 24%	123 22%	62 19%	105 27% D	85 23%	62 24%	59 21%	69 28% J	25 16%	15 29% *	23 25% *	172 23%	80 23%	142 23%	111 23%	89 23%	164 23%	25 17% *	48 21%	62 28% S	93 24%	21 16%	228 24%	80 25%	33 22%	17 23% *	28 21% *	26 23% *	109 25%	72 22%			
Very unacceptable	443 41%	195 36%	246 45% B	130 40%	136 34%	177 48% E	111 43%	127 45%	88 36%	66 42%	16 31% *	35 38% *	266 36%	177 51% M	232 38%	211 45%	133 34%	309 44% Q	78 54% UV*	126 54% UV	77 35%	122 31%	58 46%	374 40%	127 39%	66 43%	33 45% *	66 49% *	42 36% *	145 34%	170 51% d			
Don't know	9 1%	5 1%	4 1%	7 2%	1 0%	1 0%	2 1%	1 0%	1 0%	3 2%	2 4% H*	- - *	5 1%	4 1%	4 1%	5 1%	2 0%	7 1%	2 1% *	1 0%	3 2%	2 1%	5 4% X	5 0%	4 1%	1 1%	- - *	- - *	- - *	2 1%	1 0%			
NET Acceptable	186 17%	101 19%	83 15%	78 24% F	71 18% F	37 10%	50 19% H	34 12%	48 19% H	28 18%	9 17% *	18 19% *	146 20% N	40 12%	115 19%	71 15%	87 22% R	99 14%	17 12% *	18 8%	38 17% T	100 25% ST	21 17%	162 17%	58 18%	26 17%	12 16% *	26 19% *	32 28% *	102 24% e	42 13%			
NET Unacceptable	695 64%	324 60%	369 67% B	193 59%	241 61%	261 71% DE	173 67%	186 65%	157 64%	91 58%	31 60% *	58 63% *	438 59%	257 73% M	374 61%	322 68% O	222 57%	473 68% Q	104 71% V*	174 75% UV	139 64%	216 54%	79 63%	601 64%	207 63%	99 65%	50 68% *	95 69% *	68 59% *	255 59%	242 73% d			

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Talking loudly with a fellow passenger
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279			
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332			
Very acceptable	20 2%	15 3%	5 1%	12 4% F	6 1%	3 1%	7 3%	6 2%	6 2%	* 0%	- - +	1 1% +	12 2%	8 2%	11 2%	9 2%	7 2%	13 2%	2 2% +	5 2%	2 1%	9 2%	1 1%	19 2%	6 2%	1 1%	1 2% +	5 4% +	3 3% +	6 1%	7 2%			
Fairly acceptable	167 15%	81 15%	86 16%	83 25% EF	61 15% F	24 7%	38 15%	45 16%	34 14%	29 19%	10 20% +	11 12% +	130 18% N	37 11%	100 16%	67 14%	63 16%	105 15%	8 6% +	31 13% S	37 17% S	81 20% S	20 16%	145 15%	61 19% Z	12 8%	10 14% +	18 13% +	25 22% Z*	74 17% e	35 11%			
Neither acceptable nor unacceptable	279 26%	132 25%	147 27%	86 26%	108 27%	85 23%	63 24%	71 25%	70 28%	35 22%	19 37% +	22 24% +	194 26%	85 24%	162 26%	117 25%	102 26%	177 25%	31 21% +	67 29%	57 26%	102 26%	30 24%	243 26%	89 27% a	42 28% a	8 12% +	24 17% +	34 29% a*	118 27%	68 21%			
Fairly unacceptable	389 36%	182 34%	205 37%	83 25% D	153 39% D	153 42% D	97 38% K	103 36%	87 35%	61 39% K	10 20% +	32 35% +	254 34%	136 39%	218 35%	171 36%	145 37%	244 35%	59 40% +	80 35%	74 34%	141 35%	37 29%	348 37%	112 34%	52 34%	34 47% c*	56 41% +	31 27% +	150 35%	133 40%			
Very unacceptable	221 20%	117 22%	103 19%	55 17%	68 17%	98 27% DE	50 20%	60 21%	47 19%	29 18%	10 20% +	25 27% +	140 19%	81 23%	120 20%	101 21%	70 18%	151 22%	45 31% v*	49 21%	45 21%	62 16%	30 24%	181 19%	57 17%	43 28% Y	19 26% +	34 25% +	22 19% +	81 19%	86 26% d			
Don't know	13 1%	8 2%	4 1%	9 3% E	1 0%	3 1%	3 1%	1 0%	3 1%	3 2%	2 4% H*	* 1% +	9 1%	3 1%	4 1%	9 2%	3 1%	10 1%	1 1% +	- - 2%	4 2%	1 0%	8 6% X	5 1%	4 1%	1 1%	* 1% +	1 1% +	- - +	4 1%	2 1%			
NET Acceptable	188 17%	96 18%	91 17%	94 29% EF	67 17% F	27 7%	44 17%	51 18%	40 16%	29 19%	10 20% +	13 14% +	143 19% N	45 13%	111 18%	76 16%	70 18%	118 17%	10 7% +	36 15% S	38 17% S	91 23% S	21 17%	164 17%	67 20% Z	13 9%	11 16% +	22 16% +	28 25% Z*	79 18%	42 13%			
NET Unacceptable	610 56%	300 56%	308 56%	138 42%	221 56% D	251 69% DE	147 57%	162 57% K	133 54%	89 57%	21 40% +	58 62% K*	393 53%	217 62% M	338 55%	272 57%	216 55%	395 56%	104 71% TUV*	129 56%	119 55%	203 51%	67 54%	529 56%	169 51%	95 62% Yc	53 72% Yc*	90 66% Yc*	53 46% +	231 53%	219 66% d			

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Taking your shoes off
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	13 1%	10 2%	3 1%	8 3%	3 1%	2 1%	5 2%	5 2%	3 1%	* 0%	- - *	- - *	8 1%	6 2%	10 2%	3 1%	8 2%	6 1%	3 2%	- - *	- - *	8 2%	3 3%	10 1%	7 2%	- - *	- - *	2 2%	* 0%	6 1%	2 1%		
Fairly acceptable	52 5%	28 5%	24 4%	16 5%	21 5%	15 4%	10 4%	14 5%	12 5%	7 4%	2 3% *	7 7% *	31 4%	21 6%	27 4%	25 5%	25 6%	27 4%	9 6% *	10 4%	9 4%	19 5%	9 7%	43 5%	15 5%	10 7%	6 8% *	3 2% *	7 6% *	22 5%	12 4%		
Neither acceptable nor unacceptable	155 14%	92 17% C	59 11%	41 13%	50 13%	63 17%	28 11%	45 16%	44 18% L	16 10%	14 28% GIL*	6 7% *	99 13%	56 16%	83 13%	72 15%	50 13%	105 15%	22 15% *	42 18% V	41 19% V	43 11%	19 15%	130 14%	45 14%	24 16%	15 20% *	14 11% *	13 12% *	57 13%	55 17%		
Fairly unacceptable	306 28%	138 26%	168 30%	86 26%	115 29%	106 29%	84 33%	73 26%	61 25%	43 27%	14 27% *	32 35% *	216 29%	90 26%	180 29%	126 27%	119 30%	187 27%	34 23% *	61 26%	53 24%	119 30%	26 20%	275 29%	94 29% a	41 27% a	9 13% *	42 31% a*	37 32% a*	120 28%	99 30%		
Very unacceptable	550 51%	261 49%	289 53%	166 51%	206 52%	178 49%	127 49%	146 51%	123 50%	88 56% K	19 37% *	48 52% *	378 51%	172 49%	312 51%	238 50%	186 48%	364 52%	75 52% *	117 51%	112 51%	205 52%	61 49%	477 51%	160 49%	76 50%	43 59% *	75 55% *	58 50% *	222 51%	164 49%		
Don't know	13 1%	6 1%	7 1%	11 3% EF	1 0%	1 0%	3 1%	2 1%	3 1%	2 2%	3 5% H*	- - *	7 1%	5 2%	4 1%	9 2%	3 1%	10 1%	2 2% *	1 0%	3 2%	2 0%	8 6% X	5 1%	7 2%	1 0%	- - *	- - *	- - *	6 1%	- -		
NET Acceptable	65 6%	38 7%	27 5%	24 7%	24 6%	17 5%	16 6%	19 7%	15 6%	7 5%	2 3% *	7 7% *	39 5%	27 8%	37 6%	29 6%	32 8% R	33 5%	12 8% *	10 4%	9 4%	28 7%	12 10%	53 6%	22 7%	10 7%	6 8% *	5 4% *	8 7% *	28 6%	14 4%		
NET Unacceptable	856 79%	399 74%	456 83% B	251 77%	321 81%	284 78%	211 82% K	218 77%	184 74%	130 83% K	33 63% *	80 86% K*	594 80%	262 75%	492 80%	364 77%	305 78%	551 79%	109 75% *	178 77%	165 76%	324 82%	87 69%	752 80% W	255 78%	117 77%	52 72% *	117 86% *	94 82% *	342 79%	262 79%		

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c/d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026

INTERNAL/CLIENT USE ONLY

Snog Marry Avoid

Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Listening to music or watching videos out loud (without headphones)

All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income					Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+		ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435		146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397		126	940	328	152	73	137	115	432	332		
Very acceptable	4 0%	4 1%	* 0%	3 1%	1 0%	- -	- -	2 1%	2 1%	1 0%	- -	- -	3 0%	1 0%	3 0%	2 0%	3 1%	1 0%	* 0% +	- -	- -	3 1%		2 1%	3 0%	2 1%	- -	* 0% +	1 1% +	* 0% +	1 0%	2 0%		
Fairly acceptable	33 3%	19 4%	13 2%	18 6% F	13 3% F	2 1%	11 4%	9 3%	6 3%	6 4%	- -	1 1% +	27 4%	6 2%	16 3%	17 4%	14 4%	19 3%	1 1% +	5 2%	8 3%	18 4%		7 6%	26 3%	12 4%	3 2%	4 6% +	3 2% +	4 3% +	12 3%	10 3%		
Neither acceptable nor unacceptable	86 8%	38 7%	48 9%	39 12% EF	27 7%	20 5%	27 11% J	20 7%	23 9%	6 4%	2 4% +	8 8% +	53 7%	33 9%	35 6%	51 11% O	19 5%	67 10% Q	18 12% +	21 9%	16 7%	24 6%		15 12% X	62 7%	14 4%	9 6%	2 3% +	10 7% +	8 7% +	18 4%	20 6%		
Fairly unacceptable	303 28%	148 28%	154 28%	106 32%	100 25%	98 27%	76 29%	79 28%	58 24%	46 29%	12 23% +	33 36% +	198 27%	105 30%	160 26%	144 30%	98 25%	205 29%	37 26% +	61 26%	57 26%	116 29%		36 28%	263 28%	83 25%	30 19%	18 25% +	36 26% +	45 39% yz*	120 28%	76 23%		
Very unacceptable	658 60%	324 60%	332 60%	156 48%	256 65% D	246 67% D	141 55%	174 61%	157 64%	98 63%	36 69% +	51 55% +	453 61%	204 58%	403 65% P	255 54%	256 66% R	401 57%	89 61% +	144 63%	136 62%	236 60%		61 49%	586 62% W	214 65% c	110 73% c	48 65% +	87 64% +	57 50% +	279 64%	223 67%		
Don't know	5 0%	3 0%	3 1%	5 2% EF	- -	- -	3 1%	1 0%	- -	- -	2 4% HIJ*	- * -	5 1% -	1 0%	- -	5 1% O	- -	5 1%	- -	- -	2 1%	- -		5 4% X	1 0%	3 1%	- -	- -	- -	- -	3 1%	- -		

NET Acceptable	37 3%	23 4%	13 2%	21 7% F	14 4% F	2 1%	11 4%	11 4%	8 3%	6 4%	- * -	1 1% +	30 4%	7 2%	19 3%	19 4%	17 4%	20 3%	2 1% +	5 2%	8 3%	20 5%	9 7% X	29 3%	14 4%	3 2%	4 6% +	4 3% +	4 4% +	14 3%	12 4%
NET Unacceptable	961 88%	472 88%	486 88%	262 80%	356 90% D	343 94% D	217 84%	253 89%	215 87%	144 92% G	48 92% +	84 90% +	652 88%	309 88%	562 91% P	398 84%	354 91%	606 87%	126 87% +	205 89%	193 88%	352 89%	97 77%	849 90% W	297 91%	140 92%	66 91% +	123 90% +	103 89% +	398 92%	300 90%

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Putting bags on empty seats
All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	38 4%	25 5%	12 2%	18 5% F	18 5% F	3 1%	8 3%	11 4%	5 2%	11 7% I	2 4% +	1 1% +	29 4%	9 3%	25 4%	14 3%	16 4%	23 3%	5 3% +	7 3%	14 6% V	9 2%	9 8% X	29 3%	6 2%	6 4%	4 5% +	4 3% +	2 2% +	12 3%	9 3%		
Fairly acceptable	162 15%	83 15%	79 14%	70 21% F	70 18% F	22 6%	44 17%	41 14%	34 14%	20 13%	6 12% +	17 18% +	114 15%	47 14%	96 16%	65 14%	65 17%	97 14%	28 19% U*	30 13%	20 9%	72 18% U	23 18%	137 15%	56 17%	14 9%	13 18% +	14 10% +	21 18% +	69 16% e	33 10%		
Neither acceptable nor unacceptable	223 21%	112 21%	111 20%	85 26% F	88 22% F	51 14%	50 20%	66 23%	52 21%	30 19%	12 23% +	13 14% +	153 21%	70 20%	131 21%	92 20%	90 23%	133 19%	18 12% +	48 21%	55 25% SV	69 17%	32 25%	185 20%	72 22% b	20 13%	19 26% Zb*	14 10% +	28 24% Zb*	96 22% e	44 13%		
Fairly unacceptable	356 33%	161 30%	194 35%	94 29%	119 30%	143 39% DE	86 33%	77 27%	86 35%	60 38% H	16 31% +	31 34% +	249 34%	108 31%	198 32%	158 33%	131 34%	225 32%	38 26% +	81 35%	58 27%	155 39% SU	29 23%	324 34% W	110 33% a	53 35% a	14 19% +	59 43% a*	34 30% +	132 30%	129 39% d		
Very unacceptable	295 27%	149 28%	145 26%	52 16%	97 24% D	146 40% DE	67 26%	86 30%	66 27%	32 20%	14 27% +	30 33% +	182 25%	112 32% M	163 27%	131 28%	85 22%	210 30% Q	56 39% V*	64 28%	67 30%	91 23%	26 21%	258 27%	80 25%	57 37% Y	23 32% +	46 34% +	30 26% +	117 27%	116 35% d		
Don't know	15 1%	6 1%	8 2%	9 3% F	4 1%	1 0%	3 1%	4 1%	2 1%	4 2%	2 4% +	- - +	11 2%	3 1%	3 0%	12 3% O	2 1%	12 2%	1 1% +	1 0%	5 2% V	1 0%	7 5% X	8 1%	5 2%	1 1%	* 1% +	- - +	- - +	7 2%	1 0%		
NET Acceptable	200 18%	108 20%	91 17%	88 27% F	88 22% F	24 7%	52 20%	52 18%	39 16%	31 20%	8 16% +	18 20% +	143 19%	57 16%	121 20%	79 17%	81 21%	119 17%	33 23% +	36 16%	34 15%	81 20%	32 26% X	166 18%	61 19%	21 14%	17 23% +	18 13% +	23 20% +	81 19%	41 13%		
NET Unacceptable	651 60%	310 58%	339 62%	146 45%	216 55% D	289 79% DE	153 59%	163 57%	152 62%	91 58%	30 57% +	62 66% +	431 58%	220 63%	361 59%	290 61%	216 56%	434 62% Q	94 65% +	145 63%	125 57%	246 62%	55 44%	582 62% W	190 58%	110 72% Yac	37 51% +	105 77% Yac*	64 55% +	248 57%	245 74% d		

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Putting feet on the seats opposite
All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332
Very acceptable	8 1%	6 1%	2 0%	6 2%	* 0%	2 0%	2 1%	2 1%	- -	4 2%	- -	- -	6 1%	2 1%	8 1%	* 0%	4 1%	4 1%	1 1%	1 0%	* 0%	4 1%	* 0%	8 1%	3 1%	- -	* 1%	- -	2 2%	5 1%	- -
Fairly acceptable	35 3%	25 5%	9 2%	20 6%	14 4%	2 0%	7 3%	12 4%	6 2%	6 4%	2 3%	3 3%	29 4%	6 2%	23 4%	12 3%	12 3%	23 3%	4 3%	4 2%	8 4%	17 4%	9 7%	26 3%	14 4%	5 3%	- -	5 3%	3 3%	15 4%	7 2%
Neither acceptable nor unacceptable	87 8%	45 8%	42 8%	46 14%	32 8%	9 3%	28 11%	23 8%	17 7%	10 6%	5 9%	4 5%	63 9%	24 7%	55 9%	32 7%	35 9%	52 7%	15 10%	17 7%	20 9%	25 6%	14 12%	68 7%	18 6%	13 8%	3 4%	8 6%	12 11%	31 7%	18 6%
Fairly unacceptable	305 28%	150 28%	153 28%	93 29%	142 36%	70 19%	65 25%	80 28%	75 30%	44 28%	15 29%	26 28%	226 31%	78 22%	170 28%	135 28%	98 25%	206 30%	31 21%	53 23%	65 30%	130 33%	27 22%	273 29%	100 30%	35 23%	13 19%	38 28%	29 25%	122 28%	77 23%
Very unacceptable	644 59%	303 57%	340 62%	153 47%	208 52%	283 78%	152 59%	167 59%	146 59%	91 58%	28 55%	60 64%	406 55%	238 68%	358 58%	286 61%	239 61%	405 58%	94 64%	156 68%	121 56%	220 55%	67 53%	564 60%	189 58%	99 65%	56 76%	86 63%	69 59%	254 59%	230 69%
Don't know	10 1%	6 1%	3 1%	10 3%	- -	- -	3 1%	- -	2 1%	2 1%	2 H*	- *	9 1%	1 0%	2 0%	8 2%	1 0%	9 1%	1 1%	- -	4 2%	- -	8 6%	2 0%	4 1%	- -	- -	- -	- -	4 1%	- -

NET Acceptable	43 4%	31 6%	11 2%	25 8%	15 4%	3 1%	9 4%	14 5%	6 2%	10 6%	2 3%	3 3%	35 5%	8 2%	31 5%	12 3%	17 4%	27 4%	5 4%	5 2%	8 4%	22 5%	10 8%	34 4%	17 5%	5 3%	* 1%	5 3%	6 5%	21 5%	7 2%
NET Unacceptable	949 87%	453 85%	493 90%	247 75%	349 88%	353 97%	216 84%	247 87%	221 90%	135 86%	43 84%	86 92%	632 86%	317 90%	528 86%	421 89%	337 87%	611 87%	125 86%	209 91%	187 85%	350 88%	94 75%	837 89%	289 88%	134 88%	69 95%	124 91%	98 85%	376 87%	307 93%

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25-061766-37 - 11th - TBC September 2026

INTERNAL/CLIENT USE ONLY

Snog Marry Avoid

Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Not offering your seat to someone who may need it more

All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332
Very acceptable	19 2%	10 2%	9 2%	12 4%	1 0%	6 2%	1 1%	3 1%	6 2%	3 2%	3 6% GH*	3 4% *	18 2% N	2 0%	9 1%	10 2%	8 2%	11 2%	- - *	2 1%	4 2%	9 2%	3 3%	16 2%	2 1%	5 3%	- - *	2 1%	6 5% Y*	8 2%	1 0%
Fairly acceptable	29 3%	19 4%	10 2%	16 5%	9 2%	5 1%	3 1%	8 3%	11 4%	7 4%	- - *	- - *	25 3%	4 1%	19 3%	11 2%	20 5% R	10 1%	2 1%	6 3%	7 3%	14 4%	10 8% X	19 2%	11 3%	4 3%	6 8% C*	3 2% *	1 1% *	14 3%	10 3%
Neither acceptable nor unacceptable	146 13%	89 17% C	57 10%	63 19% F	53 13%	31 8%	36 14%	49 17% L	37 15% L	15 9%	4 7% *	5 5% *	97 13%	49 14%	82 13%	64 14%	42 11%	104 15%	20 14% *	31 13%	33 15%	46 12%	21 17%	117 12%	41 13%	13 9%	8 11% *	15 11% *	16 14% *	41 9%	36 11%
Fairly unacceptable	378 35%	189 35%	189 34%	106 32%	148 37%	125 34%	100 39%	94 33%	76 31%	49 32%	21 41% *	38 41% *	256 35%	123 35%	220 36%	158 33%	140 36%	238 34%	46 32% *	69 30%	79 36%	149 37%	40 32%	334 36%	127 39%	44 29%	20 27% *	38 28% *	49 42% *	156 36%	108 33%
Very unacceptable	505 46%	223 42%	279 51% B	120 37%	187 47% D	198 54% D	114 44%	126 44%	117 47%	81 52%	21 41% *	47 50% *	335 45%	170 49%	282 46%	223 47%	178 46%	328 47%	78 54% *	122 53%	92 42%	176 44%	44 35%	450 48% W	141 43%	85 56% Yc	38 52% *	80 58% Yc*	44 38% *	209 48%	177 53%
Don't know	11 1%	6 1%	5 1%	10 3% EF	- -	1 0%	3 1%	3 1%	* 0%	2 2%	3 5% I*	- - *	8 1%	3 1%	4 1%	7 1%	2 1%	8 1%	- - *	1 0%	3 2%	2 1%	7 5% X	4 0%	5 1%	- -	1 1% *	- - *	- - *	4 1%	- -

NET Acceptable	49 4%	29 5%	19 4%	28 9% EF	10 2%	11 3%	5 2%	11 4%	16 7% G	9 6%	3 6% *	3 4% *	43 6% N	6 2%	28 5%	21 4%	28 7% R	21 3%	2 1% *	8 3%	11 5%	24 6% S	13 11% X	35 4%	14 4%	9 6%	6 8% *	5 3% *	7 6% *	22 5%	11 3%
NET Unacceptable	884 81%	412 77%	468 85% B	227 69% D	334 84% D	323 88% D	214 83%	221 78%	193 78%	130 83%	42 81% *	85 91% H*	591 80%	293 84%	502 82%	381 81%	318 82%	566 81%	125 85% *	191 83%	172 78%	325 82%	84 67%	784 83% W	269 82%	130 86%	58 79% *	118 86% *	92 80% *	365 85%	285 86%

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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Snog Marry Avoid

Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Manspreading (i.e sitting with your legs or body stretched so that you invade the space of the person sitting next to you)

All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332
Very acceptable	17 2%	14 3% C	3 0%	9 3%	5 1%	2 1%	3 1%	5 2%	3 1%	4 2%	- - +	1 1% +	12 2%	5 1%	9 1%	8 2%	6 2%	10 1%	1 1% +	4 2%	1 1%	10 2%	3 2%	14 1%	6 2%	- - +	- - +	5 4% +	2 2% +	6 1%	5 1%
Fairly acceptable	28 3%	18 3%	10 2%	14 4% F	13 3% F	- - -	11 4% I	9 3%	1 1%	6 4%	- - +	* 0% +	24 3%	4 1%	16 3%	12 2%	12 3%	15 2%	1 1% +	7 3%	5 2%	14 3%	8 7% x	18 2%	6 2%	4 3%	1 2% +	7 5% +	2 1% +	9 2%	9 3%
Neither acceptable nor unacceptable	83 8%	69 13% C	14 3%	42 13% F	31 8% F	10 3%	18 7%	25 9%	21 9%	9 6%	4 8% +	6 6% +	53 7%	30 9%	50 8%	33 7%	26 7%	57 8%	7 5% +	17 7%	17 8%	38 9%	15 12%	66 7%	23 7%	9 6%	6 8% +	8 6% +	15 13% +	25 6%	17 5%
Fairly unacceptable	368 34%	197 37%	169 31%	105 32%	141 36%	122 34%	94 36%	100 35%	85 34%	46 30%	13 24% +	31 33% +	253 34%	115 33%	195 32%	173 37%	115 30%	253 36% Q	50 34% +	78 34%	73 33%	137 35%	31 25%	332 35% w	116 35%	51 34%	22 30% +	45 33% +	30 26% +	149 34%	111 34%
Very unacceptable	583 53%	231 43%	350 64% B	151 46%	204 51%	228 62% DE	125 49%	143 50%	135 55%	90 58%	33 65% +	55 60% +	388 53%	194 56%	343 56%	240 51%	227 58% R	355 51%	83 57% +	125 54%	121 55%	197 50%	63 50%	505 54%	172 52%	87 57%	44 61% +	73 53% +	65 56% +	237 55%	190 57%
Don't know	11 1%	7 1%	4 1%	7 2%	2 1%	2 1%	6 2% I	2 1%	- -	1 1%	2 1% I*	- - +	8 1%	3 1%	3 0%	8 2%	2 1%	9 1%	4 2% T*	- - 1%	2 1%	1 0%	6 5% x	5 1%	4 1%	- - +	- - +	- - +	2 1% +	6 1%	- -

NET Acceptable	44 4%	32 6% C	13 2%	23 7% F	19 5% F	2 1%	14 6%	14 5%	5 2%	10 6%	- - +	1 1% +	36 5%	8 2%	25 4%	19 4%	19 5%	25 4%	3 2% +	11 5%	6 3%	23 6%	11 9% x	31 3%	13 4%	4 3%	1 2% +	11 8% +	4 4% +	15 3%	13 4%
NET Unacceptable	951 87%	428 80%	519 94% B	256 78%	345 87% D	350 96% DE	219 85%	243 85%	220 89%	137 87%	46 89% +	86 93% +	641 87%	309 88%	538 87%	413 87%	343 88%	608 87%	133 91% +	203 88%	194 89%	335 84%	94 75%	837 89% w	287 88%	138 91%	66 91% +	117 86% +	95 82% +	386 89%	301 91%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Boarding before passengers get off first
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	18-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERVA TIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332
Very acceptable	4 0%	2 0%	1 0%	2 1%	1 0%	- -	1 1%	- -	1 0%	1 1%	- - *	- - *	4 0%	- -	2 0%	1 0%	3 1%	1 0%	1 1% *	* 0%	- -	2 0%	1 1%	2 0%	2 1%	1 1%	- - *	- - *	- - *	2 1%	- -
Fairly acceptable	35 3%	23 4%	12 2%	26 8% EF	8 2% F	1 0%	10 4%	9 3%	8 3%	2 2%	1 1% *	5 5% *	22 3%	12 3%	13 2%	22 5% O	13 3%	21 3%	5 4% *	4 2%	10 5%	14 3%	15 12% x	19 2%	14 4%	3 2%	* 0% *	1 1% *	4 4% *	9 2%	4 1%
Neither acceptable nor unacceptable	113 10%	59 11%	55 10%	38 12%	47 12%	28 8%	25 10%	35 12%	22 9%	18 12%	4 7% *	9 9% *	78 11%	35 10%	56 9%	57 12%	31 8%	83 12%	12 8% *	34 15% v	27 12% v	26 7%	21 17% x	83 9%	20 6%	18 12%	5 7% *	13 9% *	16 13% y*	37 9%	27 8%
Fairly unacceptable	435 40%	207 39%	226 41%	134 41%	160 40%	141 39%	110 43%	112 39%	103 42%	61 39%	21 41% *	28 30% *	307 41%	128 37%	241 39%	194 41%	145 37%	290 42%	53 37% *	82 36%	89 41%	172 43%	41 33%	389 41%	137 42%	50 33%	30 42% *	57 42% *	44 38% *	169 39%	133 40%
Very unacceptable	486 45%	235 44%	249 45%	117 36%	175 44%	194 53% DE	107 42%	122 43%	112 45%	70 45%	23 45% *	51 55% *	319 43%	167 48%	299 49% P	187 40%	197 51% R	289 41%	70 48% *	108 47%	89 41%	182 46%	39 31%	437 47% w	150 46%	79 52%	37 51% *	66 48% *	50 43% *	208 48%	165 50%
Don't know	17 2%	11 2%	6 1%	10 3% F	5 1%	2 0%	4 1%	6 2%	1 1%	3 2%	3 5% I*	- - *	10 1%	7 2%	4 1%	12 3% O	1 0%	15 2% Q	4 2% *	2 1%	3 2%	2 0%	7 6% x	9 1%	5 1%	1 1%	- - *	- - *	2 2% *	7 2%	3 1%
NET Acceptable	38 4%	25 5%	13 2%	28 9% EF	9 2% F	1 0%	11 4%	9 3%	8 3%	4 2%	1 1% *	5 5% *	26 4%	12 3%	15 2%	23 5%	16 4%	22 3%	7 5% *	5 2%	10 5%	15 4%	17 13% x	21 2%	16 5%	4 3%	* 0% *	1 1% *	4 4% *	12 3%	4 1%
NET Unacceptable	921 85%	442 82%	476 87%	251 77%	335 85% D	335 92% DE	217 84%	234 82%	214 87%	131 84%	45 87% *	79 85% *	625 85%	296 84%	540 88% P	381 81%	342 88% R	579 83%	123 85% *	190 82%	178 81%	354 89% TU	80 64%	827 88% w	288 88%	129 85%	68 93% *	123 90% *	93 81% *	377 87%	298 90%

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ColumnProportions (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
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Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Vaping
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status		Social grade		Education		Income					Ethnicity		Election 2024 LIBERAL					Referendum 2016		
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	16 1%	14 3% C	2 0%	9 3%	3 1%	4 1%	2 1%	2 1%	6 2%	3 2%	3 5% GH*	- - *	13 2%	3 1%	9 1%	7 1%	4 1%	12 2%	1 1% *	1 0%	6 3%	5 1%	1 1%	13 1%	2 1%	2 1%	- - *	2 1% *	4 3% *	3 1%	5 1%		
Fairly acceptable	32 3%	18 3%	13 2%	15 5%	9 2%	8 2%	7 3%	13 5%	7 3%	4 2%	* 1% *	- - *	23 3%	8 2%	18 3%	14 3%	13 3%	18 3%	2 1% *	2 1%	13 6% T	12 3%	7 6%	24 3%	9 3%	6 4%	2 3% *	4 3% *	2 2% *	13 3%	6 2%		
Neither acceptable nor unacceptable	59 5%	36 7%	23 4%	24 7%	15 4%	21 6%	15 6%	15 5%	9 4%	8 5%	2 4% *	9 10% *	38 5%	21 6%	35 6%	25 5%	22 6%	37 5%	8 5% *	14 6%	13 6%	17 4%	14 11% X	43 5%	16 5%	14 9% ab	* 1% *	3 2% *	7 6% *	25 6%	13 4%		
Fairly unacceptable	189 17%	103 19%	85 15%	69 21% F	78 20% F	42 12%	43 17%	45 16%	35 14%	38 24% I	9 18% *	19 20% *	139 19%	51 14%	101 16%	89 19%	57 15%	132 19%	21 14% *	34 15%	36 17%	75 19%	27 21%	156 17%	51 16%	21 14%	13 18% *	29 21% *	22 19% *	80 19%	51 15%		
Very unacceptable	785 72%	362 68%	421 77% B	205 63%	291 73% D	289 79% D	190 74%	207 73%	186 75%	102 65%	36 69% *	65 70% *	521 70%	264 75%	450 73%	335 71%	292 75%	493 71%	113 77% *	180 78% U	147 67%	286 72%	72 57%	700 74% W	249 76%	108 71%	58 79% *	99 73% *	80 70% *	309 71%	256 77%		
Don't know	7 1%	3 1%	5 1%	5 2%	2 0%	1 0%	1 0%	1 0%	3 1%	1 1%	2 4% GH*	- - *	5 1%	2 1%	2 0%	5 1%	1 0%	6 1%	1 1% *	- - 2%	3 2%	1 0%	5 4% X	3 0%	2 1%	- - *	- - *	- - *	- - *	2 0%	- -		
NET Acceptable	48 4%	32 6% C	15 3%	24 7% E	12 3%	12 3%	9 3%	15 5%	13 5%	7 4%	3 6% L*	- - *	36 5%	12 3%	27 4%	21 4%	17 4%	31 4%	3 2% *	3 1%	18 8% ST	18 4%	8 6%	38 4%	11 3%	8 5%	2 3% *	6 4% *	6 5% *	16 4%	11 3%		
NET Unacceptable	974 89%	464 87%	506 92% B	275 84%	368 93% D	331 91% D	232 90%	253 89%	221 90%	140 89%	45 86% *	84 90% *	660 89%	315 90%	551 90%	423 89%	349 90%	625 89%	134 91% *	214 93% U	184 84%	361 91% U	99 79%	857 91% W	300 91%	130 85%	70 97% Z*	128 94% *	103 89% *	389 90%	307 93%		

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Travelling without a valid ticket
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024 LIBERAL						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	17 2%	10 2%	6 1%	7 2%	8 2%	2 1%	4 1%	4 1%	3 1%	6 4%	- - *	1 1% *	11 2%	6 2%	6 1%	11 2%	4 1%	13 2%	4 3% *	3 1%	2 1%	4 1%	5 4% x	12 1%	1 0%	2 1%	1 1% *	2 1% *	3 3% *	7 2%	1 2%		
Fairly acceptable	31 3%	20 4%	11 2%	23 7% EF	4 1%	4 1%	6 2%	9 3%	7 3%	5 3%	4 9% L*	- - *	25 3%	6 2%	19 3%	12 3%	15 4%	16 2%	3 2% *	7 3%	7 3%	12 3%	9 7% x	22 2%	11 3%	2 2%	3 4% *	2 2% *	9 7% Z*	13 3%	5 2%		
Neither acceptable nor unacceptable	89 8%	46 9%	43 8%	43 13% EF	30 7%	17 5%	23 9%	23 8%	15 6%	15 10%	4 8% *	9 10% *	62 8%	27 8%	50 8%	39 8%	30 8%	59 9%	18 12% *	22 10%	13 6%	31 8%	17 13% x	70 7%	20 6%	4 3%	2 3% *	11 8% *	16 14% YZa*	32 7%	19 6%		
Fairly unacceptable	221 20%	95 18%	125 23%	82 25% F	99 25% F	40 11%	45 18%	56 20%	52 21%	36 23%	12 23% *	20 22% *	161 22%	60 17%	127 21%	94 20%	91 23%	130 19%	28 19% *	35 15%	52 24%	79 20%	31 25%	183 20%	72 22% z	18 12%	9 12% *	18 13% *	22 19% *	87 20% e	45 13%		
Very unacceptable	722 66%	360 67%	361 66%	165 50%	255 64% D	302 83% DE	177 69%	193 68%	169 68%	92 59%	29 56% *	63 67% *	472 64%	249 71% M	413 67%	309 65%	249 64%	472 68%	94 64% *	163 71%	142 65%	271 68%	58 46%	650 69% w	219 67%	126 83% Yc	58 80% c*	104 76% c*	66 57% *	288 67%	261 79% d		
Don't know	9 1%	5 1%	4 1%	8 2% EF	1 0%	- -	3 1%	- -	1 1%	3 2% H	2 4% H*	- - *	7 1%	2 1%	1 0%	8 2% O	1 0%	8 1%	- - *	1 0%	3 2% v	- - -	6 5% x	3 0%	5 2%	- -	- - *	- - *	- - *	5 1%	- -		
NET Acceptable	48 4%	30 6%	17 3%	30 9% EF	12 3%	6 2%	10 4%	13 5%	10 4%	11 7%	4 9% L*	1 1% *	36 5%	12 3%	25 4%	24 5%	19 5%	29 4%	7 5% *	10 4%	9 4%	16 4%	15 12% x	34 4%	12 4%	4 3%	4 5% *	4 3% *	12 10% YZ*	20 5%	7 2%		
NET Unacceptable	942 87%	455 85%	485 88%	246 75%	354 89% D	342 94% D	222 86%	249 87%	221 90%	127 81%	41 79% *	83 89% *	634 86%	309 88%	540 88%	402 85%	340 87%	602 86%	121 83% *	198 86%	193 88%	350 88%	89 70%	833 89% w	291 89% c	143 94% c	67 92% c*	121 89% c*	88 76% *	375 87%	306 92% d		

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ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q7. Do you consider the following to be acceptable or unacceptable behaviour on public transport? - Leaving rubbish behind/ Littering
All adults aged 18-75 in Great Britain

		Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Very acceptable	8 1%	8 2% C	- -	4 1%	2 0%	3 1%	6 2% I	1 0%	- -	2 1%	- -	- -	8 1%	1 0%	6 1%	3 1%	3 1%	6 1%	2 1% +	1 0%	1 0%	4 1%	1 1%	8 1%	2 1%	2 1%	- - +	1 1% +	- - +	3 1%	1 0%		
Fairly acceptable	16 2%	10 2%	7 1%	12 4% EF	3 1%	1 0%	2 1%	8 3%	1 1%	3 2%	3 5% GI*	- -	14 2%	3 1%	10 2%	6 1%	6 1%	10 2%	1 1% +	1 0%	7 3%	7 2%	6 5% X	10 1%	5 2%	3 2%	* 1% +	1 0% +	5 4% +	6 1%	3 1%		
Neither acceptable nor unacceptable	24 2%	19 4% C	4 1%	10 3%	10 3%	4 1%	3 1%	11 4%	6 2%	3 2%	- - +	1 1% +	17 2%	7 2%	15 2%	9 2%	10 2%	14 2%	5 3% +	8 3%	5 2%	5 1%	7 5% X	15 2%	5 2%	3 2%	- - +	4 3% +	2 2% +	7 2%	4 1%		
Fairly unacceptable	198 18%	107 20%	90 16%	66 20%	76 19%	57 16%	41 16%	50 17%	45 18%	30 19%	7 14% +	24 26% +	130 18%	68 20%	99 16%	99 21%	62 16%	136 19%	24 16% +	37 16%	41 19%	75 19%	24 19%	170 18%	52 16%	29 19%	12 17% +	23 17% +	27 23% +	78 18%	53 16%		
Very unacceptable	834 77%	386 72%	445 81% B	227 69%	306 77% D	300 82% D	202 79%	215 76%	192 78%	117 75%	40 77% +	68 73% +	563 76%	271 78%	484 79%	350 74%	309 79%	525 75%	113 78% +	184 80%	162 74%	306 77%	81 64%	736 78% W	259 79%	115 76%	60 82% +	108 79% +	82 71% +	334 77%	270 81%		
Don't know	8 1%	5 1%	3 1%	8 3% EF	- -	- -	3 1%	- -	2 1%	2 1%	2 4% H*	- - +	8 1%	- -	2 0%	7 1%	* 0%	8 1%	1 1% +	- - 2%	3 2%	* 0%	7 5% X	2 0%	4 1%	- -	* 0% +	- - +	- - +	4 1%	- -		
NET Acceptable	25 2%	18 3% C	7 1%	16 5% EF	4 1%	4 1%	8 3%	9 3%	1 1%	4 3%	3 5% I*	- - +	21 3%	4 1%	16 3%	9 2%	9 2%	16 2%	3 2% +	2 1%	8 4%	11 3%	7 5% X	18 2%	7 2%	5 3%	* 1% +	2 2% +	5 4% +	9 2%	4 1%		
NET Unacceptable	1032 95%	493 92%	535 97% B	293 89%	382 96% D	357 98% D	244 95%	265 93%	237 96%	148 94%	47 91% +	92 99% K*	692 94%	340 97% M	583 95%	449 95%	371 95%	661 95%	137 94% +	221 96%	203 93%	381 96%	105 84%	906 96% W	312 95%	144 95%	72 99% +	131 96% +	109 94% +	412 95%	324 98%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F, G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)