

IB01. How ethically do you think British business generally behaves?

Filter: All

Table: 10

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	Total	Age			Gender		Class		Working status		Education			Children in household		Region															
	Total Weighted (A)	18-34 (B)	35-54 (C)	55+ (D)	Male (E)	Female (F)	ABC1 (G)	C2DE (H)	Working (I)	Not working (J)	University degree (K)	No university degree declared (L)	Secondary education (M)	Yes (N)	No (O)	North East (P)	North West (Q)	Yorkshire and Humbersi de (R)	West Midlands (S)	East Midlands (T)	East Anglia (U)	South West (V)	South East (W)	Greater London (X)	Wales (Y)	Scotland (Z)	Total Unweight ed (a)				
Unweighted base	2000	694	897	409	971	1029	1339	661	1451	539	1001	999	987	623	1377	78	206	168	182	147	191	164	276	306	106	176	2000				
Weighted base	2000	727	869	404	995	1005	1100	900	1496	498	934	1066	1060	621	1379	82	226	170	178	146	188	168	278	294	96	174	2000				
Very ethically	147 7%	88 12% CD	48 5% D	12 3%	95 10% F	52 5%	89 8%	58 6%	134 9% J	13 3%	76 8%	71 7%	71 7%	85 14% O	62 5%	7 8% *	19 9%	12 7%	9 5%	6 4%	12 7%	6 4%	16 6% QRSUVWYZ	48 16%	4 4% *	7 4%	131 7%				
Fairly ethically	1001 50%	351 48%	428 49%	222 55% B	495 50%	506 50%	559 51%	442 49%	749 50%	250 50%	433 46%	568 53% K	564 53% K	323 52%	678 49%	39 48% *	118 52%	95 56% T	90 50%	64 44%	93 49%	80 47%	145 52%	138 47%	45 47% *	94 54%	1012 51%				
Not very ethically	584 29%	206 28%	255 29%	122 30%	269 27%	315 31% E	316 29%	267 30%	440 29%	143 29%	315 34% LM	268 25%	267 25%	141 23%	442 32% N	18 22% *	58 26%	43 25%	54 30%	58 40% PQRUX	49 26%	64 38% PQRUX	85 31%	75 25%	29 30% *	51 30%	573 29%				
Not at all ethically	87 4%	30 4%	41 5%	16 4%	51 5%	36 4%	53 5%	34 4%	60 4%	27 5%	46 5%	41 4%	41 4%	19 3%	68 5%	3 3% *	6 3%	4 3%	7 4%	5 4%	9 5%	5 3%	15 5%	17 6%	9 9% QRV*	7 4%	96 5%				
No opinion	181 9%	52 7%	97 11% B	33 8%	85 9%	96 10%	82 7%	99 11% G	113 8%	65 13% I	64 7%	117 11% K	116 11% K	52 8%	129 9%	15 19% RTVWXZ*	25 11% X	15 9%	18 10%	12 8%	24 13% WX	13 8%	17 6%	17 6%	10 11% *	14 8%	188 9%				
NET Ethically	1148 57%	439 60% C	476 55%	234 58%	591 59%	557 55%	648 59%	500 56%	883 59% J	263 53%	509 55%	639 60% K	635 60% K	408 66% O	740 54%	46 56% *	138 61% T	107 63% TV	99 56%	70 48%	105 56%	86 51%	161 58%	186 63% TVY	49 51% *	101 58%	1143 57%				
NET Not ethically	671 34%	237 33%	297 34%	137 34%	320 32%	351 35%	369 34%	301 33%	500 33%	170 34%	361 39% LM	310 29%	308 29%	161 26%	510 37% N	20 25% *	64 28%	48 28%	61 34%	64 44% PQRUX	58 31%	69 41% PQRX	100 36%	92 31%	37 39% *	59 34%	669 33%				
NET Difference	477 24%	202 28%	179 21%	96 24%	271 27%	206 21%	279 25%	198 22%	384 26%	92 19%	148 16%	329 31%	327 31%	247 40%	230 17%	26 32%	74 33%	60 35%	38 21%	6 4%	47 25%	17 10%	61 22%	94 32%	12 12%	43 25%	474 24%				

Overlap formulae used
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 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 Minimum Base: 30(**) Small Base: 100(*)