

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 1

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?**Summary Table****Base: All respondents**

	Organisations											
	Banks and financial services	Energy companies	Tobacco industry	Media/journalists	Politicians	Supermarkets	Pharmaceutical companies	Short-term loan companies	Train companies	Airline operators	Mobile phone operators	Social media / technology companies
Unweighted base	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111
Weighted base	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111	4111
NET: Trust a lot/somewhat	819 20%	524 13%	351 9%	506 12%	317 8%	1750 43%	1256 31%	168 4%	1215 30%	1438 35%	1002 24%	848 21%
I trust it a lot (5)	109 3%	54 1%	55 1%	61 1%	28 1%	226 6%	221 5%	25 1%	124 3%	229 6%	120 3%	103 3%
I trust it somewhat (4)	710 17%	471 11%	296 7%	445 11%	290 7%	1524 37%	1034 25%	143 3%	1091 27%	1209 29%	882 21%	746 18%
I neither trust nor distrust it (3)	1041 25%	988 24%	1343 33%	1137 28%	768 19%	1474 36%	1444 35%	501 12%	1822 44%	1827 44%	1701 41%	1895 46%
I distrust it somewhat (2)	1240 30%	1500 36%	1133 28%	1498 36%	1301 32%	694 17%	932 23%	784 19%	808 20%	658 16%	1029 25%	995 24%
I distrust it a lot (1)	1011 25%	1098 27%	1284 31%	970 24%	1725 42%	194 5%	479 12%	2658 65%	267 6%	188 5%	379 9%	373 9%
NET: Distrust a lot/somewhat	2251 55%	2599 63%	2417 59%	2469 60%	3026 74%	887 22%	1411 34%	3441 84%	1074 26%	846 21%	1408 34%	1367 33%
Mean	2.43	2.24	2.20	2.30	1.93	3.22	2.90	1.56	3.00	3.15	2.84	2.81
Standard deviation	1.11	1.01	1.00	0.99	0.97	0.95	1.07	0.88	0.92	0.91	0.96	0.92
Standard error	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.01

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Table 2

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Banks and financial services

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	819 20%	363 18%	456 22%	130 27%	172 25%	128 19%	115 16%	88 14%	185 21%	239 22%	217 19%	178 20%	185 19%	60 16%	31 19%	84 19%	67 18%	74 20%	58 20%	44 21%	80 19%	138 26%	113 20%	71 19%	111 20%	352 20%	
I trust it a lot	(5) 3%	109 3%	59 3%	50 2%	21 4%	22 3%	27 4%	17 2%	9 1%	14 2%	34 3%	31 3%	22 2%	23 2%	9 2%	6 3%	13 3%	9 3%	11 3%	2 1%	10 5%	10 2%	19 4%	18 3%	3 1%	18 3%	54 3%
I trust it some- what	(4) 17%	710 17%	304 15%	406 19%	109 22%	150 22%	101 15%	99 13%	80 13%	171 19%	205 19%	186 16%	156 17%	162 17%	51 14%	25 15%	71 16%	57 15%	63 17%	55 19%	34 17%	70 17%	119 22%	95 17%	68 18%	93 17%	298 17%
I neither trust nor distrust it	(3) 25%	1041 25%	483 24%	558 27%	169 35%	202 29%	186 27%	157 21%	125 20%	202 23%	268 24%	280 25%	211 24%	283 29%	88 24%	50 30%	118 26%	81 22%	104 28%	71 25%	51 25%	100 24%	132 25%	138 24%	109 29%	112 20%	472 27%
I distrust it somewhat	(2) 30%	1240 30%	599 30%	641 31%	120 25%	198 29%	196 28%	242 33%	217 35%	268 30%	332 30%	372 33%	256 29%	280 29%	112 30%	42 26%	141 31%	125 34%	100 27%	94 33%	57 28%	131 32%	153 29%	183 32%	103 28%	186 34%	506 29%
I distrust it a lot	(1) 25%	1011 25%	569 28%	442 21%	70 14%	120 17%	182 26%	219 30%	181 30%	239 27%	260 24%	270 24%	251 28%	229 23%	110 30%	42 25%	110 24%	97 26%	92 25%	65 23%	53 26%	100 24%	112 21%	142 25%	87 24%	146 26%	416 24%
NET: Distrust a lot/ somewhat	2251 55%	1168 58%	1083 52%	190 39%	318 46%	378 55%	461 63%	397 65%	507 65%	592 54%	643 56%	507 57%	509 52%	222 60%	84 51%	250 55%	222 60%	193 52%	159 55%	110 54%	231 56%	264 49%	325 56%	190 51%	332 60%	923 53%	
Mean	2.43	2.35	2.51	2.78	2.65	2.42	2.25	2.21	2.39	2.47	2.42	2.38	2.46	2.29	2.46	2.42	2.34	2.46	2.43	2.46	2.41	2.59	2.42	2.45	2.37	2.47	
Standard deviation	1.11	1.13	1.10	1.08	1.10	1.14	1.09	1.05	1.12	1.13	1.10	1.14	1.09	1.11	1.13	1.10	1.10	1.12	1.07	1.18	1.10	1.15	1.12	1.07	1.14	1.12	
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.06	0.09	0.05	0.06	0.06	0.06	0.08	0.06	0.05	0.04	0.06	0.05	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 2

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?**Banks and financial services****Base: All respondents**

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	819 20%	119 34%	247 26%	203 19%	57 23%	105 17%	252 21%	151 18%	124 17%	
I trust it a lot	(5) 3%	109 8%	30 3%	32 3%	35 3%	7 1%	5 2%	28 3%	26 2%	16 2%
I trust it some- what	(4) 17%	710 25%	89 23%	215 15%	168 20%	50 16%	99 19%	224 15%	125 15%	108 15%
I neither trust nor distrust it	(3) 25%	1041 19%	66 28%	266 23%	251 28%	72 19%	117 26%	310 24%	201 21%	148 21%
I distrust it somewhat	(2) 30%	1240 27%	96 30%	284 33%	363 31%	78 28%	172 30%	359 30%	249 34%	242 34%
I distrust it a lot	(1) 25%	1011 20%	72 16%	148 25%	275 18%	45 36%	219 24%	284 27%	219 28%	202 28%
NET: Distrust a lot/ somewhat	2251 55%	168 48%	432 46%	638 58%	123 49%	390 64%	643 53%	469 57%	444 62%	
Mean	2.43	2.74	2.68	2.38	2.59	2.18	2.46	2.38	2.29	
Standard deviation	1.11	1.27	1.09	1.11	1.08	1.12	1.11	1.12	1.10	
Standard error	0.02	0.07	0.04	0.03	0.07	0.05	0.03	0.04	0.04	

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Absolutes/col percents

Table 3

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Energy companies

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747
NET: Trust a lot/ somewhat	524 13%	239 12%	285 14%	70 14%	132 19%	91 13%	73 10%	65 11%	93 10%	151 14%	130 11%	111 12%	132 14%	54 15%	15 9%	52 12%	45 12%	46 12%	36 13%	31 15%	40 10%	90 17%	79 14%	36 10%	84 15%	236 13%
I trust it a lot	(5) 54 1%	34 2%	19 1%	5 1%	20 3%	11 2%	11 1%	4 1%	3 *	16 1%	9 1%	12 1%	17 2%	7 2%	2 1%	9 2%	4 1%	4 1%	3 1%	3 2%	1 *	13 2%	7 1%	* *	11 2%	33 2%
I trust it some- what	(4) 471 11%	205 10%	266 13%	65 13%	112 16%	80 11%	63 9%	61 10%	90 10%	135 12%	121 11%	99 11%	115 12%	47 13%	13 8%	43 10%	41 11%	41 11%	33 11%	27 13%	39 10%	77 14%	72 13%	36 10%	73 13%	203 12%
I neither trust nor distrust it	(3) 988 24%	454 23%	534 25%	188 39%	178 26%	168 24%	137 19%	126 21%	191 21%	298 27%	275 24%	190 21%	225 23%	85 23%	38 23%	107 24%	75 20%	97 26%	78 27%	47 23%	101 24%	142 27%	116 20%	103 28%	102 18%	450 26%
I distrust it somewhat	(2) 1500 36%	707 35%	793 38%	154 32%	222 32%	236 34%	278 38%	240 39%	371 41%	369 34%	435 38%	334 37%	363 37%	132 36%	57 35%	158 35%	145 39%	129 35%	99 34%	70 34%	164 40%	174 33%	220 38%	152 41%	211 38%	600 34%
I distrust it a lot	(1) 1098 27%	614 30%	484 23%	76 16%	160 23%	198 29%	245 33%	179 29%	240 27%	281 26%	299 26%	261 29%	257 26%	98 27%	54 33%	135 30%	106 29%	98 27%	75 26%	57 28%	107 26%	129 24%	160 28%	79 21%	158 28%	462 26%
NET: Distrust a lot/ somewhat	2599 63%	1321 66%	1277 61%	231 47%	382 55%	434 63%	523 71%	420 69%	610 68%	650 59%	734 64%	595 66%	620 63%	231 62%	112 68%	292 65%	251 68%	227 61%	174 61%	127 62%	271 66%	303 57%	380 66%	231 62%	369 66%	1062 61%
Mean	2.24	2.17	2.31	2.52	2.44	2.24	2.07	2.13	2.16	2.30	2.21	2.18	2.26	2.28	2.09	2.19	2.17	2.26	2.27	2.27	2.18	2.39	2.21	2.26	2.22	2.28
Standard deviation	1.01	1.03	0.99	0.94	1.10	1.04	1.00	0.97	0.94	1.03	0.98	1.02	1.03	1.05	0.99	1.03	1.00	1.01	1.01	1.06	0.93	1.07	1.03	0.91	1.06	1.04
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.07	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.05	0.03

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Table 3

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Energy companies

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	524 13%	99 28%	154 16%	155 14%	43 17%	54 9%	153 13%	127 16%	76 11%
I trust it a lot	(5) 1%	54 6%	21 1%	14 2%	24 2%	5 1%	5 1%	11 2%	19 5%
I trust it some- what	(4) 11%	471 22%	77 15%	140 12%	131 15%	38 8%	49 12%	142 13%	108 10%
I neither trust nor distrust it	(3) 24%	988 23%	81 27%	256 21%	233 27%	69 16%	100 24%	284 18%	152 23%
I distrust it somewhat	(2) 36%	1500 29%	101 36%	336 37%	402 41%	102 37%	225 36%	439 38%	312 38%
I distrust it a lot	(1) 27%	1098 27%	73 21%	200 21%	302 28%	38 15%	233 38%	328 27%	229 28%
NET: Distrust a lot/ somewhat	2599 63%	174 49%	536 57%	705 64%	140 55%	458 75%	767 64%	542 66%	475 66%
Mean	2.24	2.64	2.40	2.24	2.49	1.97	2.23	2.24	2.17
Standard deviation	1.01	1.20	1.02	1.05	0.99	0.97	1.01	1.07	0.97
Standard error	0.02	0.07	0.03	0.03	0.06	0.04	0.03	0.04	0.04

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 4

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Tobacco industry

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	351 9%	189 9%	162 8%	55 11%	89 13%	79 11%	64 9%	27 4%	37 4%	90 8%	78 7%	87 10%	95 10%	26 7%	14 9%	45 10%	32 9%	31 8%	24 8%	15 7%	29 7%	68 13%	40 7%	26 7%	43 8%	198 11%	
I trust it a lot	(5) 1%	55 2%	40 1%	15 2%	8 3%	22 3%	12 2%	6 1%	5 1%	2 *	21 2%	5 *	12 1%	16 2%	2 1%	4 2%	8 2%	4 1%	4 1%	3 1%	1 *	2 *	14 3%	9 2%	5 1%	8 1%	34 2%
I trust it some- what	(4) 7%	296 7%	149 7%	147 7%	47 10%	67 10%	67 10%	58 8%	22 4%	35 4%	69 6%	73 6%	75 8%	79 8%	24 6%	10 6%	37 8%	28 8%	28 8%	21 7%	15 7%	27 6%	54 10%	31 5%	21 6%	36 6%	164 9%
I neither trust nor distrust it	(3) 33%	1343 31%	621 34%	723 37%	183 34%	238 37%	255 30%	222 30%	179 29%	266 30%	293 27%	399 35%	302 34%	350 36%	106 29%	55 33%	142 31%	119 32%	134 36%	101 35%	69 34%	139 34%	175 33%	184 32%	121 33%	157 28%	618 35%
I distrust it somewhat	(2) 28%	1133 25%	508 30%	624 30%	132 27%	162 23%	164 24%	208 28%	189 31%	278 31%	318 29%	308 27%	251 28%	255 26%	97 26%	41 25%	129 28%	106 29%	100 27%	68 24%	51 25%	118 29%	125 23%	183 32%	115 31%	154 28%	447 26%
I distrust it a lot	(1) 31%	1284 31%	697 35%	587 28%	119 24%	203 29%	194 28%	239 33%	215 35%	314 35%	398 36%	354 31%	256 29%	276 28%	141 38%	55 33%	137 30%	113 30%	104 28%	95 33%	70 34%	126 31%	166 31%	169 29%	108 29%	201 36%	484 28%
NET: Distrust a lot/ somewhat	2417 59%	1205 60%	1212 58%	251 51%	365 53%	358 52%	447 61%	404 66%	592 66%	716 65%	662 58%	507 57%	531 54%	239 65%	96 58%	265 59%	218 59%	205 55%	163 57%	121 59%	244 59%	292 55%	352 61%	223 60%	355 64%	931 53%	
Mean	2.20	2.17	2.23	2.37	2.34	2.33	2.16	2.04	2.03	2.09	2.18	2.26	2.29	2.05	2.19	2.23	2.20	2.26	2.20	2.15	2.17	2.30	2.18	2.19	2.09	2.32	
Standard deviation	1.00	1.05	0.96	1.01	1.09	1.04	1.00	0.93	0.91	1.02	0.96	1.01	1.02	0.99	1.05	1.02	1.00	0.98	1.01	0.99	0.96	1.09	0.97	0.97	1.01	1.04	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.03	

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Absolutes/col percents

Table 4

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?**Tobacco industry****Base: All respondents**

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	351 9%	69 20%	90 10%	112 10%	20 8%	48 8%	87 7%	98 12%	52 7%	
I trust it a lot	(5) 1%	55 7%	11 1%	23 2%	5 2%	5 1%	10 1%	19 2%	10 1%	
I trust it some- what	(4) 7%	296 7%	44 13%	79 8%	89 8%	16 6%	43 7%	77 6%	79 10%	41 6%
I neither trust nor distrust it	(3) 33%	1343 33%	90 26%	327 35%	341 31%	73 29%	203 33%	407 34%	246 30%	188 26%
I distrust it somewhat	(2) 28%	1133 28%	85 24%	296 31%	285 26%	71 28%	187 31%	360 30%	213 26%	199 28%
I distrust it a lot	(1) 31%	1284 31%	109 31%	233 25%	354 32%	87 35%	174 28%	350 29%	263 32%	277 39%
NET: Distrust a lot/ somewhat	2417 59%	194 55%	529 56%	640 59%	158 63%	361 59%	710 59%	476 58%	476 66%	
Mean	2.20	2.41	2.30	2.21	2.13	2.21	2.20	2.24	2.03	
Standard deviation	1.00	1.24	0.97	1.05	1.02	0.96	0.96	1.08	1.00	
Standard error	0.02	0.07	0.03	0.03	0.06	0.04	0.03	0.04	0.04	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 5

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Media/journalists

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747
NET: Trust a lot/ somewhat	506 12%	286 14%	220 10%	56 12%	117 17%	98 14%	77 10%	60 10%	97 11%	161 15%	128 11%	106 12%	110 11%	40 11%	20 12%	59 13%	42 11%	46 13%	44 15%	22 11%	35 9%	113 21%	50 9%	35 9%	77 14%	247 14%
I trust it a lot	(5) 61 1%	39 2%	22 1%	4 1%	20 3%	23 3%	8 1%	3 1%	3 *	24 2%	9 1%	16 2%	12 1%	4 1%	4 2%	8 2%	6 1%	4 1%	1 *	1 1%	2 *	23 4%	7 1%	2 1%	10 2%	42 2%
I trust it some- what	(4) 445 11%	247 12%	198 9%	52 11%	97 14%	75 11%	69 9%	57 9%	95 11%	137 13%	120 10%	89 10%	98 10%	36 10%	16 10%	52 11%	36 10%	43 12%	43 15%	20 10%	33 8%	90 17%	43 8%	32 9%	67 12%	204 12%
I neither trust nor distrust it	(3) 1137 28%	549 27%	588 28%	147 30%	202 29%	226 33%	201 27%	151 25%	210 24%	280 25%	311 27%	262 29%	284 29%	75 20%	53 32%	118 26%	89 24%	94 26%	67 23%	61 30%	108 26%	186 35%	180 31%	106 29%	141 25%	528 30%
I distrust it somewhat	(2) 1498 36%	670 33%	828 40%	178 37%	236 34%	214 31%	245 33%	265 43%	360 40%	427 39%	438 38%	281 31%	353 36%	146 39%	57 34%	173 38%	136 37%	142 38%	110 38%	69 34%	151 37%	151 28%	224 39%	140 38%	186 34%	595 34%
I distrust it a lot	(1) 970 24%	510 25%	461 22%	106 22%	137 20%	154 22%	210 29%	135 22%	227 25%	231 21%	263 23%	247 28%	230 24%	110 30%	35 21%	102 23%	103 28%	88 24%	67 23%	54 26%	118 29%	85 16%	122 21%	89 24%	151 27%	377 22%
NET: Distrust a lot/ somewhat	2469 60%	1180 59%	1289 61%	285 58%	373 54%	369 53%	455 62%	400 66%	587 66%	658 60%	700 61%	528 59%	582 60%	255 69%	91 55%	275 61%	239 65%	229 62%	177 62%	123 60%	269 65%	236 44%	346 60%	229 62%	337 61%	973 56%
Mean	2.30	2.32	2.28	2.32	2.46	2.42	2.21	2.23	2.20	2.36	2.28	2.27	2.29	2.13	2.38	2.31	2.20	2.28	2.31	2.25	2.15	2.66	2.29	2.24	2.28	2.39
Standard deviation	0.99	1.04	0.95	0.96	1.05	1.05	1.00	0.91	0.95	1.02	0.96	1.03	0.98	0.98	1.00	1.00	1.00	0.98	1.00	0.98	0.94	1.07	0.92	0.94	1.05	1.03
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.05	0.03

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 5

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Media/journalists

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	506 12%	104 29%	132 14%	195 18%	36 14%	53 9%	145 12%	152 18%	91 13%
I trust it a lot	(5) 61 1%	29 8%	14 1%	30 3%	7 3%	4 1%	13 1%	29 4%	7 1%
I trust it some- what	(4) 445 11%	76 21%	118 12%	165 15%	29 12%	49 8%	131 11%	123 15%	84 12%
I neither trust nor distrust it	(3) 1137 28%	84 24%	249 26%	301 28%	78 31%	136 22%	324 27%	225 27%	185 26%
I distrust it somewhat	(2) 1498 36%	101 29%	383 40%	358 33%	100 39%	228 37%	463 38%	262 32%	285 40%
I distrust it a lot	(1) 970 24%	64 18%	182 19%	238 22%	39 15%	195 32%	272 23%	182 22%	155 22%
NET: Distrust a lot/ somewhat	2469 60%	166 47%	565 60%	596 55%	138 55%	423 69%	736 61%	444 54%	440 61%
Mean	2.30	2.73	2.36	2.44	2.47	2.08	2.29	2.46	2.31
Standard deviation	0.99	1.22	0.98	1.07	0.98	0.96	0.97	1.10	0.97
Standard error	0.02	0.07	0.03	0.03	0.06	0.04	0.03	0.04	0.04

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 6
Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?
Politicians
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
	Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747
NET: Trust a lot/ somewhat	317 8%	173 9%	144 7%	40 8%	80 12%	53 8%	41 6%	42 7%	61 7%	107 10%	73 6%	67 8%	70 7%	23 6%	11 6%	41 9%	15 4%	37 10%	21 7%	14 7%	31 8%	69 13%	40 7%	16 4%	43 8%	152 9%
I trust it a lot	(5) 28 1%	20 1%	7 *	3 1%	13 2%	6 1%	3 *	1 *	2 *	14 1%	- -	6 1%	8 1%	1 *	2 1%	6 1%	3 1%	1 *	1 *	1 *	1 *	4 1%	6 1%	1 *	5 1%	17 1%
I trust it some- what	(4) 290 7%	153 8%	137 7%	38 8%	67 10%	47 7%	37 5%	41 7%	60 7%	92 8%	73 6%	62 7%	62 6%	21 6%	8 5%	34 8%	13 3%	36 10%	20 7%	13 6%	31 7%	65 12%	33 6%	15 4%	37 7%	135 8%
I neither trust nor distrust it	(3) 768 19%	366 18%	402 19%	117 24%	186 27%	129 19%	108 15%	77 13%	149 17%	204 19%	239 21%	168 19%	156 16%	55 15%	28 17%	75 17%	71 19%	62 17%	57 20%	45 22%	72 18%	128 24%	111 19%	65 18%	96 17%	373 21%
I distrust it somewhat	(2) 1301 32%	593 29%	709 34%	154 32%	204 29%	196 28%	232 32%	206 34%	310 35%	385 35%	399 35%	256 29%	261 27%	115 31%	44 27%	142 31%	135 36%	112 30%	79 28%	59 29%	137 33%	158 30%	186 32%	134 36%	181 33%	512 29%
I distrust it a lot	(1) 1725 42%	883 44%	842 40%	177 36%	223 32%	314 45%	352 48%	285 47%	374 42%	402 37%	428 38%	405 45%	489 50%	178 48%	82 50%	195 43%	149 40%	159 43%	131 46%	88 43%	170 41%	180 34%	238 41%	155 42%	235 42%	711 41%
NET: Distrust a lot/ somewhat	3026 74%	1476 73%	1550 74%	331 68%	426 62%	510 74%	584 80%	491 80%	684 76%	788 72%	827 73%	661 74%	750 77%	293 79%	126 76%	337 74%	284 77%	271 73%	210 73%	147 72%	307 75%	338 63%	425 74%	289 78%	417 75%	1223 70%
Mean	1.93	1.93	1.93	2.05	2.20	1.90	1.78	1.80	1.89	2.03	1.96	1.89	1.81	1.79	1.82	1.93	1.88	1.94	1.89	1.93	1.92	2.17	1.93	1.85	1.91	1.99
Standard deviation	0.97	1.00	0.94	0.98	1.05	0.99	0.91	0.92	0.93	1.00	0.92	0.98	0.98	0.92	0.99	1.01	0.89	1.01	0.97	0.97	0.95	1.05	0.97	0.87	0.97	1.01
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.03

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 6

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Politicians

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	317 8%	77 22%	136 14%	104 10%	20 8%	15 2%	119 10%	97 12%	35 5%
I trust it a lot	(5) 28 1%	16 5%	6 1%	16 1%	* *	1 *	5 *	15 2%	- -
I trust it some- what	(4) 290 7%	61 17%	129 14%	88 8%	20 8%	13 2%	114 9%	82 10%	35 5%
I neither trust nor distrust it	(3) 768 19%	69 20%	265 28%	171 16%	58 23%	58 9%	252 21%	139 17%	123 17%
I distrust it somewhat	(2) 1301 32%	96 27%	345 36%	354 32%	90 36%	168 28%	408 34%	276 34%	235 33%
I distrust it a lot	(1) 1725 42%	110 31%	200 21%	462 42%	84 33%	371 61%	426 35%	309 38%	323 45%
NET: Distrust a lot/ somewhat	3026 74%	207 59%	545 58%	817 75%	173 69%	540 88%	834 69%	585 71%	558 78%
Mean	1.93	2.37	2.36	1.94	2.06	1.54	2.06	2.05	1.82
Standard deviation	0.97	1.22	0.98	1.02	0.95	0.77	0.99	1.05	0.89
Standard error	0.02	0.07	0.03	0.03	0.06	0.03	0.03	0.04	0.03

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 7

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Supermarkets

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	1750 43%	800 40%	949 45%	225 46%	345 50%	289 42%	296 40%	240 39%	355 40%	466 42%	466 41%	378 42%	440 45%	138 37%	74 45%	205 45%	159 43%	154 42%	126 44%	88 43%	163 40%	235 44%	252 44%	157 42%	218 39%	766 44%	
I trust it a lot	(5) 6%	226 6%	119 5%	107 8%	39 7%	49 7%	37 5%	34 5%	35 6%	33 4%	57 5%	47 4%	55 6%	67 7%	16 4%	6 3%	22 5%	24 7%	26 7%	15 5%	15 7%	15 4%	43 8%	27 5%	17 5%	25 5%	116 7%
I trust it some- what	(4) 37%	1524 37%	681 34%	843 40%	186 38%	296 43%	253 37%	262 36%	205 34%	322 36%	409 37%	419 37%	323 36%	373 38%	122 33%	68 42%	183 40%	134 36%	128 34%	111 38%	73 36%	148 36%	192 36%	225 39%	139 38%	193 35%	650 37%
I neither trust nor distrust it	(3) 36%	1474 36%	727 36%	747 36%	185 38%	223 32%	261 38%	268 37%	216 35%	321 36%	385 35%	416 37%	319 36%	354 36%	138 37%	55 33%	170 38%	132 36%	136 37%	96 33%	71 35%	162 39%	178 33%	193 34%	143 39%	205 37%	616 35%
I distrust it somewhat	(2) 17%	694 17%	365 18%	328 16%	53 11%	91 13%	107 15%	130 18%	123 20%	189 21%	199 18%	208 18%	147 16%	139 14%	67 18%	27 16%	56 12%	59 16%	61 16%	52 18%	38 19%	66 16%	99 18%	115 20%	54 15%	108 19%	279 16%
I distrust it a lot	(1) 5%	194 5%	122 6%	72 3%	25 5%	33 5%	35 5%	38 5%	32 5%	30 3%	49 4%	50 4%	52 6%	44 4%	27 7%	9 5%	21 5%	21 6%	19 5%	14 5%	8 4%	20 5%	23 4%	15 3%	16 4%	23 4%	86 5%
NET: Distrust a lot/ somewhat	887 22%	487 24%	400 19%	79 16%	124 18%	142 21%	169 23%	155 25%	219 24%	248 23%	258 23%	199 22%	183 19%	94 25%	36 22%	77 17%	80 22%	80 22%	67 23%	46 23%	86 21%	122 23%	130 23%	70 19%	131 24%	365 21%	
Mean	3.22	3.15	3.28	3.33	3.34	3.21	3.17	3.14	3.16	3.21	3.18	3.20	3.29	3.09	3.21	3.29	3.22	3.22	3.21	3.23	3.18	3.25	3.23	3.24	3.16	3.25	
Standard deviation	0.95	0.99	0.91	0.96	0.96	0.94	0.95	0.98	0.91	0.95	0.93	0.98	0.95	0.98	0.94	0.91	0.98	0.98	0.97	0.97	0.91	0.99	0.91	0.91	0.93	0.97	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.04	0.02	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 7

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Supermarkets

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	1750 43%	167 47%	473 50%	490 45%	112 44%	247 40%	535 44%	346 42%	300 42%
I trust it a lot	(5) 6%	226 11%	37 6%	52 7%	75 5%	14 5%	33 5%	63 7%	56 4%
I trust it some- what	(4) 37%	1524 37%	129 34%	420 44%	415 38%	98 39%	214 35%	472 39%	291 35%
I neither trust nor distrust it	(3) 36%	1474 36%	120 34%	313 33%	368 34%	97 39%	203 33%	410 34%	293 36%
I distrust it somewhat	(2) 17%	694 17%	53 15%	129 14%	197 18%	34 14%	123 20%	215 18%	143 17%
I distrust it a lot	(1) 5%	194 5%	14 4%	31 3%	37 3%	9 3%	38 6%	45 4%	38 5%
NET: Distrust a lot/ somewhat	887 22%	66 19%	160 17%	234 21%	43 17%	162 26%	260 22%	181 22%	165 23%
Mean	3.22	3.35	3.35	3.27	3.29	3.13	3.24	3.22	3.18
Standard deviation	0.95	0.99	0.90	0.95	0.89	1.00	0.93	0.97	0.95
Standard error	0.01	0.05	0.03	0.03	0.05	0.04	0.03	0.03	0.03

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 8

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?**Pharmaceutical companies****Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	1256 31%	595 30%	661 32%	172 35%	243 35%	218 31%	208 28%	154 25%	262 29%	363 33%	326 29%	252 28%	315 32%	100 27%	58 35%	142 31%	124 34%	110 30%	92 32%	57 28%	122 30%	160 30%	175 30%	116 31%	169 30%	546 31%	
I trust it a lot	(5) 5%	221 6%	113 5%	109 11%	52 7%	47 6%	45 4%	29 4%	18 3%	30 3%	64 6%	46 4%	42 5%	69 7%	16 4%	8 5%	20 4%	26 7%	19 5%	12 4%	12 6%	24 6%	36 7%	29 5%	20 5%	24 4%	101 6%
I trust it some- what	(4) 25%	1034 24%	482 26%	552 25%	120 28%	196 25%	173 24%	178 22%	135 26%	232 27%	299 25%	279 23%	210 25%	246 23%	84 30%	50 27%	122 27%	98 25%	91 28%	80 22%	45 24%	98 23%	124 25%	146 26%	96 26%	145 26%	445 25%
I neither trust nor distrust it	(3) 35%	1444 35%	702 35%	743 35%	211 43%	248 36%	246 36%	264 36%	213 35%	263 29%	348 32%	424 37%	318 36%	355 36%	131 35%	48 29%	166 37%	127 34%	129 35%	94 33%	76 37%	150 36%	198 37%	193 34%	131 35%	198 36%	634 36%
I distrust it somewhat	(2) 23%	932 23%	470 23%	463 22%	71 15%	129 19%	156 23%	158 22%	167 27%	252 28%	251 23%	259 23%	219 24%	202 21%	99 27%	40 24%	101 22%	84 23%	85 23%	70 24%	48 23%	89 22%	102 19%	136 24%	77 21%	114 21%	383 22%
I distrust it a lot	(1) 12%	479 12%	249 12%	230 11%	35 7%	73 10%	72 10%	103 14%	78 13%	119 13%	137 12%	131 12%	106 12%	105 11%	40 11%	18 11%	44 10%	35 9%	45 12%	31 11%	24 12%	50 12%	75 14%	72 12%	46 12%	74 13%	184 11%
NET: Distrust a lot/ somewhat	1411 34%	718 36%	693 33%	106 22%	202 29%	228 33%	261 36%	244 40%	370 41%	388 35%	391 34%	325 36%	307 31%	140 38%	58 35%	144 32%	119 32%	131 35%	102 35%	72 35%	139 34%	177 33%	207 36%	123 33%	188 34%	568 32%	
Mean	2.90	2.87	2.93	3.17	3.02	2.95	2.83	2.75	2.78	2.91	2.87	2.85	2.97	2.82	2.94	2.94	2.99	2.87	2.90	2.86	2.90	2.90	2.87	2.91	2.87	2.94	
Standard deviation	1.07	1.08	1.06	1.04	1.08	1.07	1.07	1.03	1.08	1.11	1.04	1.06	1.08	1.04	1.09	1.03	1.07	1.08	1.06	1.07	1.08	1.11	1.08	1.08	1.08	1.06	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.05	0.06	0.06	0.06	0.07	0.05	0.05	0.04	0.06	0.05	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 8

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Pharmaceutical companies

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	1256 31%	149 42%	347 37%	349 32%	94 37%	172 28%	387 32%	248 30%	215 30%	
I trust it a lot	(5) 5%	221 14%	49 5%	52 6%	70 4%	10 5%	32 4%	53 6%	50 4%	31 4%
I trust it some- what	(4) 25%	1034 28%	100 31%	295 26%	279 34%	84 23%	140 28%	334 24%	198 26%	184 26%
I neither trust nor distrust it	(3) 35%	1444 30%	105 34%	324 32%	354 29%	73 32%	197 35%	421 33%	271 31%	221 31%
I distrust it somewhat	(2) 23%	932 18%	62 22%	212 24%	262 24%	62 25%	155 23%	280 25%	205 25%	179 25%
I distrust it a lot	(1) 12%	479 11%	38 7%	64 12%	128 9%	23 15%	89 10%	116 12%	97 12%	101 14%
NET: Distrust a lot/ somewhat	1411 34%	100 28%	276 29%	390 36%	85 34%	244 40%	397 33%	301 37%	280 39%	
Mean	2.90	3.17	3.06	2.91	2.98	2.79	2.94	2.88	2.81	
Standard deviation	1.07	1.19	1.01	1.10	1.05	1.11	1.03	1.09	1.10	
Standard error	0.02	0.07	0.03	0.03	0.06	0.04	0.03	0.04	0.04	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 9

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Short-term loan companies

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747
NET: Trust a lot/ somewhat	168 4%	105 5%	64 3%	31 6%	71 10%	41 6%	14 2%	5 1%	6 1%	56 5%	44 4%	32 4%	37 4%	12 3%	7 4%	18 4%	12 3%	23 6%	8 3%	9 4%	6 2%	55 10%	9 2%	10 3%	27 5%	112 6%
I trust it a lot	(5) 25 1%	19 1%	6 *	4 1%	9 1%	11 2%	2 *	- -	- -	12 1%	1 *	6 1%	6 1%	- -	3 2%	5 1%	1 *	- -	1 *	- -	2 *	9 2%	3 1%	* *	6 1%	19 1%
I trust it some- what	(4) 143 3%	86 4%	57 3%	27 6%	63 9%	30 4%	13 2%	5 1%	6 1%	43 4%	43 4%	26 3%	31 3%	12 3%	4 2%	12 3%	10 3%	23 6%	7 2%	9 4%	4 1%	45 8%	6 1%	10 3%	20 4%	93 5%
I neither trust nor distrust it	(3) 501 12%	256 13%	246 12%	105 21%	125 18%	109 16%	85 12%	40 6%	37 4%	136 12%	151 13%	103 11%	112 11%	38 10%	15 9%	53 12%	33 9%	50 14%	42 15%	29 14%	54 13%	90 17%	65 11%	31 8%	65 12%	287 16%
I distrust it somewhat	(2) 784 19%	366 18%	418 20%	90 18%	138 20%	147 21%	167 23%	93 15%	149 17%	202 18%	228 20%	158 18%	196 20%	66 18%	33 20%	88 20%	64 17%	78 21%	49 17%	31 15%	76 18%	99 18%	123 21%	77 21%	109 20%	339 19%
I distrust it a lot	(1) 2658 65%	1288 64%	1369 65%	263 54%	357 52%	395 57%	466 64%	473 78%	702 78%	705 64%	718 63%	603 67%	632 65%	254 69%	109 66%	293 65%	261 70%	218 59%	189 66%	138 67%	275 67%	291 54%	378 66%	252 68%	354 64%	1009 58%
NET: Distrust a lot/ somewhat	3441 84%	1654 82%	1787 85%	353 72%	496 72%	542 78%	633 86%	566 93%	851 95%	907 83%	945 83%	761 85%	828 85%	320 86%	142 87%	381 84%	325 88%	296 80%	238 83%	168 82%	351 85%	390 73%	501 87%	329 89%	463 83%	1348 77%
Mean	1.56	1.60	1.53	1.81	1.88	1.72	1.52	1.30	1.27	1.59	1.58	1.52	1.55	1.48	1.53	1.56	1.45	1.67	1.55	1.55	1.50	1.85	1.49	1.46	1.59	1.73
Standard deviation	0.88	0.93	0.83	1.00	1.08	0.98	0.78	0.62	0.57	0.93	0.86	0.85	0.86	0.81	0.88	0.89	0.80	0.93	0.85	0.88	0.80	1.09	0.78	0.77	0.91	0.99
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.07	0.04	0.04	0.05	0.05	0.06	0.04	0.05	0.03	0.04	0.04	0.02

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 9

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Short-term loan companies

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	168 4%	62 18%	34 4%	84 8%	21 8%	8 1%	31 3%	63 8%	29 4%
I trust it a lot	(5) 25 1%	19 5%	3 *	16 1%	3 1%	2 *	5 *	10 1%	4 1%
I trust it some- what	(4) 143 3%	43 12%	31 3%	68 6%	18 7%	6 1%	26 2%	53 6%	25 4%
I neither trust nor distrust it	(3) 501 12%	60 17%	114 12%	128 12%	30 12%	43 7%	118 10%	112 14%	61 9%
I distrust it somewhat	(2) 784 19%	57 16%	200 21%	218 20%	52 21%	97 16%	213 18%	173 21%	131 18%
I distrust it a lot	(1) 2658 65%	175 49%	598 63%	663 61%	148 59%	464 76%	842 70%	473 58%	494 69%
NET: Distrust a lot/ somewhat	3441 84%	232 66%	799 84%	881 81%	201 80%	561 92%	1056 88%	646 79%	625 87%
Mean	1.56	2.08	1.56	1.68	1.71	1.34	1.45	1.72	1.48
Standard deviation	0.88	1.28	0.85	1.00	1.01	0.68	0.79	1.00	0.84
Standard error	0.01	0.07	0.03	0.03	0.06	0.03	0.02	0.03	0.03

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 10

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Train companies

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
	Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	1215 30%	597 30%	618 29%	176 36%	241 35%	200 29%	205 28%	157 26%	236 26%	343 31%	350 31%	241 27%	281 29%	122 33%	48 29%	142 31%	122 33%	117 32%	66 23%	64 31%	109 26%	179 34%	147 26%	99 27%	171 31%	533 30%	
I trust it a lot	(5) 3%	124 3%	68 3%	56 3%	24 5%	32 5%	25 4%	12 2%	16 3%	16 2%	51 5%	24 2%	22 2%	28 3%	9 2%	4 2%	11 2%	9 3%	15 4%	6 2%	7 3%	9 2%	26 5%	21 4%	8 2%	19 3%	61 4%
I trust it some- what	(4) 27%	1091 27%	529 26%	562 27%	152 31%	209 30%	175 25%	194 26%	141 23%	220 25%	293 27%	326 29%	220 25%	253 26%	113 30%	44 27%	131 29%	113 31%	103 28%	61 21%	57 28%	100 24%	153 29%	125 22%	91 25%	152 27%	471 27%
I neither trust nor distrust it	(3) 44%	1822 44%	845 42%	977 47%	213 44%	295 43%	292 42%	326 45%	281 46%	416 46%	445 40%	483 42%	422 47%	472 48%	172 47%	72 44%	210 46%	156 42%	167 45%	139 48%	88 43%	174 42%	202 38%	267 46%	174 47%	216 39%	759 43%
I distrust it somewhat	(2) 20%	808 20%	410 20%	398 19%	69 14%	120 17%	146 21%	148 20%	139 23%	186 21%	238 22%	242 21%	174 19%	154 16%	50 13%	33 20%	72 16%	72 20%	67 18%	63 22%	42 20%	95 23%	118 22%	128 22%	68 18%	133 24%	337 19%
I distrust it a lot	(1) 6%	267 6%	163 8%	104 5%	31 6%	38 5%	54 8%	53 7%	34 6%	57 6%	73 7%	65 6%	59 7%	70 7%	26 7%	12 7%	28 6%	19 5%	19 5%	19 7%	12 6%	33 8%	35 7%	34 6%	29 8%	35 6%	119 7%
NET: Distrust a lot/ somewhat	1074 26%	573 28%	502 24%	100 20%	157 23%	201 29%	201 27%	173 28%	243 27%	311 28%	307 27%	233 26%	224 23%	76 21%	44 27%	100 22%	91 25%	86 23%	83 29%	54 26%	129 31%	153 29%	161 28%	97 26%	168 30%	455 26%	
Mean	3.00	2.96	3.03	3.14	3.11	2.96	2.95	2.94	2.95	3.01	3.00	2.97	3.01	3.08	2.97	3.05	3.06	3.08	2.90	3.02	2.89	3.03	2.95	2.95	2.98	3.01	
Standard deviation	0.92	0.96	0.87	0.94	0.93	0.96	0.90	0.89	0.88	0.97	0.90	0.89	0.91	0.90	0.92	0.89	0.90	0.90	0.88	0.92	0.94	0.98	0.91	0.91	0.95	0.94	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.07	0.04	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.04	0.02	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 10

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Train companies

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	1215 30%	158 45%	309 33%	364 33%	97 38%	147 24%	328 27%	283 34%	209 29%	
I trust it a lot	(5) 3%	124 12%	41 3%	33 3%	35 3%	12 5%	15 2%	29 2%	37 5%	18 3%
I trust it some- what	(4) 27%	1091 33%	117 29%	276 30%	329 34%	85 22%	132 25%	299 30%	246 27%	191 27%
I neither trust nor distrust it	(3) 44%	1822 33%	118 43%	411 40%	439 42%	106 41%	251 45%	546 38%	315 45%	323 45%
I distrust it somewhat	(2) 20%	808 16%	56 20%	187 21%	229 16%	40 25%	154 22%	261 21%	173 20%	140 20%
I distrust it a lot	(1) 6%	267 6%	21 6%	39 4%	61 6%	10 4%	60 10%	70 6%	50 6%	43 6%
NET: Distrust a lot/ somewhat	1074 26%	77 22%	226 24%	290 26%	50 20%	215 35%	331 27%	223 27%	184 26%	
Mean	3.00	3.28	3.08	3.04	3.19	2.82	2.96	3.06	3.00	
Standard deviation	0.92	1.06	0.89	0.93	0.90	0.96	0.89	0.97	0.90	
Standard error	0.01	0.06	0.03	0.03	0.06	0.04	0.03	0.03	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 11

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Airline operators

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	1438 35%	702 35%	736 35%	185 38%	258 37%	250 36%	234 32%	210 34%	301 34%	421 38%	372 33%	328 37%	317 32%	107 29%	53 32%	155 34%	127 34%	132 36%	114 40%	70 34%	136 33%	210 39%	208 36%	127 34%	190 34%	657 38%	
I trust it a lot	(5) 6%	229 7%	144 4%	85 7%	34 5%	36 8%	52 5%	37 4%	27 5%	43 7%	77 4%	47 5%	47 6%	58 3%	13 3%	5 5%	21 6%	23 7%	26 6%	16 6%	12 6%	21 5%	40 8%	34 6%	19 5%	38 7%	97 6%
I trust it some- what	(4) 29%	1209 28%	558 31%	651 31%	152 32%	222 29%	198 27%	196 30%	183 29%	258 31%	345 29%	325 31%	281 26%	258 26%	94 29%	48 30%	134 28%	104 29%	106 34%	98 28%	58 28%	115 28%	170 32%	174 30%	109 29%	152 27%	560 32%
I neither trust nor distrust it	(3) 44%	1827 44%	879 45%	948 45%	220 45%	301 43%	294 42%	365 50%	266 44%	382 43%	443 40%	541 47%	385 43%	458 47%	196 53%	74 45%	214 47%	162 44%	160 43%	115 40%	82 40%	199 49%	224 42%	234 41%	166 45%	252 45%	755 43%
I distrust it somewhat	(2) 16%	658 16%	319 16%	339 16%	65 13%	105 15%	106 15%	94 13%	112 18%	176 20%	192 18%	185 16%	132 15%	149 15%	50 14%	29 18%	65 14%	60 16%	59 16%	49 17%	41 20%	63 15%	72 13%	111 19%	59 16%	91 16%	251 14%
I distrust it a lot	(1) 5%	188 5%	114 6%	74 4%	18 4%	29 4%	42 6%	41 6%	23 4%	35 4%	42 4%	42 4%	50 6%	54 6%	17 5%	9 6%	19 4%	22 6%	19 5%	10 3%	12 6%	13 3%	28 5%	23 4%	17 5%	22 4%	84 5%
NET: Distrust a lot/ somewhat	846 21%	433 22%	413 20%	83 17%	134 19%	148 21%	134 18%	135 22%	212 24%	235 21%	227 20%	182 20%	202 21%	67 18%	38 23%	83 18%	82 22%	78 21%	59 20%	53 26%	76 18%	100 19%	134 23%	76 21%	113 20%	335 19%	
Mean	3.15	3.15	3.16	3.24	3.19	3.16	3.13	3.13	3.11	3.20	3.13	3.16	3.12	3.10	3.06	3.16	3.12	3.16	3.21	3.08	3.17	3.23	3.15	3.14	3.17	3.19	
Standard deviation	0.91	0.96	0.87	0.90	0.90	0.98	0.90	0.89	0.91	0.94	0.86	0.93	0.93	0.84	0.90	0.87	0.96	0.95	0.91	0.97	0.86	0.95	0.93	0.91	0.92	0.92	
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	0.07	0.04	0.05	0.05	0.05	0.07	0.04	0.05	0.04	0.05	0.04	0.02	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 11

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Airline operators

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	1438 35%	160 45%	419 44%	391 36%	99 39%	198 32%	464 38%	283 34%	237 33%	
I trust it a lot	(5) 6%	229 12%	42 6%	61 7%	73 6%	15 6%	35 6%	67 6%	46 6%	37 5%
I trust it some- what	(4) 29%	1209 33%	118 38%	358 29%	317 33%	84 27%	163 33%	397 29%	237 28%	199 28%
I neither trust nor distrust it	(3) 44%	1827 44%	134 38%	368 39%	487 45%	109 43%	252 41%	497 41%	362 44%	344 48%
I distrust it somewhat	(2) 16%	658 16%	48 14%	130 14%	180 16%	37 15%	124 20%	193 16%	138 17%	108 15%
I distrust it a lot	(1) 5%	188 5%	11 3%	29 3%	35 3%	7 3%	39 6%	51 4%	38 5%	27 4%
NET: Distrust a lot/ somewhat	846 21%	59 17%	159 17%	215 20%	44 17%	163 27%	244 20%	176 21%	135 19%	
Mean	3.15	3.37	3.31	3.20	3.25	3.05	3.20	3.14	3.16	
Standard deviation	0.91	0.97	0.89	0.90	0.88	0.98	0.92	0.92	0.87	
Standard error	0.01	0.05	0.03	0.03	0.05	0.04	0.03	0.03	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 12

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Mobile phone operators

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	1002 24%	473 24%	528 25%	150 31%	222 32%	194 28%	158 22%	110 18%	168 19%	267 24%	243 21%	223 25%	269 28%	75 20%	32 19%	119 26%	92 25%	100 27%	74 26%	54 26%	90 22%	146 27%	129 22%	90 24%	128 23%	474 27%	
I trust it a lot	(5) 3%	120 4%	74 2%	46 5%	23 5%	35 4%	25 2%	18 2%	10 2%	8 1%	37 3%	27 2%	23 3%	32 3%	9 2%	3 2%	16 4%	13 4%	17 5%	10 3%	6 3%	5 1%	24 5%	14 2%	2 *	15 3%	65 4%
I trust it some- what	(4) 21%	882 20%	399 23%	483 26%	126 27%	187 24%	169 19%	140 16%	100 18%	160 21%	229 19%	216 22%	200 24%	237 18%	66 17%	29 23%	102 21%	79 22%	83 23%	65 23%	48 23%	85 21%	122 23%	116 20%	88 24%	113 20%	410 23%
I neither trust nor distrust it	(3) 41%	1701 40%	804 43%	897 41%	198 39%	272 40%	277 43%	313 42%	259 43%	382 41%	450 42%	477 41%	367 42%	406 46%	170 45%	75 44%	198 40%	147 39%	144 39%	112 38%	79 42%	174 39%	210 39%	248 43%	143 39%	239 43%	692 40%
I distrust it somewhat	(2) 25%	1029 25%	504 25%	525 25%	96 20%	150 22%	154 22%	199 27%	177 29%	254 28%	285 26%	325 29%	204 23%	215 22%	87 23%	43 26%	91 20%	93 25%	94 25%	76 26%	52 25%	99 24%	140 26%	151 26%	103 28%	147 27%	414 24%
I distrust it a lot	(1) 9%	379 9%	233 12%	146 7%	45 9%	47 7%	67 10%	64 9%	65 11%	91 10%	97 9%	95 8%	101 11%	87 9%	38 10%	15 9%	44 10%	37 10%	31 8%	25 9%	21 10%	48 12%	37 7%	48 8%	34 9%	41 7%	167 10%
NET: Distrust a lot/ somewhat	1408 34%	737 37%	671 32%	141 29%	198 29%	221 32%	263 36%	241 40%	345 39%	382 35%	420 37%	305 34%	301 31%	125 34%	58 35%	136 30%	130 35%	125 34%	101 35%	73 35%	147 36%	178 33%	199 35%	137 37%	188 34%	581 33%	
Mean	2.84	2.79	2.88	2.97	3.02	2.90	2.79	2.70	2.71	2.84	2.78	2.82	2.91	2.79	2.78	2.90	2.83	2.90	2.85	2.84	2.76	2.92	2.82	2.78	2.85	2.88	
Standard deviation	0.96	1.01	0.91	1.01	0.98	1.00	0.93	0.92	0.91	0.97	0.93	0.99	0.97	0.94	0.91	0.98	0.99	1.00	0.98	0.99	0.95	0.97	0.93	0.93	0.92	0.99	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 12

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Mobile phone operators

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote			
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4111	334	923	1085	264	614	1177	826	741	
Weighted base	4111	353	946	1093	252	612	1205	820	716	
NET: Trust a lot/ somewhat	1002	117	259	298	74	134	292	220	165	
	24%	33%	27%	27%	29%	22%	24%	27%	23%	
I trust it a lot	(5)	120	31	23	46	10	19	26	35	17
	3%	9%	2%	4%	4%	3%	2%	4%	2%	
I trust it some- what	(4)	882	86	236	251	65	116	266	185	148
	21%	24%	25%	23%	26%	19%	22%	23%	21%	
I neither trust nor distrust it	(3)	1701	138	376	437	101	217	488	334	294
	41%	39%	40%	40%	40%	35%	41%	41%	41%	
I distrust it somewhat	(2)	1029	67	252	262	64	187	314	189	195
	25%	19%	27%	24%	25%	31%	26%	23%	27%	
I distrust it a lot	(1)	379	31	59	95	13	74	111	78	61
	9%	9%	6%	9%	5%	12%	9%	9%	9%	
NET: Distrust a lot/ somewhat	1408	99	311	357	77	261	424	266	256	
	34%	28%	33%	33%	31%	43%	35%	32%	36%	
Mean	2.84	3.05	2.91	2.90	2.97	2.70	2.82	2.89	2.81	
Standard deviation	0.96	1.07	0.92	0.99	0.93	1.01	0.95	1.00	0.94	
Standard error	0.01	0.06	0.03	0.03	0.06	0.04	0.03	0.03	0.03	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 13

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Social media / technology companies

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Trust a lot/ somewhat	848 21%	426 21%	422 20%	156 32%	195 28%	155 22%	131 18%	91 15%	120 13%	237 22%	212 19%	179 20%	220 23%	67 18%	27 16%	111 24%	78 21%	83 22%	70 24%	53 26%	55 13%	136 25%	99 17%	70 19%	133 24%	393 23%	
I trust it a lot	(5) 3%	103 3%	62 2%	41 4%	19 5%	31 5%	31 2%	13 1%	4 *	4 3%	30 1%	14 4%	34 3%	25 2%	6 2%	4 2%	10 2%	13 4%	14 4%	9 3%	1 1%	3 1%	27 5%	10 2%	6 2%	12 2%	66 4%
I trust it some- what	(4) 18%	746 18%	364 18%	382 18%	137 28%	164 24%	124 18%	118 16%	86 14%	116 13%	206 19%	198 17%	146 16%	195 20%	62 17%	23 14%	100 22%	64 17%	69 19%	61 21%	51 25%	52 13%	109 20%	89 16%	64 17%	121 22%	327 19%
I neither trust nor distrust it	(3) 46%	1895 45%	900 47%	995 40%	196 45%	313 49%	342 46%	336 47%	290 47%	418 47%	486 44%	533 47%	424 47%	452 46%	162 44%	88 53%	198 44%	161 43%	166 45%	120 42%	90 44%	209 51%	241 45%	298 52%	163 44%	243 44%	792 45%
I distrust it somewhat	(2) 24%	995 24%	477 24%	518 25%	91 19%	130 19%	149 21%	200 27%	171 28%	253 28%	273 25%	302 26%	202 23%	217 22%	104 28%	35 21%	108 24%	97 26%	82 22%	63 22%	40 19%	104 25%	120 22%	139 24%	101 27%	134 24%	422 24%
I distrust it a lot	(1) 9%	373 9%	212 11%	161 8%	45 9%	54 8%	46 7%	65 9%	59 10%	103 12%	102 9%	93 8%	90 10%	87 9%	37 10%	14 9%	35 8%	34 9%	39 11%	35 12%	22 11%	43 10%	38 7%	39 7%	36 10%	45 8%	141 8%
NET: Distrust a lot/ somewhat	1367 33%	689 34%	679 32%	136 28%	184 27%	195 28%	265 36%	230 38%	356 40%	376 34%	395 35%	292 33%	304 31%	141 38%	50 30%	143 32%	131 36%	122 33%	98 34%	62 30%	147 36%	158 30%	179 31%	137 37%	179 32%	562 32%	
Mean	2.81	2.80	2.82	2.99	2.98	2.92	2.75	2.68	2.63	2.81	2.77	2.81	2.85	2.72	2.80	2.87	2.80	2.83	2.82	2.85	2.68	2.94	2.81	2.74	2.86	2.86	
Standard deviation	0.92	0.96	0.88	1.00	0.96	0.92	0.89	0.86	0.87	0.94	0.87	0.95	0.93	0.91	0.87	0.92	0.95	0.98	1.00	0.94	0.85	0.95	0.84	0.91	0.92	0.94	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.06	0.07	0.04	0.05	0.03	0.05	0.04	0.02	

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 13

Q.3 How much do you trust each of the following to conduct themselves ethically, honestly and responsibly?

Social media / technology companies

Base: All respondents

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Trust a lot/ somewhat	848 21%	114 32%	214 23%	288 26%	62 25%	99 16%	214 18%	182 22%	172 24%
I trust it a lot	(5) 103 3%	34 10%	33 4%	39 4%	7 3%	6 1%	27 2%	31 4%	13 2%
I trust it some- what	(4) 746 18%	80 23%	180 19%	249 23%	55 22%	93 15%	187 16%	151 18%	159 22%
I neither trust nor distrust it	(3) 1895 46%	158 45%	424 45%	468 43%	118 47%	283 46%	565 47%	378 46%	307 43%
I distrust it somewhat	(2) 995 24%	57 16%	244 26%	255 23%	59 24%	157 26%	317 26%	194 24%	173 24%
I distrust it a lot	(1) 373 9%	25 7%	64 7%	81 7%	13 5%	73 12%	108 9%	66 8%	64 9%
NET: Distrust a lot/ somewhat	1367 33%	82 23%	308 33%	337 31%	72 29%	230 38%	425 35%	260 32%	237 33%
Mean	2.81	3.12	2.87	2.92	2.93	2.68	2.76	2.86	2.84
Standard deviation	0.92	1.02	0.92	0.95	0.88	0.91	0.90	0.94	0.93
Standard error	0.01	0.06	0.03	0.03	0.05	0.04	0.03	0.03	0.03

Business Risk Survey

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Absolutes/col percents

Table 14

Q.6 How much do you agree with each of the following statements?**Summary Table****Base: All respondents**

		<u>Statements</u>		
		<u>Whichever party wins the General Election the next government needs to be tougher on big business</u>	<u>It's a good thing that political parties are campaigning on making significant changes to how big businesses operate</u>	<u>I would be more likely to vote for a political party if it was tougher on big business</u>
Unweighted base		4111	4111	4111
Weighted base		4111	4111	4111
NET: Agree		2490 61%	2399 58%	1794 44%
Strongly agree	(5)	927 23%	724 18%	598 15%
Somewhat agree	(4)	1562 38%	1674 41%	1196 29%
Neither agree nor disagree	(3)	1282 31%	1455 35%	1731 42%
Somewhat disagree	(2)	260 6%	194 5%	389 9%
Strongly disagree	(1)	79 2%	64 2%	197 5%
NET: Disagree		339 8%	257 6%	586 14%
Mean		3.73	3.68	3.39
Standard deviation		0.94	0.87	1.00
Standard error		0.01	0.01	0.02

Business Risk Survey

ONLINE Fieldwork: 23rd-27th April 2014

Absolutes/col percents

Table 15

Q.6 How much do you agree with each of the following statements?**Whichever party wins the General Election the next government needs to be tougher on big business****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Agree	2490 61%	1220 61%	1270 61%	222 45%	367 53%	407 59%	499 68%	415 68%	580 65%	635 58%	658 58%	551 61%	646 66%	238 64%	97 59%	290 64%	232 63%	211 57%	166 58%	121 59%	245 60%	313 59%	341 59%	234 63%	340 61%	1002 57%	
Strongly agree	(5) 23%	927 26%	519 19%	408 16%	77 17%	119 21%	145 29%	210 27%	164 24%	212 22%	240 19%	212 19%	209 23%	266 27%	91 25%	40 24%	109 24%	101 27%	72 19%	66 23%	45 22%	98 24%	114 21%	117 20%	76 20%	134 24%	364 21%
Somewhat agree	(4) 38%	1562 38%	701 35%	862 41%	144 30%	249 36%	262 38%	289 39%	250 41%	369 41%	395 36%	446 39%	342 38%	380 39%	147 40%	57 35%	182 40%	131 36%	139 38%	101 35%	76 37%	147 36%	199 37%	224 39%	159 43%	206 37%	637 36%
Neither agree nor disagree	(3) 31%	1282 31%	575 29%	707 34%	217 44%	271 39%	235 34%	196 27%	148 24%	215 24%	329 30%	378 33%	291 33%	284 29%	108 29%	55 33%	135 30%	109 29%	130 35%	91 32%	68 33%	134 33%	175 33%	176 31%	101 27%	174 31%	600 34%
Somewhat disagree	(2) 6%	260 6%	168 8%	92 4%	34 7%	48 7%	35 5%	28 4%	34 6%	81 9%	107 10%	80 7%	43 5%	30 3%	21 6%	9 5%	24 5%	22 6%	27 7%	19 7%	13 6%	24 6%	31 6%	43 8%	27 7%	34 6%	114 7%
Strongly disagree	(1) 2%	79 2%	51 3%	28 1%	15 3%	6 1%	15 2%	10 1%	14 2%	19 2%	27 3%	25 2%	11 1%	16 2%	2 1%	4 2%	4 1%	7 2%	2 1%	11 4%	3 2%	8 2%	15 3%	15 3%	8 2%	7 1%	32 2%
NET: Disagree	339 8%	219 11%	120 6%	49 10%	54 8%	50 7%	37 5%	48 8%	100 11%	134 12%	104 9%	53 6%	47 5%	23 6%	13 8%	27 6%	29 8%	29 8%	30 11%	16 8%	32 8%	46 9%	58 10%	35 9%	42 8%	146 8%	
Mean	3.73	3.73	3.73	3.48	3.62	3.70	3.90	3.85	3.75	3.65	3.65	3.78	3.87	3.82	3.73	3.81	3.80	3.68	3.66	3.71	3.74	3.68	3.67	3.72	3.76	3.68	
Standard deviation	0.94	1.02	0.87	0.95	0.88	0.93	0.90	0.96	0.98	1.01	0.93	0.90	0.91	0.89	0.97	0.89	0.97	0.89	1.02	0.93	0.95	0.96	0.97	0.94	0.93	0.94	
Standard error	0.01	0.02	0.02	0.05	0.03	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.02	

Business Risk Survey

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Absolutes/col percents

Table 15

Q.6 How much do you agree with each of the following statements?**Whichever party wins the General Election the next government needs to be tougher on big business****Base: All respondents**

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Agree	2490 61%	235 66%	476 50%	791 72%	159 63%	408 67%	652 54%	594 72%	483 67%
Strongly agree	(5) 927 23%	113 32%	124 13%	319 29%	45 18%	174 28%	214 18%	232 28%	200 28%
Somewhat agree	(4) 1562 38%	122 34%	352 37%	472 43%	114 45%	234 38%	438 36%	362 44%	283 40%
Neither agree nor disagree	(3) 1282 31%	87 24%	320 34%	259 24%	77 31%	140 23%	381 32%	197 24%	184 26%
Somewhat disagree	(2) 260 6%	19 6%	116 12%	37 3%	12 5%	43 7%	131 11%	28 3%	39 5%
Strongly disagree	(1) 79 2%	13 4%	35 4%	5 *	4 2%	20 3%	41 3%	2 *	10 1%
NET: Disagree	339 8%	32 9%	151 16%	42 4%	16 6%	64 10%	171 14%	29 4%	49 7%
Mean	3.73	3.86	3.44	3.97	3.73	3.81	3.54	3.97	3.87
Standard deviation	0.94	1.04	0.99	0.84	0.87	1.03	1.01	0.82	0.93
Standard error	0.01	0.06	0.03	0.03	0.05	0.04	0.03	0.03	0.03

Business Risk Survey

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Absolutes/col percents

Table 16

Q.6 How much do you agree with each of the following statements?**It's a good thing that political parties are campaigning on making significant changes to how big businesses operate****Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566	
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747	
NET: Agree	2399	1169	1229	233	361	403	450	379	573	642	641	515	601	225	92	280	223	199	161	119	235	320	329	215	325	987	
	58%	58%	59%	48%	52%	58%	61%	62%	64%	58%	56%	57%	62%	61%	56%	62%	60%	54%	56%	58%	57%	60%	57%	58%	59%	57%	
Strongly agree	(5)	724	396	329	56	98	123	150	127	170	209	167	147	201	64	34	89	69	60	51	29	71	110	93	55	102	292
		18%	20%	16%	12%	14%	18%	20%	21%	19%	19%	15%	16%	21%	17%	21%	20%	19%	16%	18%	14%	17%	21%	16%	15%	18%	17%
Somewhat agree	(4)	1674	774	901	177	263	280	300	252	403	432	474	368	400	162	58	191	154	140	109	90	163	210	236	160	224	695
		41%	38%	43%	36%	38%	40%	41%	41%	45%	39%	42%	41%	41%	44%	35%	42%	42%	38%	38%	44%	40%	39%	41%	43%	40%	40%
Neither agree nor disagree	(3)	1455	668	787	229	297	254	247	187	239	368	431	331	326	127	61	151	130	147	100	77	147	183	201	131	201	655
		35%	33%	38%	47%	43%	37%	34%	31%	27%	33%	38%	37%	33%	34%	37%	33%	35%	40%	35%	37%	36%	34%	35%	35%	36%	38%
Somewhat disagree	(2)	194	135	58	23	27	25	30	28	61	76	48	39	31	17	7	16	13	21	21	9	20	24	29	16	23	76
		5%	7%	3%	5%	4%	4%	4%	5%	7%	7%	4%	4%	3%	5%	4%	3%	4%	6%	7%	4%	5%	5%	5%	4%	4%	4%
Strongly disagree	(1)	64	42	22	3	6	11	6	17	21	14	20	11	18	1	4	5	4	3	5	1	9	7	15	9	5	29
		2%	2%	1%	1%	1%	2%	1%	3%	2%	1%	2%	1%	2%	*	3%	1%	1%	1%	2%	1%	2%	1%	3%	2%	1%	2%
NET: Disagree		257	177	80	26	34	35	36	45	82	90	68	50	50	18	11	21	17	24	27	10	29	31	45	24	28	104
		6%	9%	4%	5%	5%	5%	5%	7%	9%	8%	6%	6%	5%	5%	7%	5%	5%	6%	9%	5%	7%	6%	8%	7%	5%	6%
Mean		3.68	3.67	3.69	3.53	3.61	3.69	3.76	3.73	3.72	3.68	3.63	3.67	3.75	3.73	3.68	3.76	3.73	3.63	3.63	3.66	3.65	3.73	3.63	3.64	3.71	3.66
Standard deviation		0.87	0.94	0.80	0.78	0.81	0.86	0.85	0.93	0.93	0.90	0.85	0.84	0.88	0.80	0.94	0.84	0.84	0.85	0.93	0.79	0.90	0.88	0.91	0.87	0.84	0.86
Standard error		0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03	0.03	0.04	0.07	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.02

Business Risk Survey

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Absolutes/col percents

Table 16

Q.6 How much do you agree with each of the following statements?**It's a good thing that political parties are campaigning on making significant changes to how big businesses operate****Base: All respondents**

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Agree	2399 58%	233 66%	493 52%	742 68%	167 66%	379 62%	660 55%	563 69%	478 67%
Strongly agree	(5) 724 18%	83 23%	107 11%	267 24%	44 17%	123 20%	171 14%	188 23%	166 23%
Somewhat agree	(4) 1674 41%	150 42%	387 41%	476 44%	124 49%	256 42%	489 41%	375 46%	311 44%
Neither agree nor disagree	(3) 1455 35%	99 28%	359 38%	311 29%	68 27%	176 29%	422 35%	235 29%	205 29%
Somewhat disagree	(2) 194 5%	17 5%	74 8%	31 3%	13 5%	41 7%	95 8%	17 2%	27 4%
Strongly disagree	(1) 64 2%	4 1%	20 2%	8 1%	3 1%	16 3%	28 2%	5 1%	6 1%
NET: Disagree	257 6%	21 6%	94 10%	39 4%	16 6%	57 9%	123 10%	22 3%	33 5%
Mean	3.68	3.82	3.51	3.88	3.76	3.70	3.57	3.88	3.85
Standard deviation	0.87	0.89	0.87	0.83	0.85	0.95	0.91	0.80	0.85
Standard error	0.01	0.05	0.03	0.03	0.05	0.04	0.03	0.03	0.03

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Absolutes/col percents

Table 17

Q.6 How much do you agree with each of the following statements?**I would be more likely to vote for a political party if it was tougher on big business****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	4111	2001	2110	429	635	667	766	661	953	1280	1154	658	1019	359	176	466	369	374	310	209	401	447	626	374	527	1566
Weighted base	4111	2015	2096	488	692	692	733	610	895	1099	1140	896	977	370	164	452	370	370	288	206	411	534	576	370	555	1747
NET: Agree	1794 44%	969 48%	824 39%	145 30%	279 40%	320 46%	365 50%	285 47%	400 45%	485 44%	457 40%	410 46%	441 45%	169 46%	74 45%	202 45%	168 45%	157 42%	125 43%	89 43%	174 42%	232 43%	242 42%	162 44%	248 45%	765 44%
Strongly agree	(5) 15%	598 18%	365 11%	232 9%	83 12%	115 17%	122 17%	97 16%	138 15%	182 17%	133 12%	137 15%	147 15%	64 17%	29 18%	77 17%	48 13%	44 12%	43 15%	32 15%	56 14%	78 15%	80 14%	47 13%	98 18%	243 14%
Somewhat agree	(4) 29%	1196 30%	604 28%	592 21%	196 28%	205 30%	243 33%	188 31%	262 29%	304 28%	324 28%	274 31%	295 30%	105 28%	45 27%	125 28%	120 32%	113 31%	81 28%	57 28%	118 29%	154 29%	162 28%	115 31%	150 27%	522 30%
Neither agree nor disagree	(3) 42%	1731 35%	1020 49%	277 57%	313 45%	293 42%	285 39%	229 38%	334 37%	419 38%	500 44%	397 44%	414 42%	159 43%	67 41%	198 44%	143 39%	167 45%	111 39%	88 43%	176 43%	233 44%	232 40%	157 42%	242 44%	748 43%
Somewhat disagree	(2) 9%	389 11%	215 8%	175 8%	69 10%	50 7%	49 7%	65 11%	114 13%	136 12%	113 10%	66 7%	74 8%	30 8%	15 9%	27 6%	39 11%	33 9%	31 11%	25 12%	43 10%	44 8%	65 11%	39 11%	49 9%	152 9%
Strongly disagree	(1) 5%	197 6%	119 4%	78 5%	32 5%	29 4%	34 5%	31 5%	47 5%	58 5%	69 6%	22 2%	47 5%	12 3%	9 5%	26 6%	20 5%	13 3%	21 7%	4 2%	17 4%	26 5%	37 6%	12 3%	17 3%	82 5%
NET: Disagree	586 14%	334 17%	252 12%	66 14%	101 15%	79 11%	83 11%	96 16%	161 18%	194 18%	183 16%	88 10%	121 12%	42 11%	24 14%	53 12%	58 16%	45 12%	52 18%	29 14%	60 15%	70 13%	102 18%	52 14%	66 12%	234 13%
Mean	3.39	3.44	3.35	3.20	3.33	3.47	3.50	3.42	3.37	3.38	3.30	3.49	3.43	3.48	3.43	3.44	3.37	3.39	3.33	3.43	3.37	3.40	3.32	3.39	3.48	3.40
Standard deviation	1.00	1.09	0.91	0.90	0.97	0.99	1.00	1.04	1.05	1.06	1.00	0.92	0.99	0.98	1.05	1.02	1.01	0.93	1.09	0.96	0.99	1.00	1.05	0.95	0.98	0.99
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.05	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.02

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Absolutes/col percents

Table 17

Q.6 How much do you agree with each of the following statements?**I would be more likely to vote for a political party if it was tougher on big business****Base: All respondents**

	Total	Eng- aged Brit- ons	Vote Intention				2010 Vote		
			Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4111	334	923	1085	264	614	1177	826	741
Weighted base	4111	353	946	1093	252	612	1205	820	716
NET: Agree	1794 44%	199 56%	312 33%	604 55%	129 51%	311 51%	465 39%	441 54%	387 54%
Strongly agree	(5) 598 15%	93 26%	80 8%	219 20%	26 10%	104 17%	146 12%	154 19%	127 18%
Somewhat agree	(4) 1196 29%	106 30%	232 25%	384 35%	104 41%	208 34%	319 26%	288 35%	260 36%
Neither agree nor disagree	(3) 1731 42%	119 34%	415 44%	410 38%	89 35%	204 33%	476 39%	316 39%	259 36%
Somewhat disagree	(2) 389 9%	27 8%	151 16%	59 5%	25 10%	63 10%	177 15%	51 6%	52 7%
Strongly disagree	(1) 197 5%	9 2%	68 7%	19 2%	9 3%	34 6%	87 7%	12 1%	18 2%
NET: Disagree	586 14%	36 10%	219 23%	79 7%	34 13%	97 16%	264 22%	63 8%	69 10%
Mean	3.39	3.70	3.11	3.66	3.45	3.46	3.22	3.63	3.60
Standard deviation	1.00	1.02	1.01	0.92	0.93	1.06	1.07	0.91	0.94
Standard error	0.02	0.06	0.03	0.03	0.06	0.04	0.03	0.03	0.03