

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
Public
Ipsos MORI

EI01. Looking at the financial products and services below, which, if any, have you personally ever bought or taken out?

Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
A current account	1681 84%	840 84%	841 83%	202 63%	296 82% D	310 84% D	331 88% DE	542 92% DEFG	473 89% KL	481 86% L	367 82% L	359 76%	1043 87% N	637 78%
A savings account (including Cash ISAs)	1332 66%	653 66%	678 67%	147 46%	223 62% D	242 66% D	260 69% DE	460 78% DEFG	407 77% JKL	396 71% KL	288 65% L	241 51%	872 73% N	460 56%
Life insurance	643 32%	344 35% C	299 30%	16 5%	81 22% D	117 32% DE	157 42% DEF	274 47% DEF	211 40% JL	168 30% L	152 34% L	112 24%	469 39% N	175 21%
General insurance	762 38%	413 41% C	349 34%	28 9%	95 27% D	129 35% DE	171 46% DEF	339 58% DEFG	247 46% JKL	218 39% L	168 38% L	129 27%	534 45% N	228 28%
A mortgage	936 47%	480 48%	457 45%	31 10%	125 35% D	182 49% DE	223 60% DEF	375 64% DEF	303 57% JKL	267 48% L	219 49% L	148 31%	680 57% N	257 31%
A credit card	1301 65%	664 67%	637 63%	71 22%	227 63% D	243 66% D	281 75% DEF	478 81% DEFG	411 77% JKL	372 66% L	293 66% L	225 48%	902 76% N	399 49%
A personal loan	635 32%	350 35% C	285 28%	30 9%	77 21% D	137 37% DE	154 41% DE	238 40% DE	187 35% L	191 34% L	156 35% L	101 21%	456 38% N	178 22%
A pension (employer, stakeholder, personal or self-invested personal pension/SIPP)	873 43%	491 49% C	382 38%	33 10%	128 36% D	158 43% D	201 54% DEF	353 60% DEFG	309 58% JKL	240 43% L	195 44% L	129 27%	650 54% N	223 27%
An investment product (including stocks, shares, unit/investment trusts, investment bonds or equity ISAs)	527 26%	308 31% C	219 22%	16 5%	57 16% D	69 19% D	113 30% DEF	272 46% DEFG	201 38% JKL	147 26% L	114 26% L	64 14%	375 31% N	152 19%
Another financial product	179 9%	119 12% C	60 6%	15 5%	13 4%	27 7% E	34 9% DE	90 15% DEFG	68 13% JKL	50 9%	31 7%	30 6%	121 10% N	57 7%
None of the above	112 6%	58 6%	53 5%	51 16% EFGH	15 4%	15 4%	13 4%	17 3%	13 3%	29 5% I	27 6% I	43 9% U	34 3%	78 10% M
Don't know	51 3%	22 2%	29 3%	16 5% H	9 3%	8 2%	10 3%	8 1%	11 2%	12 2%	9 2%	18 4%	22 2%	29 4% M

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

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

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EI01. Looking at the financial products and services below, which, if any, have you personally ever bought or taken out?

Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
A current account	1681 84%	415 83%	438 84%	588 82%	88 87% *	151 88%	494 81%	435 88% GI	318 83%	206 90% GI	409 78% N	350 83% N	822 89% KLN	100 69%
A savings account (including Cash ISAs)	1332 66%	316 63%	349 67%	484 68%	73 72% *	111 64%	329 54%	349 71% G	278 73% G	192 84% GHI	299 57% N	277 66% KN	695 76% KLN	62 42%
Life insurance	643 32%	159 32%	183 35% D	200 28%	42 42% D*	59 34%	136 22%	165 34% G	153 40% G	111 49% GHI	169 32% N	130 31% N	310 34% N	35 24%
General insurance	762 38%	180 36%	205 39%	269 38%	46 46% *	61 36%	176 29%	202 41% G	169 44% G	120 53% GH	175 33% N	153 36% N	398 43% KLN	36 25%
A mortgage	936 47%	229 46%	247 47%	321 45%	54 54% *	85 50%	193 31%	241 49% G	226 59% GH	151 44% GH	226 43% N	183 43% N	481 52% KLN	46 32%
A credit card	1301 65%	306 61%	340 65%	469 66%	73 73% B*	113 66%	315 51%	347 71% G	288 75% G	185 81% GH	311 59% N	250 59% N	674 73% KLN	67 46%
A personal loan	635 32%	145 29%	176 34%	218 31%	37 37% *	59 34%	174 28%	161 33% G	131 34%	98 43% GHI	169 32% N	121 29% N	304 33% KLN	41 28%
A pension (employer, stakeholder, personal or self-invested personal pension/SIPP)	873 43%	220 44%	229 44%	306 43%	40 39% *	79 46%	175 28%	234 48% G	199 52% G	149 65% GHI	180 34% N	166 39% N	497 54% KLN	31 21%
An investment product (including stocks, shares, unit/investment trusts, investment bonds or equity ISAs)	527 26%	110 22%	141 27%	212 30% B	23 23% *	40 24%	104 17%	135 27% G	113 30% G	108 47% GHI	96 18% N	97 23% N	320 35% KLN	14 10%
Another financial product	179 9%	47 9%	46 9%	54 8%	13 13% *	19 11%	34 6%	43 9% G	45 12% G	28 12% G	34 7% N	35 8% KN	102 11% KN	7 5%
None of the above	112 6%	34 7%	31 6%	36 5%	4 3% *	8 5%	51 8% HU	18 4% G	13 4%	6 3% M	37 7% M	28 7% M	23 3% KLM	23 15% KLM
Don't know	51 3%	12 2%	14 3%	20 3%	1 1% *	5 3%	16 3%	6 1% G	7 2%	3 1% M	16 3% M	12 3% M	16 2% M	7 5% M

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

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

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		Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account		
	Total		Investment product / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
A current account	1681 84%	1681 91% G	1393 94% BG	1260 95% BCG	850 97% BCDG	511 97% BCDG	- - -	909 87% -	88 89% *	1059 93% K	178 88% -	945 93% M	166 87% -
A savings account (including Cash ISAs)	1332 66%	1332 72% G	1332 90% BG	1332 100% BCDFG	746 85% BG	485 92% BCDG	- - -	748 71% -	80 81% H*	886 78% K	138 68% -	782 77% -	137 72% -
Life insurance	643 32%	643 35% G	593 40% BG	532 40% BG	452 52% BCDG	271 52% BCDG	- - -	386 37% -	33 34% +	441 39% K	56 28% -	366 36% -	67 35% -
General insurance	762 38%	762 41% G	700 47% BG	642 48% BCG	511 59% BCDG	344 65% BCDEG	- - -	438 42% -	48 48% *	542 48% K	63 31% -	449 44% -	74 39% -
A mortgage	936 47%	936 51% G	834 56% BG	762 57% BCG	638 73% BCDG	396 75% BCDG	- - -	535 51% -	65 65% H*	640 56% K	85 42% -	560 55% -	91 48% -
A credit card	1301 65%	1301 70% G	1141 77% BG	1039 78% BCG	758 87% BCDG	475 90% BCDEG	- - -	729 70% -	76 77% *	863 76% K	132 65% -	765 75% -	129 68% -
A personal loan	635 32%	635 34% G	567 38% BG	502 38% BG	421 48% BCDG	242 46% BCDG	- - -	372 36% -	39 39% *	437 38% K	57 28% -	367 36% -	70 37% -
A pension (employer, stakeholder, personal or self-invested personal pension/SIPP)	873 43%	873 47% G	873 59% BDG	746 56% BG	873 100% BCDFG	398 76% BCDG	- - -	512 49% -	52 53% *	593 52% K	76 37% -	535 53% M	78 41% -
An investment product (including stocks, shares, unit/investment trusts, investment bonds or equity ISAs)	527 26%	527 29% G	527 36% BG	485 36% BCG	398 46% BCDG	527 100% BCDEG	- - -	320 31% -	40 40% *	383 34% K	49 24% -	340 33% -	52 28% -
Another financial product	179 9%	179 10% G	161 11% BG	151 11% BG	118 14% BCDG	103 20% BCDEG	- - -	115 11% -	13 13% *	129 11% K	11 5% -	111 11% -	20 10% -
None of the above	112 6%	- - -	- - -	- - -	- - -	- - -	112 69% BCDEF	31 3%	2 2% +	- - -	- - -	- - -	- - -
Don't know	51 3%	- - -	- - -	- - -	- - -	- - -	51 31% BCDEF	9 1%	- - +	- - -	- - -	- - -	- - -

Overlap formulae used
ColumnProportions (SN): A,B/C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A,B/C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30(**) Small Base: 100(*)

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a:

Base: All Adults aged 16-75 in Great Britain

	EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a:				
	company where there are a low number of women compared to men on its board of directors?	company which is doing business in a country where human rights are not safeguarded or are known to be violated?	company where working conditions are poor for many of its employees (e.g. the company has a poor health and safety record or there are restrictions on forming a union)?	company with a poor record safeguarding the environment?	fossil fuel company (e.g. an oil, natural gas or coal company)
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010
Take no action	735 37% BCD	248 12%	230 11%	311 15% BC	740 37% BCD
Act as a shareholder to encourage the company to change its behaviour relating to the issue	399 20% BCE	241 12%	289 14% B	370 18% BCE	297 15% B
Stop investing in the company until the issue has been addressed	240 12%	512 25% AE	570 28% ABDE	515 26% AE	209 10%
Stop investing money in that company permanently	90 4%	498 25% ACDE	423 21% ADE	304 15% AE	143 7% A
Don't know	546 27% BCD	512 25%	497 25%	511 25%	621 31% ABCD

Overlap formulae used
ColumnProportions (5N): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5N): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where there are a low number of women compared to men on its board of directors?
Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Take no action	735	466	269	76	128	128	158	245	214	198	164	159	470	265
	37%	47% C	27%	24%	36% D	35% D	42% DF	42% DF	40% L	35%	37%	34%	39% N	33%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	399	180	219	42	82	69	73	134	121	115	80	83	239	160
	20%	18%	22%	13%	23% D	19% D	19% D	23% D	23%	20%	18%	18%	20%	20%
Stop investing in the company until the issue has been addressed	240	98	143	43	48	53	40	57	57	70	58	55	145	95
	12%	10%	14% B	13%	13%	14% H	11%	10%	11%	12%	13%	12%	12%	12%
Stop investing money in that company permanently	90	40	50	23	16	16	14	21	18	25	21	26	57	33
	4%	4%	5%	7% H	4%	4%	4%	4%	3%	4%	5%	6%	5%	4%
Don't know	546	211	335	137	85	102	91	130	121	153	124	148	284	262
	27%	21%	33% B	43% EFGH	24%	28%	24%	22%	23%	27%	28%	31% I	24%	32% M

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

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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where there are a low number of women compared to men on its board of directors?

Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Take no action	735	178	193	268	37	59	195	181	147	103	177	153	366	40
	37%	36%	37%	38%	37% *	34%	32%	37%	38% G	45% GH	34%	36% N	40% KN	27%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	399	90	101	143	27	37	112	99	81	51	98	75	210	16
	20%	18%	19%	20%	27% B*	22%	18%	20%	21%	22%	19% N	18%	23% LN	11%
Stop investing in the company until the issue has been addressed	240	63	58	89	9	22	72	67	50	22	52	58	117	13
	12%	12%	11%	12%	9% *	13%	12%	14%	13%	10%	10%	14%	13%	9%
Stop investing money in that company permanently	90	23	21	38	6	3	33	17	23	9	20	15	46	9
	4%	5%	4%	5% F	5% *	2%	5%	4%	6%	4%	4%	3%	5%	6%
Don't know	546	147	151	176	21	51	201	127	81	43	176	120	181	69
	27%	29%	29%	25%	21% *	30%	33% HIJ	26% J	21%	19%	34% M	29% M	20%	47% KLM

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

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where there are a low number of women compared to men on its board of directors?

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investment product / Pension / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Take no action	735 37%	712 39% G	629 42% BG	565 42% BG	405 46% BCDG	271 51% BCDEG	23 14%	384 37%	70 71% H*	511 45% K	64 32%	455 45%	72 38%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	399 20%	382 21% G	301 20% G	283 21% CG	201 23% BCG	128 24% BCDG	17 10%	295 28% I	9 9% *	261 23%	51 25%	230 23%	46 24%
Stop investing in the company until the issue has been addressed	240 12%	225 12% CDEF	168 11%	149 11%	90 10%	50 9%	16 10%	171 16% I	8 8% *	144 13%	33 16%	139 14%	21 11%
Stop investing money in that company permanently	90 4%	83 4% CDEF	55 4% F	46 3% F	27 3% F	10 2%	7 5%	63 6%	1 1% *	50 4%	13 6%	39 4%	15 8% L
Don't know	546 27%	446 24% CDEF	328 22% EF	290 22% EF	151 17% F	67 13%	100 61% BCDEF	135 13%	10 10% *	174 15%	41 20%	154 15%	35 18%

Overlap formulae used
ColumnProportions (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)
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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company which is doing business in a country where human rights are not safeguarded or are known to be violated?

Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Take no action	248	167	81	34	50	44	48	71	82	53	62	52	152	96
	12%	17% c	8%	11%	14%	12%	13%	12%	15% JL	9%	14% J	11%	13%	12%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	241	157	84	23	49	35	41	93	77	69	47	48	160	80
	12%	16% c	8%	7%	14% D	10%	11%	16% DFG	14% L	12%	10%	10%	13% N	10%
Stop investing in the company until the issue has been addressed	512	243	269	74	102	96	98	142	154	152	90	117	313	199
	25%	24%	26%	23%	28%	26%	26%	24%	29% K	27% K	20%	25%	26%	24%
Stop investing money in that company permanently	498	211	286	50	78	91	112	167	110	147	125	115	294	204
	25%	21%	28% B	16%	22%	25% D	30% DE	29% DE	21%	26% I	28% I	24%	25%	25%
Don't know	512	217	295	140	80	102	75	114	109	140	123	140	275	237
	25%	22%	29% B	44% EFGH	22%	28% GH	20%	19%	21%	25%	28% I	30% I	23%	29% M

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

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	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Take no action	248 12%	61 12%	53 10%	100 14% C	16 16% *	17 10%	73 12%	49 10%	51 13%	36 16% H	44 8%	55 13% K	131 14% K	18 12%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	241 12%	64 13%	60 11%	89 12%	8 8% *	21 12%	48 8%	69 14% G	62 16% G	33 14% G	56 11%	37 9%	139 15% KLN	9 6%
Stop investing in the company until the issue has been addressed	512 25%	122 24%	131 25%	183 26%	33 33% *	43 25%	142 23%	133 27%	105 28%	65 29%	116 22%	101 24%	265 29% KN	30 20%
Stop investing money in that company permanently	498 25%	118 23%	135 26%	173 24%	27 27% *	44 26%	176 29% IJ	124 25%	81 21%	49 22%	146 28% MN	112 27%	213 23%	27 18%
Don't know	512 25%	136 27% E	145 28% E	168 24%	16 16% *	46 27% E	174 28% IJ	117 24%	82 21%	45 20%	161 31% M	117 28% M	172 19%	62 43% KLM

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

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

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Public
Ipsos MORI

EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company which is doing business in a country where human rights are not safeguarded or are known to be violated?

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Take no action	248 12%	231 13%	197 13% B	174 13%	121 14%	79 15% B	17 10%	70 7%	45 46% H*	149 13%	28 14%	134 13%	38 20% L
Act as a shareholder to encourage the company to change its behaviour relating to the issue	241 12%	234 13% G	198 13% G	182 14% BG	135 15% BCDG	96 18% BCDEG	7 4%	166 16%	17 17% *	157 14%	35 17%	140 14%	22 12%
Stop investing in the company until the issue has been addressed	512 25%	486 26% G	405 27% BG	373 28% BG	251 29% BG	155 29% G	26 16%	359 34% I	13 13% *	344 30% K	44 22%	309 30%	48 25%
Stop investing money in that company permanently	498 25%	479 26% G	376 25% G	333 25% G	223 26% G	121 23% G	18 11%	345 33% I	10 11% *	322 28%	61 30%	298 29%	46 24%
Don't know	512 25%	417 23% CDEF	304 21% EF	270 20% EF	143 20% EF	75 14%	95 58% BCDEF	109 10%	14 14% *	168 15%	35 17%	136 13%	35 19%

Overlap formulae used
ColumnProportions (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where working conditions are poor for many of its employees (e.g. the company has a poor health and safety record or there are restrictions on forming a union)?
Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Take no action	230 11%	160 16% C	70 7%	34 11%	47 13%	38 10%	42 11%	68 12%	73 14% J	48 9%	57 13% J	51 11%	147 12%	83 10%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	289 14%	175 18% C	115 11%	33 10%	56 16% F	37 10%	49 13%	114 20% DFG	83 16%	95 17% K	51 11%	61 13%	175 15%	115 14%
Stop investing in the company until the issue has been addressed	570 28%	250 25%	320 32% B	69 22%	119 33% D	104 28%	115 31% D	163 28%	174 33% L	158 28%	124 28%	114 24%	356 30%	214 26%
Stop investing money in that company permanently	423 21%	206 21%	217 21%	51 16%	60 17%	89 24% DE	92 25% DE	131 22% DE	93 18%	122 22%	99 22%	109 23% I	254 21%	169 21%
Don't know	497 25%	204 21%	293 29% B	133 41% EFGH	77 21%	100 27% GH	77 21%	110 19%	107 20%	138 25%	115 26% I	137 29% I	262 22%	235 29% M

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

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

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where working conditions are poor for many of its employees (e.g. the company has a poor health and safety record or there are restrictions on forming a union)?
Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Take no action	230 11%	63 13%	47 9%	89 12%	15 15% *	16 9%	65 11%	46 9%	50 13%	37 16% GH	42 8%	51 12% K	117 13% K	20 14% K
Act as a shareholder to encourage the company to change its behaviour relating to the issue	289 14%	64 13%	71 14%	115 16% E	7 7% *	32 19% E	70 11%	77 16%	65 17% G	38 17%	64 12% N	62 15% N	157 17% KN	7 4%
Stop investing in the company until the issue has been addressed	570 28%	131 26%	140 27%	212 30%	41 41% BCDF*	47 27%	167 27%	145 29%	111 29%	72 32%	131 25%	102 24%	304 33% KLN	33 23%
Stop investing money in that company permanently	423 21%	104 21%	125 24%	137 19%	22 22% *	35 20%	135 22%	107 22%	82 21%	43 19%	125 24% MN	97 23%	178 19%	23 16%
Don't know	497 25%	139 28% DE	140 27% E	161 23%	15 15% *	42 24%	176 29% U	117 24% J	74 19%	39 17%	161 31% M	110 26% M	163 18%	64 44% KLM

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

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company where working conditions are poor for many of its employees (e.g. the company has a poor health and safety record or there are restrictions on forming a union)?

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investment product / Pension / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Take no action	230 11%	217 12%	183 12%	161 12%	111 13%	74 14%	13 8%	65 6%	41 42% H*	133 12%	34 17% J	125 12%	38 20% L
Act as a shareholder to encourage the company to change its behaviour relating to the issue	289 14%	280 15% G	232 16% G	219 16% BCG	163 19% BCDG	118 22% BCDEG	9 6%	193 18%	17 17% *	190 17%	36 18%	169 17%	33 18%
Stop investing in the company until the issue has been addressed	570 28%	541 29% G	452 31% BG	413 31% BG	271 31% G	167 32% G	29 18%	390 37% I	19 20% *	389 34% K	53 26%	346 34% M	48 25%
Stop investing money in that company permanently	423 21%	406 22% G	321 22% G	283 21% G	193 22% G	105 20% G	17 11%	305 29% I	7 7% *	278 24%	43 21%	252 25%	34 18%
Don't know	497 25%	404 22% CDEF	291 20% EF	256 19% EF	136 16% F	63 12%	94 58% BCDEF	94 9%	14 15% *	150 13%	37 18%	124 12%	35 19% L

Overlap formulae used

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

ColumnMeans (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)

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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company with a poor record safeguarding the environment?

Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Take no action	311 15%	202 20% c	109 11%	42 13%	55 15%	57 16%	68 18%	88 15%	92 17%	75 13%	74 17%	70 15%	194 16%	117 14%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	370 18%	204 21% c	166 16%	43 13%	78 22% DF	47 13%	61 16%	141 24% DFG	107 20%	112 20%	74 17%	77 16%	238 20% N	132 16%
Stop investing in the company until the issue has been addressed	515 26%	243 24%	272 27%	67 21%	103 29% D	97 26%	95 25%	153 26%	158 30% L	143 25%	109 24%	105 22%	306 26%	209 26%
Stop investing money in that company permanently	304 15%	142 14%	162 16%	34 11%	43 12%	66 18% DE	65 17% D	96 16% D	68 13%	86 15%	74 16%	76 16%	187 16%	117 14%
Don't know	511 25%	205 21%	306 30% B	136 42% EFGH	79 22%	101 28% H	85 23%	109 19%	106 20%	145 26% I	116 26% I	144 30% I	270 23%	241 30% M

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

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

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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company with a poor record safeguarding the environment?
Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Take no action	311 15%	79 16%	77 15%	118 16%	17 17% *	20 12%	90 15%	75 15%	63 16%	43 19%	60 12%	81 19% K	147 16% K	23 15%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	370 18%	82 16%	99 19% E	136 19% E	10 10% *	44 25% BE	96 16%	94 19%	88 23% G	44 19%	83 16%	65 15%	203 22% KLN	18 12%
Stop investing in the company until the issue has been addressed	515 26%	116 23%	126 24%	199 28%	30 30% *	42 25%	146 24%	136 28%	102 27%	64 28%	129 25% N	101 24% N	267 29% N	18 12%
Stop investing money in that company permanently	304 15%	79 16%	78 15%	99 14%	23 23% CD*	24 14%	106 17%	68 14%	53 14%	36 16%	84 16%	63 15%	132 14%	24 17%
Don't know	511 25%	144 29% D	143 27%	162 23%	20 20% *	41 24%	176 29% IJ	119 24%	76 20%	41 18%	166 32% M	111 26% M	170 18%	64 43% KLM

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

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

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - company with a poor record safeguarding the environment?

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Take no action	311 15%	296 16% G	254 17% BG	227 17% G	157 18% BG	98 19% G	15 9%	101 10%	53 54% H*	190 17%	42 21%	179 18%	44 23%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	370 18%	356 19% G	309 21% BG	280 21% BG	199 23% BCG	145 27% BCDEG	14 8%	263 25%	16 16% *	249 22%	41 20%	240 24%	32 17%
Stop investing in the company until the issue has been addressed	515 26%	486 26% G	397 27% G	360 27% G	244 28% G	144 27% G	29 18%	364 35% I	14 14% *	347 30%	49 24%	298 29%	52 28%
Stop investing money in that company permanently	304 15%	294 16% CG	220 15% G	198 15% G	129 15% G	71 14% G	10 6%	214 20% I	6 6% *	194 17%	39 19%	173 17%	30 16%
Don't know	511 25%	415 22% CDEF	301 20% EF	266 20% EF	144 16% F	69 13%	95 59% BCDEF	106 10%	10 11% *	160 14%	31 15%	128 13%	31 17%

Overlap formulae used

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

ColumnMeans (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - fossil fuel company (e.g. an oil, natural gas or coal company)
Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Take no action	740	457	284	72	109	125	166	269	233	207	149	151	468	272
	37%	46% C	28%	22%	30% D	34% D	44% DEF	46% DEF	44% JKL	37%	33%	32%	39% N	33%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	297	146	151	39	63	42	54	99	86	74	70	66	199	98
	15%	15%	15%	12%	18% F	11%	14%	17% F	16%	13%	16%	14%	17% N	12%
Stop investing in the company until the issue has been addressed	209	95	114	27	54	41	32	55	54	62	48	44	126	83
	10%	10%	11%	8%	15% DGH	11%	8%	9%	10%	11%	11%	9%	11%	10%
Stop investing money in that company permanently	143	74	70	27	30	39	22	25	28	44	35	37	80	63
	7%	7%	7%	8% H	8% H	11% GH	6%	4%	5%	8%	8%	8%	7%	8%
Don't know	621	225	396	156	103	122	101	139	129	173	145	174	322	300
	31%	23%	39% B	49% EFGH	29%	33% H	27%	24%	24%	31% I	32% I	37% I	27%	37% M

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

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

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E102. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - fossil fuel company (e.g. an oil, natural gas or coal company)

Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Take no action	740 37%	172 34%	188 36%	269 38%	43 43% *	68 39%	203 33%	171 35%	158 41% G	106 46% GH	169 32%	161 38% N	373 41% KN	37 25%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	297 15%	71 14%	73 14%	113 16%	18 18% *	23 13%	79 13%	69 14%	66 17%	43 19% G	68 13%	47 11%	170 19% KLN	11 8%
Stop investing in the company until the issue has been addressed	209 10%	49 10%	54 10%	75 11%	10 10% *	20 12%	67 11% J	64 13% J	38 10%	14 6%	51 10%	39 9%	102 11%	17 11%
Stop investing money in that company permanently	143 7%	40 8%	41 8%	49 7%	7 7% *	7 4%	41 7%	38 8%	28 7%	15 7%	31 6%	24 6%	80 9%	8 5%
Don't know	621 31%	169 34% E	168 32%	207 29%	23 23% *	54 32%	222 36% IJ	150 31% IJ	92 24%	50 22%	203 39% M	149 35% M	195 21%	74 51% KLM

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

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

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EI02. What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a: - fossil fuel company (e.g. an oil, natural gas or coal company)

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Take no action	740 37%	718 39% G	620 42% BG	563 42% BG	415 47% BCDG	280 53% BCDEG	22 14%	386 37%	73 74% H*	523 46% K	68 33%	466 46%	77 40%
Act as a shareholder to encourage the company to change its behaviour relating to the issue	297 15%	286 15% G	232 16% G	220 17% CG	143 16% G	94 18% G	11 7%	216 21% I	8 8% *	197 17%	32 16%	167 16%	29 15%
Stop investing in the company until the issue has been addressed	209 10%	194 11% CDF	140 9%	121 9%	81 9%	42 8%	14 9%	158 15% I	5 5% *	114 10%	34 17% J	115 11%	22 11%
Stop investing money in that company permanently	143 7%	134 7%	103 7%	88 7%	56 6%	29 5%	9 6%	110 11% I	2 2% *	86 8%	19 9%	78 8%	21 11%
Don't know	621 31%	516 28% CDEF	386 26% EF	340 26% EF	178 20% F	81 15%	106 65% BCDEF	178 17%	11 11% *	219 19%	51 25%	192 19%	41 22%

Overlap formulae used

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

ColumnMeans (5%): A,B/C/D/E/F/G,H/I,J/K,L/M Minimum Base: 30(**) Small Base: 100(*)

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain

Public

Ipsos MORI

E103B. Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically? And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically? - Summary table

Base: All Adults aged 16-75 in Great Britain

	E103B. Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically? And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?		
	Total mentions	Most prepared to do	Others prepared to do
	(A)	(B)	(C)
Unweighted base	2010	2010	2010
Weighted base	2010	2010	2010
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	515 26% B	212 11% B	302 15% B
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	596 30% B	327 16% C	270 13% B
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	440 22% B	147 7% B	293 15% B
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	438 22% B	183 9% B	255 13% B
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	326 16% B	116 6% B	210 10% B
Write directly to financial institutions to persuade them to invest in companies that behave ethically	262 13% B	61 3% B	201 10% B
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5% B	99 5% B	99 5% B
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	175 9% B	- - B	175 9% B
Don't know	863 43% B	863 43% B	863 43% B
NET Most prepared to do	1048 52% C	1048 52% C	- - B
NET Others prepared to do	873 43% B	- - B	873 43% B

Overlap formulae used

ColumnProportions (5%) A/B/C Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%) A/B/C Minimum Base: 30(*) Small Base: 100(*)

13-065432-41 - Ethical Finance & Investing

10th October - 14th October 2014

All adults aged 16-75 in Great Britain

Public

Ipsos MORI

EI038_1. Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	212 11%	101 10%	111 11%	27 9%	40 11%	39 11%	42 11%	63 11%	68 13%	58 10%	43 10%	43 9%	123 10%	89 11%
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	327 16%	163 16%	164 16%	43 13%	58 16%	60 16%	80 21% DH	87 15%	94 18% L	108 19% L	68 15%	58 12%	188 16%	139 17%
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	147 7%	81 8%	67 7%	18 6%	37 10% D	27 7%	25 7%	40 7%	55 10% L	44 8% L	29 7%	20 4%	95 8%	52 6%
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	183 9%	85 8%	99 10%	19 6%	36 10%	30 8%	30 8%	68 12% D	53 10%	55 10%	38 8%	38 8%	122 10% N	62 8%
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	116 6%	58 6%	59 6%	15 5%	28 8%	16 4%	23 6%	35 6%	34 6%	26 5%	25 6%	31 7%	75 6%	42 5%
Write directly to financial institutions to persuade them to invest in companies that behave ethically	61 3%	34 3%	27 3%	16 5% F	15 4%	6 2%	9 2%	15 3%	19 4%	11 2%	15 3%	15 3%	39 3%	22 3%
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	67 7% C	32 3%	9 3%	15 4%	21 6%	20 5%	34 6%	38 7% JKL	25 4%	17 4%	19 4%	63 5%	36 4%
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	863 43%	407 41%	456 45%	174 54% EFGH	130 36%	169 46% E	146 39%	244 42%	171 32%	235 42% I	211 47% I	247 52% U	489 41%	374 46% M
NET Most prepared to do	1048 52%	521 52%	527 52%	138 43% DFH	214 60%	178 48%	208 55% D	309 53% D	322 61% JKL	302 54% L	219 49%	205 43%	643 54%	405 50%

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

ColumnMeans [5%]: A,B/C,D,E,F/G,H,I/J/K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
Public
Ipsos MORI

EI038_1. Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M aster/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	212 11%	58 12%	47 9%	89 12% F	7 7% *	12 7%	60 10%	56 11%	46 12%	25 11%	50 10%	38 9%	117 13% N	7 5%
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	327 16%	78 16%	88 17%	108 15%	22 22% *	31 18%	104 17%	76 15%	68 18%	43 19%	76 15% N	79 19% N	164 18% N	8 5%
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	147 7%	41 8%	40 8%	43 6%	4 4% *	20 12% D	24 4%	37 8% G	39 10% G	31 13% GH	28 5%	23 5%	89 10% KL	7 5%
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	183 9%	38 7%	43 8%	77 11%	10 10% *	15 9%	53 9%	42 9%	35 9%	25 11%	39 7%	25 6%	108 12% KL	11 8%
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	116 6%	31 6%	31 6%	43 6%	8 8% F*	4 3%	27 4%	31 6%	26 7%	17 7%	29 5%	17 4%	63 7% L	8 5%
Write directly to financial institutions to persuade them to invest in companies that behave ethically	61 3%	15 3%	13 3%	25 4%	4 4% *	3 2%	18 3%	12 2%	19 5% H	4 2%	20 4%	12 3%	25 3%	4 3%
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	23 5%	23 4%	35 5%	4 4% *	14 8%	22 4%	29 6%	21 6%	18 8% G	20 4%	27 6%	47 5%	4 3%
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	- - -	- - -	- - -	- - -	- - *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	863 43%	218 44%	239 46%	294 41%	40 40% *	72 42%	306 50% HJ	208 42% U	129 34%	65 29%	260 50% M	199 47% M	307 33% KLM	97 66% KLM
NET Most prepared to do	1048 52%	259 52%	261 50%	385 54%	57 56% *	85 50%	285 47%	254 52%	232 61% GH	145 63% GH	243 46% N	195 46% N	566 62% KLN	45 30%

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

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

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
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EI038_1. Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Total	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Investment product / Pension / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely		
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186	
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189	
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	212 11%	207 11% G	176 12% G	151 11% G	109 12% G	66 12% G	5 3% I	212 20% I	- * *	149 13% *	19 9% *	140 14% *	20 11% *	
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	327 16%	312 17% G	259 17% G	242 18% BG	149 17% G	94 18% G	15 9% I	327 31% J	- * *	229 20% *	33 16% *	193 19% *	25 13% *	
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	147 7%	141 8%	117 8%	110 8%	73 8%	47 9% G	7 4% I	147 14% J	- * *	104 9% *	14 7% *	96 9% *	16 9% *	
Ask an independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	183 9%	180 10% G	154 10% BG	136 10% G	107 12% BCDG	73 14% BCDG	4 2% I	183 17% J	- * *	132 12% *	22 11% *	124 12% *	22 12% *	
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	116 6%	114 6% G	87 6% G	76 6% G	53 6% G	26 5% I	2 1% I	116 11% J	- * *	70 6% *	19 9% *	63 6% *	13 7% *	
Write directly to financial institutions to persuade them to invest in companies that behave ethically	61 3%	54 3% C	37 2% C	33 2% C	22 3% C	14 3% C	8 5% I	61 6% J	- * *	35 3% *	7 3% *	33 3% *	8 4% *	
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	97 5% G	84 6% G	80 6% BG	52 6% G	40 8% BCD	2 1% I	- * H*	99 100% I	72 6% *	8 4% *	63 6% *	10 5% *	
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- *	- *	
Don't know	863 43%	743 40% CDEF	567 38% EF	504 38% EF	309 35% F	167 32% BCDEF	120 74% BCDEF	- * *	- * *	349 31% J	82 40% J	305 30% L	76 40% L	
NET Most prepared to do	1048 52%	1007 55% G	830 56% BG	748 56% BG	512 59% BCDG	320 61% BCDG	41 25% I	1048 100% J	- * *	718 63% *	114 56% *	649 64% M	103 55% *	

Overlap formulae used
ColumnProportion (SN): A,B/C,D,E,F,G,H/I,K,L,M Minimum Base: 30(*) Small Base: 100(*)
ColumnMean (SN): A,B/C,D,E,F,G,H/I,K,L,M Minimum Base: 30(*) Small Base: 100(*)

13-065432-41 - Ethical Finance & Investing

10th October - 14th October 2014

All adults aged 16-75 in Great Britain

Public

Ipsos MORI

EI038_2. And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	996	1014	325	347	372	377	589	549	624	385	452	1126	884
Weighted base	2010	995	1015	321	359	368	375	587	531	561	447	471	1194	816
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	302 15%	166 17% C	136 13%	38 12%	70 20% DG	54 15%	50 13%	90 15%	96 18% KL	100 18% KL	50 11%	56 12%	188 16%	114 14%
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	270 13%	133 13%	137 13%	34 11%	69 19% DFGH	45 12%	47 13%	75 13%	78 15%	82 15%	48 11%	62 13%	160 13%	110 13%
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	293 15%	140 14%	153 15%	34 11%	67 19% D	55 15%	51 14%	85 14%	99 19% KL	87 15% K	49 11%	58 12%	185 15%	108 13%
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	255 13%	123 12%	132 13%	39 12%	66 18% DGH	48 13%	44 12%	59 10%	85 16% K	67 12%	44 10%	59 13%	149 12%	106 13%
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	210 10%	102 10%	107 11%	25 8%	36 10%	34 9%	44 12%	70 12%	66 12% KL	70 13% KL	35 8%	38 8%	128 11%	82 10%
Write directly to financial institutions to persuade them to invest in companies that behave ethically	201 10%	101 10%	100 10%	33 10%	39 11%	36 10%	37 10%	57 10%	52 10%	68 12%	39 9%	42 9%	123 10%	78 10%
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	67 7% C	32 3%	9 3%	15 4%	21 6%	20 5%	34 6%	38 7% JKL	25 4%	17 4%	19 4%	63 5%	36 4%
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	175 9%	90 9%	85 8%	20 6%	23 6%	22 6%	60 16% DEFH	50 9%	59 11% JL	40 7%	44 10%	32 7%	116 10%	59 7%
Don't know	863 43%	407 41%	456 45%	174 54% EFGH	130 36%	169 46% E	146 39%	244 42%	171 32%	235 42% I	211 47% I	247 52% U	489 41%	374 46% M
NET Others prepared to do	873 43%	431 43%	441 44%	118 37%	192 53% DFGH	157 42%	148 40%	259 44%	264 50% KL	262 47% KL	174 39%	173 37%	527 44%	346 42%

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

ColumnMeans [5%]: A,B/C,D,E,F/G,H,I/J/K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

13-065432-41 - Ethical Finance & Investing
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All adults aged 16-75 in Great Britain
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EI038_2. And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	GCSE/O Level/NV Q12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2010	497	518	725	102	168	589	488	385	238	534	413	907	156
Weighted base	2010	500	524	714	101	172	613	492	382	228	523	421	920	146
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	302 15%	78 16%	65 12%	107 15%	18 18% *	35 20% C	86 14%	67 14%	70 18%	41 18%	65 12%	51 12%	174 19% KLN	12 8%
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	270 13%	69 14%	68 13%	98 14%	9 9% *	26 15%	73 12%	70 14%	63 17% G	29 13%	58 11%	38 9%	161 18% KLN	13 9%
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	293 15%	72 14%	63 12%	113 16%	16 16% *	28 16%	86 14%	60 12%	69 18% H	38 17%	53 10%	61 14% KN	171 19% KN	8 6%
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	255 13%	60 12%	66 13%	90 13%	12 12% *	27 16%	72 12%	58 12%	66 17% GH	28 12%	54 10%	46 11%	144 16% KLN	11 8%
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	210 10%	56 11%	46 9%	75 11%	7 7% *	25 15% C	49 8%	57 11%	48 13% G	27 12%	41 8%	33 8%	127 14% KLN	9 6%
Write directly to financial institutions to persuade them to invest in companies that behave ethically	201 10%	53 11%	49 9%	69 10%	6 6% *	24 14%	64 11%	51 10%	31 8%	24 11%	35 7%	37 9%	118 13% KLN	10 7%
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	23 5%	23 4%	35 5%	4 4% *	14 8%	22 4%	29 6%	21 6%	18 8% G	20 4%	27 6%	47 5%	4 3%
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	175 9%	40 8%	48 9%	69 10%	7 7% *	11 7%	48 8%	41 8%	34 9%	30 13% GH	52 10%	35 8%	78 8%	10 7%
Don't know	863 43%	218 44%	239 46%	294 41%	40 40% *	72 42%	306 50% HJ	208 42% U	129 34%	65 29%	260 50% M	199 47% M	307 33% KLM	97 66% KLM
NET Others prepared to do	873 43%	219 44%	213 41%	317 50%	50 50% *	74 43%	237 39%	213 43%	198 52% GH	114 50% G	191 36% N	160 38% N	488 53% KLN	35 24%

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

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

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EI038_2. And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

Base: All Adults aged 16-75 in Great Britain

	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investment product / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2010	1837	1475	1335	867	527	173	1054	97	1138	192	1011	186
Weighted base	2010	1847	1480	1332	873	527	163	1048	99	1139	203	1018	189
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	302 15%	297 16% G	251 17% BG	238 17% G	161 18% BG	94 18% G	5 3% I	302 29% I	- * *	221 19% *	30 15% *	194 19% *	30 16% *
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	270 13%	263 14% G	213 14% G	198 15% G	140 16% BCG	86 16% G	6 4% I	270 26% I	- * *	196 17% *	26 13% *	175 17% *	27 14% *
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	293 15%	283 15% G	242 16% BG	221 17% BG	150 17% BG	86 16% G	10 6% I	293 28% I	- * *	208 18% *	30 15% *	184 18% *	24 12% *
Ask an independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	255 13%	247 13% G	196 13% G	178 13% G	129 15% CG	66 13% G	8 5% I	255 24% I	- * *	187 16% K	21 10% *	166 16% *	21 11% *
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	210 10%	204 11% G	179 12% BG	168 13% BG	114 13% BG	79 15% BCDG	5 3% I	210 20% I	- * *	157 14% *	18 9% *	124 12% *	24 13% *
Write directly to financial institutions to persuade them to invest in companies that behave ethically	201 10%	194 11% G	159 11% G	138 10% G	95 11% G	64 12% G	7 4% I	201 19% I	- * *	131 12% *	21 10% *	122 12% *	18 10% *
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	99 5%	97 5% G	84 6% G	80 6% BG	52 6% G	40 8% BCG	2 1% I	- * *	99 100% H*	72 6% *	8 4% *	63 6% *	10 5% *
I would not be prepared to do anything further to try and influence institutions to invest in companies who behave ethically	175 9%	163 9% G	134 9% G	115 9% G	86 10% G	63 12% BCD	12 7% I	175 17% I	- * *	105 9% *	26 13% *	100 10% *	16 9% *
Don't know	863 43%	743 40% CDEF	567 38% EF	504 38% EF	309 35% F	167 32% F	120 74% BCDEF	- * *	- * *	349 31% J	82 40% J	305 30% J	76 40% L
NET Others prepared to do	873 43%	844 46% G	695 47% BG	632 47% BG	426 49% BG	257 49% G	29 18% I	873 83% I	- * *	613 54% K	88 43% K	549 54% K	87 46% K

Overlap formulae used
ColumnProportion (SN): A,B/C,D,E,F,G,H/I,K/L,M Minimum Base: 30(**) Small Base: 100(*)
ColumnMean (SN): A,B/C,D,E,F,G,H/I,K,L,M Minimum Base: 30(**) Small Base: 100(*)

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10th October - 14th October 2014									
All adults aged 16-75 in Great Britain									
Public									
Ipsos MORI									
E104. How likely or unlikely would you be to consider switching from your main financial provider if... - Summary table									
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service									
	E104. How likely or unlikely would you be to consider switching from your main financial provider if...								
				You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?	You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?	You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?	You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?	You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?	You have reason to believe that your main financial provider's activities (e.g. lending, insuring) contribute to harmful social activities, such as human rights abuses, child labour and forced labour?
	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?	It does not have a responsible lending policy in place, and it tends to lend to people who may not be able to afford to repay loans?
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1837	1837	1837	1837	1837	1837	1837	1837	1837
Weighted base	1847	1847	1847	1847	1847	1847	1847	1847	1847
Very likely (2)	250 14% BF	308 11% F	221 12% F	474 26% ABCEF	397 22% ABCF	155 8% ABCEFH	544 29% ABCEFH	475 26% ABCEF	
Fairly likely (1)	424 23% BF	341 18% F	418 23% BF	460 25% BF	475 26% ABCF	297 16% ABCEFH	595 32% ABCEFH	543 29% ABCEFH	
Neither likely nor unlikely (0)	567 31% DEGH	502 22% DEGH	586 32% DEGH	397 21% G	455 25% DGH	693 37% ABCEDEGH	294 16% G	400 22% G	
Fairly unlikely (-1)	170 9% DEGH	251 14% ACDEFGH	187 10% DEGH	103 6% DEGH	125 7% DEGH	181 10% DEGH	109 6% DEGH	114 6% DEGH	
Very unlikely (-2)	146 8% BDH	175 9% ABDEGH	150 8% BDH	137 7% GH	124 7% GH	172 9% ABDEGH	94 5% ABDEGH	76 4% ABDEGH	
Don't know	290 16% GH	281 15% GH	285 15% GH	276 15% GH	272 15% GH	349 19% ABCEDEGH	211 11% G	241 13% G	
NET Likely	675 37% BF	549 30% F	639 35% BF	934 51% ABCF	872 47% ABCF	453 24% ABCEFH	1139 62% ABCEFH	1018 55% ABCEFH	
NET Unlikely	316 17% DEGH	425 23% ACDEFGH	337 18% DEGH	241 13% GH	249 13% GH	353 19% ABDEGH	203 11% G	189 10% G	
Net Difference	359 19%	123 7%	302 16%	693 38%	623 34%	100 5%	936 51%	828 45%	
Mean	0.30 BF	0.10 F	0.24 BF	0.66 ABCF	0.57 ABCF	0.06 ABCEFH	0.85 ABCEFH	0.76 ABCEFH	
Standard deviation	1.145	1.160	1.193	1.239	1.175	1.091	1.128	1.094	
Standard error	0.029	0.029	0.029	0.031	0.030	0.028	0.028	0.027	

Overlay format used

Columns Properties (28) A-ABCEFGH Minimum Base: 200** (200) (200)

Columns Means (28) A-ABCEFGH Minimum Base: 200** (200) (200)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a responsible lending policy in place, and it lends to people who may not be able to afford to repay loans?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	250 14%	127 14%	123 13%	18 7%	39 12%	44 13%	51 14%	98 17%	67 13%	71 14%	54 13%	58 14%	160 14%	90 13%
Fairly likely (1)	424 23%	194 21%	230 25%	53 21%	92 28%	69 20%	80 23%	129 23%	132 26%	106 20%	108 26%	78 19%	260 23%	165 23%
Neither likely nor unlikely (0)	567 31%	314 34%	253 27%	78 30%	89 27%	111 32%	103 29%	186 33%	155 31%	157 30%	126 31%	129 31%	350 31%	217 31%
Fairly unlikely (-1)	170 9%	87 10%	83 9%	22 9%	43 13%	34 10%	38 11%	33 6%	49 10%	59 11%	32 8%	29 7%	114 10%	56 8%
Very unlikely (-2)	146 8%	82 9%	64 7%	21 8%	24 7%	20 6%	33 9%	47 8%	40 8%	41 8%	33 8%	31 8%	96 8%	50 7%
Don't know	290 16%	111 12%	179 19%	62 24%	48 14%	67 19%	46 13%	67 12%	62 12%	86 16%	57 14%	85 21%	159 14%	131 19%
NET Likely	675 37%	322 35%	353 38%	72 28%	131 39%	113 33%	131 37%	227 40%	200 39%	177 34%	162 40%	136 33%	420 37%	255 36%
NET Unlikely	316 17%	169 18%	146 16%	43 17%	67 20%	54 16%	71 20%	81 14%	89 18%	101 19%	65 16%	61 15%	210 18%	106 15%
Net Difference	359 19%	152 17%	207 22%	29 11%	64 19%	60 17%	60 17%	147 26%	111 22%	76 15%	97 24%	75 18%	210 18%	148 21%
Mean	0.30	0.25	0.35	0.13	0.27	0.30	0.26	0.40 D	0.31	0.24	0.34	0.31	0.28	0.33
Standard deviation	1.145	1.154	1.133	1.098	1.128	1.099	1.194	1.162	1.133	1.167	1.127	1.154	1.162	1.117
Standard error	0.029	0.041	0.041	0.079	0.067	0.066	0.068	0.052	0.054	0.056	0.060	0.064	0.037	0.046

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a responsible lending policy in place, and it lends to people who may not be able to afford to repay loans?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	250 14%	65 14%	59 12%	92 14%	15 16% *	19 12%	74 14%	65 14%	52 14%	29 13%	77 16% LN	39 10%	123 14%	10 9%
Fairly likely (1)	424 23%	105 23%	106 22%	154 23%	16 17% *	43 27%	106 19%	117 25% G	88 24%	66 30% G	97 21%	76 20%	227 26% KL	24 21%
Neither likely nor unlikely (0)	567 31%	128 28%	168 35% B	198 30%	26 28% *	47 30%	181 33%	134 29%	102 28%	66 30%	128 27%	130 34% K	272 31%	37 31%
Fairly unlikely (-1)	170 9%	48 11% F	37 8%	66 10% F	12 12% P*	7 5%	39 7%	38 8%	46 13% GH	26 12% G	34 7%	31 8%	98 11% K	7 6%
Very unlikely (-2)	146 8%	37 8%	42 9%	50 8%	7 8% *	9 6%	44 8%	47 10% J	34 9%	11 5%	41 9%	29 8%	58 7%	17 15% LM
Don't know	290 16%	71 16%	68 14%	99 15%	19 20% *	33 21%	102 19% U	67 14%	38 11%	22 10%	91 19% M	74 19% M	103 12%	22 19% M
NET Likely	675 37%	171 38%	165 34%	245 37%	31 32% *	62 39%	180 33%	182 39%	141 39%	95 43% G	175 37% L	115 30%	350 40% LN	34 29%
NET Unlikely	316 17%	85 19% F	79 16%	116 18% F	19 20% P*	16 10%	83 15%	85 18%	80 22% G	37 17%	76 16%	61 16%	156 18%	24 21%
Net Difference	359 19%	86 19%	86 18%	129 20%	12 12%	46 29%	97 18%	97 21%	60 17%	58 26%	99 21%	55 14%	195 22%	10 9%
Mean	0.30	0.30	0.25	0.31	0.26 *	0.44 *	0.29	0.29	0.24	0.38	0.36 N	0.21	0.33 N	0.03 *
Standard deviation	1.145	1.177	1.128	1.146	1.217	1.052	1.147	1.194	1.195	1.060	1.215	1.099	1.113	1.221
Standard error	0.029	0.060	0.056	0.048	0.139	0.094	0.054	0.060	0.067	0.075	0.062	0.063	0.040	0.125

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

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a responsible lending policy in place, and it lends to people who may not be able to afford to repay loans?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out							Prepared to take action to influence financial institutions that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Total (A)	Any (B)	Investmen t product / Pension / ISA (C)	A savings account (D)	A pension (E)	An investmen t product (F)	None / Don't know (G)	Yes (H)	No (I)	Likely (J)	Unlikely (K)	Likely (L)	Unlikely (M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186	
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189	
Very likely (2)	250 14%	250 14%	196 13%	171 13%	121 14%	77 15%	- -	180 18%	10 10%	215 19%	11 5%	203 20%	15 8%	
Fairly likely (1)	424 23%	424 23%	360 24%	331 25%	215 25%	124 24%	- -	311 31%	18 18%	351 31%	28 14%	314 31%	25 13%	
Neither likely nor unlikely (0)	567 31%	567 31%	465 31%	422 32%	277 32%	175 33%	- -	293 29%	34 35%	347 30%	31 15%	296 29%	29 15%	
Fairly unlikely (-1)	170 9%	170 9%	143 10%	128 10%	89 10%	61 12%	- -	95 9%	16 17%	98 9%	48 24%	92 9%	47 25%	
Very unlikely (-2)	146 8%	146 8%	117 8%	100 7%	70 8%	48 9%	- -	71 7%	14 14%	67 6%	66 32%	66 6%	64 34%	
Don't know	290 16%	290 16%	199 13%	180 13%	101 12%	40 8%	- -	57 6%	6 6%	62 5%	19 10%	48 5%	9 5%	
NET Likely	675 37%	675 37%	556 38%	502 38%	337 39%	202 38%	- -	490 49%	27 28%	566 50%	39 19%	517 51%	40 21%	
NET Unlikely	316 17%	316 17%	260 18%	228 17%	159 18%	109 21%	- -	167 17%	30 31%	165 15%	114 56%	158 15%	111 59%	
Net Difference	359 19%	359 19%	296 20%	274 21%	178 20%	92 18%	- -	323 32%	-2 -3%	401 35%	-75 -37%	359 35%	-71 -38%	
Mean	0.30	0.30	0.29	0.30	0.30	0.25	-	0.45	-0.07	0.51	-0.71	0.51	-0.67	
Standard deviation	1.145	1.145	1.134	1.118	1.140	1.163	-	1.131	1.190	1.098	1.261	1.125	1.316	
Standard error	0.029	0.029	0.032	0.033	0.041	0.053	-	0.037	0.125	0.033	0.093	0.036	0.098	

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It lends some loans at high interest rates?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	208 11%	106 12%	102 11%	22 9%	47 14% F	30 9%	39 11%	70 12%	51 10%	51 10%	54 13%	52 13%	130 11%	77 11%
Fairly likely (1)	341 18%	153 17%	188 20%	51 20%	74 22% H	59 17%	64 18%	93 17%	104 21%	92 18%	76 19%	69 17%	218 19%	123 17%
Neither likely nor unlikely (0)	592 32%	317 35% C	276 30%	74 29%	88 26%	109 32%	108 31%	212 38% DEG	160 32%	171 33%	135 33%	126 31%	370 32%	222 31%
Fairly unlikely (-1)	251 14%	132 14%	118 13%	34 13%	48 14%	53 15%	53 15%	64 11%	85 17% KL	75 14%	45 11%	45 11%	158 14%	92 13%
Very unlikely (-2)	175 9%	98 11%	77 8%	19 7%	29 9%	29 9%	43 12%	55 10%	49 10%	43 8%	43 10%	40 10%	112 10%	63 9%
Don't know	281 15%	110 12%	171 18% B	55 22% EGH	48 14%	65 19% GH	45 13%	68 12%	55 11%	89 17% I	58 14%	78 19% I	149 13%	132 19% M
NET Likely	549 30%	259 28%	290 31%	73 29%	122 36% FH	89 26%	102 29%	163 29%	156 31%	142 27%	130 32%	121 30%	349 31%	200 28%
NET Unlikely	425 23%	230 25% C	195 21%	52 21%	77 23%	82 24%	95 27% H	119 21%	135 27% L	118 23%	88 21%	85 21%	271 24%	155 22%
Net Difference	123 7%	29 3%	95 10%	20 8%	45 13%	7 2%	7 2%	45 8%	21 4%	24 5%	42 10%	36 9%	78 7%	45 6%
Mean	0.10	0.05	0.16	0.12	0.22	0.03	0.01	0.12	0.05	0.07	0.15	0.15	0.10	0.10
Standard deviation	1.160	1.168	1.149	1.110	1.204	1.117	1.203	1.148	1.147	1.119	1.192	1.197	1.163	1.155
Standard error	0.029	0.041	0.042	0.079	0.071	0.067	0.069	0.052	0.054	0.054	0.064	0.066	0.037	0.048

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

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It lends some loans at high interest rates?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	208 11%	45 10%	58 12%	74 11%	13 14% *	18 11%	64 12%	58 12%	47 13%	23 10%	54 12%	45 12%	95 11%	14 12%
Fairly likely (1)	341 18%	78 17%	96 20%	116 18%	22 22% *	30 19%	93 17%	82 18%	76 21%	45 20%	93 20%	60 16%	173 20%	15 13%
Neither likely nor unlikely (0)	592 32%	148 32% E	153 32% E	221 34% E	18 19% *	52 33% E	166 30%	160 34%	104 29%	71 32%	132 28%	114 30%	304 34% K	43 37%
Fairly unlikely (-1)	251 14%	67 15%	53 11%	98 15%	16 17% *	16 10%	66 12%	59 13%	61 17% G	37 17%	55 12%	52 14%	134 15%	10 8%
Very unlikely (-2)	175 9%	44 10%	53 11%	58 9%	8 9% *	12 7%	57 11%	46 10%	33 9%	21 10%	49 10%	39 10%	73 8%	14 12%
Don't know	281 15%	73 16%	67 14%	91 14%	18 19% *	31 20%	99 18% U	64 14%	40 11%	23 10%	87 19% M	70 19% M	103 12%	20 18%
NET Likely	549 30%	123 27%	154 32%	190 29%	35 37% *	48 30%	157 29%	140 30%	123 34%	67 31%	147 31%	105 28%	268 30%	29 25%
NET Unlikely	425 23%	112 25%	105 22%	156 24%	24 25% *	28 17%	123 23%	104 22%	94 26%	58 27%	103 22%	91 24%	207 23%	24 21%
Net Difference	123 7%	11 2%	48 10%	33 5%	11 11%	21 13%	34 6%	35 8%	29 8%	9 4%	44 9%	14 4%	61 7%	5 4%
Mean	0.10	0.03	0.13	0.09	0.20 *	0.21 *	0.09	0.12	0.13	0.06	0.13	0.07	0.11	0.04 *
Standard deviation	1.160	1.147	1.190	1.143	1.258	1.118	1.198	1.166	1.188	1.145	1.205	1.203	1.115	1.206
Standard error	0.029	0.059	0.059	0.048	0.143	0.099	0.057	0.058	0.066	0.082	0.062	0.068	0.040	0.123

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - It lends some loans at high interest rates?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

								Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Financial products ever bought or taken out											
			Investmen t product / Pension /	A savings account	A pension	An invest ment product	None / Don't know						
	Total	Any	ISA	A savings	A pension	An invest	None /	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	208 11%	208 11% F	162 11%	146 11%	91 10%	47 9%	-	147 15%	9 10% +	177 16% K	11 5%	183 18% M	6 3%
Fairly likely (1)	341 18%	341 18%	281 19%	248 19%	159 18%	94 18%	-	229 23%	18 18% +	266 23% K	33 16%	252 25% M	20 11%
Neither likely nor unlikely (0)	592 32%	592 32%	487 33%	436 33%	291 33%	188 36% B	-	342 34%	27 28% +	373 33% K	41 20%	311 31% M	34 18%
Fairly unlikely (-1)	251 14%	251 14% B	214 15% B	197 15% B	139 16% B	88 17% B	-	147 15%	18 19% +	174 15% +	42 20%	138 14% L	57 30%
Very unlikely (-2)	175 9%	175 9%	144 10%	131 10%	98 11% BC	68 13% BCD	-	85 8%	20 20% H*	96 8% J	55 27% J	87 9% L	63 33% L
Don't know	281 15%	281 15% CDEF	193 13% EF	173 13% EF	95 11% F	42 8%	-	57 6%	5 5% +	54 5% J	21 10% J	46 5% L	8 4%
NET Likely	549 30%	549 30% F	442 30% F	393 30% F	250 29%	141 27%	-	377 37%	27 28% +	444 39% K	44 22%	436 43% M	26 14%
NET Unlikely	425 23%	425 23% B	358 24% B	329 25% B	237 27% BCD	156 30% BCD	-	232 23%	38 39% H*	269 24% J	96 47% J	224 22% L	120 64% L
Net Difference	123 7%	123 7%	85 6%	65 5%	13 1%	-15 -3%	-	145 14%	-11 -11% +	174 15% +	-53 -26% +	211 21% +	-94 -50% +
Mean	0.10	0.10 EF	0.08 EF	0.07 F	0.01	-0.07	-	0.22 I	-0.23 +	0.24 K	-0.53	0.32 M	-0.83
Standard deviation	1.160	1.160	1.153	1.156	1.164	1.150	-	1.152	1.275	1.164	1.257	1.189	1.126
Standard error	0.029	0.029	0.032	0.034	0.042	0.052	-	0.037	0.133	0.035	0.093	0.038	0.084

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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All adults aged 16-75 in Great Britain
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Ipsos MORI

EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider invests in businesses which harm the environment?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	221 12%	108 12%	114 12%	26 10%	30 9%	45 13%	51 15% E	70 12%	56 11%	60 11%	54 13%	52 13%	142 13%	79 11%
Fairly likely (1)	418 23%	188 21%	230 25% B	47 19%	87 26%	69 20%	79 23%	136 24%	124 24%	122 23%	79 19%	93 23%	243 21%	174 25%
Neither likely nor unlikely (0)	586 32%	308 34%	278 30%	76 30%	117 35% G	115 33% G	93 27%	185 33% G	172 34%	170 33%	128 31%	115 28%	372 33%	213 30%
Fairly unlikely (-1)	187 10%	109 12% C	79 8%	33 13%	35 10%	34 10%	37 10%	49 9%	53 10%	52 10%	54 13% L	28 7%	128 11%	59 8%
Very unlikely (-2)	150 8%	91 10% C	59 6%	16 6%	20 6%	20 6%	41 12% DEF	53 10% F	36 7%	39 7%	40 10%	35 9%	91 8%	59 8%
Don't know	285 15%	112 12%	173 19% B	56 22% EGH	47 14%	62 18% H	50 14%	70 12%	66 13%	77 15%	55 13%	87 21% UK	161 14%	124 17%
NET Likely	639 35%	296 32%	343 37% B	73 29%	117 35%	114 33%	130 37%	205 37%	180 36%	181 35%	133 32%	145 35%	386 34%	253 36%
NET Unlikely	337 18%	199 22% C	138 15%	49 19%	55 16%	53 15%	78 22% F	102 18%	88 17%	91 18%	94 23% L	64 15%	219 19%	118 17%
Net Difference	302 16%	96 11%	205 22%	24 9%	62 18%	60 18%	52 15%	103 18%	91 18%	90 17%	39 9%	81 20%	167 15%	135 19%
Mean	0.24	0.14	0.34 B	0.17	0.25	0.30	0.21	0.24	0.25	0.25	0.15	0.30	0.22	0.26
Standard deviation	1.133	1.158	1.097	1.108	1.028	1.091	1.254	1.148	1.083	1.106	1.191	1.166	1.135	1.130
Standard error	0.029	0.041	0.040	0.079	0.061	0.065	0.072	0.052	0.052	0.053	0.063	0.065	0.036	0.047

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider invests in businesses which harm the environment?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	degrees/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	D	qualifications
							(G)	(H)	(I)	(J)	12	(L)	(M)	(N)
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	221 12%	58 13%	59 12%	75 11%	12 13% *	18 11%	62 11%	55 12%	50 14%	29 13%	49 10%	44 12%	113 13%	16 14%
Fairly likely (1)	418 23%	91 20%	99 21%	160 24%	25 26% *	43 27%	117 21%	99 21%	91 25%	48 22%	92 20%	81 21%	229 26% KN	16 14%
Neither likely nor unlikely (0)	586 32%	138 30%	170 35%	204 31%	26 27% *	47 30%	164 30%	150 32%	116 32%	76 35%	151 32%	109 29%	289 33%	37 32%
Fairly unlikely (-1)	187 10%	54 12% F	44 9% F	76 12% F	7 8% *	5 3%	49 9%	56 12%	37 10%	29 13%	44 9%	41 11%	92 10%	10 9%
Very unlikely (-2)	150 8%	42 9%	36 8%	47 7%	10 11% *	15 9%	55 10% J	44 9%	28 8%	12 5%	46 10% M	34 9%	55 6%	15 13% M
Don't know	285 15%	72 16%	71 15%	96 15%	15 15% *	31 20%	99 18% U	65 14%	41 11%	25 12%	87 19% M	72 19% M	104 12%	23 19% M
NET Likely	639 35%	149 33%	158 33%	234 36%	37 39% *	61 38%	179 33%	153 33%	141 39%	77 35%	140 30%	125 33%	341 39% KN	32 28%
NET Unlikely	337 18%	96 21% F	81 17%	124 19%	18 18% *	20 13%	104 19%	100 21%	64 18%	41 19%	91 19%	74 20%	147 17%	25 21%
Net Difference	302 16%	53 12%	77 16%	111 17%	20 21%	41 26%	75 14%	53 11%	77 21%	36 17%	50 11%	51 13%	194 22%	7 6%
Mean	0.24	0.18	0.25	0.25	0.26 *	0.35 *	0.18	0.16	0.31	0.28	0.14	0.20	0.32 K	0.09 *
Standard deviation	1.133	1.179	1.106	1.109	1.210	1.134	1.178	1.157	1.128	1.084	1.156	1.169	1.084	1.264
Standard error	0.029	0.060	0.055	0.047	0.134	0.100	0.056	0.058	0.063	0.078	0.059	0.067	0.039	0.130

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider invests in businesses which harm the environment?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

								Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account			
	Total	Financial products ever bought or taken out						Likelihood to switch if personally dissatisfied with customer service					
			Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	221 12%	221 12%	170 12%	148 11%	96 11%	63 12%	-	166 16%	4 5%	192 17%	8 4%	182 18%	11 6%
Fairly likely (1)	418 23%	418 23%	341 23%	317 24%	206 24%	129 24%	-	320 32%	7 7%	358 31%	25 12%	307 30%	34 18%
Neither likely nor unlikely (0)	586 32%	586 32%	492 33% B	440 33%	302 35% B	174 33%	-	312 31%	33 35% +	361 32% K	32 16%	318 31% M	33 17%
Fairly unlikely (-1)	187 10%	187 10%	158 11%	141 11%	91 10%	65 12% B	-	94 9%	27 28% H*	100 9% J	56 28% J	109 11% J	40 21% L
Very unlikely (-2)	150 8%	150 8%	123 8%	112 8%	76 9%	50 10%	-	56 6%	20 20% H*	76 7% J	59 29% J	67 7% J	60 32% L
Don't know	285 15%	285 15% CDEF	195 13% EF	174 13% F	102 12% F	45 9%	-	59 6%	5 6% +	52 5% J	22 11% J	35 3% J	12 7% J
NET Likely	639 35%	639 35%	512 35%	465 35%	302 35%	192 36%	-	486 48% I	11 11% +	550 48% K	33 16% K	489 48% M	44 23%
NET Unlikely	337 18%	337 18%	281 19%	253 19%	167 19%	116 22% BCD	-	150 15%	47 48% H*	176 15% J	115 57% J	176 17% J	100 53% L
Net Difference	302 16%	302 16%	231 16%	212 16%	135 15%	76 14%	-	336 33%	-36 -37%	374 33%	-81 -40%	313 31%	-56 -30%
Mean	0.24	0.24	0.22	0.21	0.20	0.18	-	0.47 I	-0.56 +	0.45 K	-0.73	0.44 M	-0.60
Standard deviation	1.133	1.133	1.121	1.118	1.113	1.145	-	1.074	1.061	1.097	1.185	1.117	1.290
Standard error	0.029	0.029	0.031	0.033	0.040	0.052	-	0.035	0.111	0.033	0.088	0.036	0.097

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider's financial activities (e.g. lending, insuring) contributes to harmful social activities, such as human rights abuses, child labour and forced labour?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	474 26%	217 24%	257 28%	57 23%	82 25%	78 23%	90 26%	166 30% F	121 24%	144 28%	107 26%	103 25%	273 24%	201 28% M
Fairly likely (1)	460 25%	203 22%	257 28% B	48 19%	101 30% D	83 24%	94 27% D	135 24%	150 30% KL	130 25%	95 23%	84 21%	286 25%	174 24%
Neither likely nor unlikely (0)	397 21%	242 26% C	155 17%	59 23%	65 19%	77 22%	67 19%	130 23%	109 21%	101 20%	90 22%	97 24%	268 24% N	129 18%
Fairly unlikely (-1)	103 6%	65 7% C	39 4%	16 6%	22 6%	22 6%	20 6%	24 4%	33 6%	26 5%	30 7% L	15 4%	74 6% N	30 4%
Very unlikely (-2)	137 7%	76 8%	62 7%	19 7%	18 5%	20 6%	34 10% E	48 8%	32 6%	41 8%	37 9%	28 7%	89 8%	48 7%
Don't know	276 15%	113 12% B	162 17% B	56 22% EGH	48 14%	65 19% GH	47 13%	59 11%	62 12%	78 15%	52 13%	84 20% UK	147 13%	128 18% M
NET Likely	934 51%	420 46%	514 55% B	105 41%	183 55% DF	161 47%	184 52% D	302 54% DF	271 53% L	274 53% L	202 49%	187 46%	560 49%	374 53%
NET Unlikely	241 13%	140 15% C	100 11%	34 13%	39 12%	42 12%	54 15%	71 13%	65 13%	67 13%	66 16% L	43 10%	163 14% N	78 11%
Net Difference	693 38%	279 31%	414 44%	71 28%	143 43%	119 35%	130 37%	230 41%	206 41%	207 40%	136 33%	144 35%	397 35%	297 42%
Mean	0.66	0.52	0.79 B	0.55	0.72	0.64	0.61	0.69	0.66	0.70	0.57	0.67	0.59	0.77 M
Standard deviation	1.219	1.233	1.190	1.245	1.139	1.173	1.278	1.242	1.163	1.238	1.273	1.209	1.219	1.211
Standard error	0.031	0.044	0.043	0.088	0.067	0.070	0.073	0.055	0.055	0.059	0.067	0.067	0.039	0.050

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider's financial activities (e.g. lending, insuring) contributes to harmful social activities, such as human rights abuses, child labour and forced labour?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	474 26%	109 24%	127 26%	166 25%	27 28% *	45 28%	153 28% H	101 22%	104 29% H	58 26%	126 27%	80 21%	245 28% L	23 20%
Fairly likely (1)	460 25%	124 27%	112 23%	154 23%	30 32% *	39 25%	112 20%	131 28% G	95 26%	59 27%	102 22%	91 24%	248 28% KN	19 16%
Neither likely nor unlikely (0)	397 21%	97 21% E	115 24% E	152 23% E	7 7% *	26 17% E	116 21%	97 21%	80 22%	50 23%	94 20%	85 22%	186 21%	33 28%
Fairly unlikely (-1)	103 6%	28 6% F	22 5%	41 6% F	9 9% F*	3 2%	25 5%	34 7%	22 6%	13 6%	25 5%	22 6%	49 6%	7 6%
Very unlikely (-2)	137 7%	28 6%	37 8%	50 8%	8 8% *	15 10%	43 8%	46 10%	25 7%	13 6%	44 9% M	33 9% M	45 5%	15 13% M
Don't know	276 15%	69 15%	67 14%	95 14%	15 15% *	31 19%	97 18% HI	60 13%	36 10%	27 12%	78 17% M	70 18% M	107 12%	21 18%
NET Likely	934 51%	233 51%	239 50%	320 49%	57 60% D*	84 53%	265 49%	232 50%	198 55%	117 53%	228 49% N	171 45%	494 56% KLN	42 36%
NET Unlikely	241 13%	56 12%	59 12%	91 14%	17 17% *	18 11%	68 12%	80 17% G	47 13%	26 12%	69 15% M	55 15%	94 11%	22 19% M
Net Difference	693 38%	177 39%	181 38%	229 35%	41 43%	66 41%	198 36%	152 32%	151 42%	91 41%	158 34%	115 30%	400 45%	20 17%
Mean	0.66	0.67	0.66	0.61	0.74 *	0.74 *	0.69	0.51	0.71	0.70	0.61	0.52	0.77 LN	0.30 *
Standard deviation	1.219	1.171	1.219	1.227	1.292	1.290	1.260	1.260	1.203	1.161	1.299	1.247	1.135	1.330
Standard error	0.031	0.060	0.060	0.052	0.143	0.114	0.059	0.062	0.067	0.084	0.066	0.071	0.041	0.136

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

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider's financial activities (e.g. lending, insuring) contributes to harmful social activities, such as human rights abuses, child labour and forced labour?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

								Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Financial products ever bought or taken out											
			Investmen t product / Pension / ISA	A savings account	A pension	An invest ment product	None / Don't know						
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	Yes (H)	No (I)	Likely (J)	Unlikely (K)	Likely (L)	Unlikely (M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	474 26%	474 26%	382 26%	337 25%	234 27%	143 27%	-	366 I	9 10%	409 K	24 12%	385 M	26 14%
Fairly likely (1)	460 25%	460 25%	400 27%	371 28%	246 28%	156 30%	-	314 I	19 19%	388 K	22 11%	323 M	41 22%
Neither likely nor unlikely (0)	397 21%	397 21%	320 22%	288 22%	181 21%	107 20%	-	180 H*	31 32%	197 17%	29 14%	167 M	19 10%
Fairly unlikely (-1)	103 6%	103 6%	84 6%	73 5%	52 6%	33 6%	-	47 5%	16 16%	47 H*	37 J	47 5%	32 17%
Very unlikely (-2)	137 7%	137 7%	110 7%	97 7%	67 8%	41 8%	-	55 5%	15 15%	45 H*	74 J	55 5%	61 32%
Don't know	276 15%	276 15%	185 12%	165 12%	93 11%	46 9%	-	46 5%	7 7%	53 K	17 J	42 9%	10 5%
NET Likely	934 51%	934 51%	782 53%	709 53%	480 55%	299 57%	-	680 I	28 29%	797 K	46 23%	707 69%	67 35%
NET Unlikely	241 13%	241 13%	194 13%	170 13%	119 14%	75 14%	-	101 10%	31 32%	92 H*	110 J	102 10%	93 49%
Net Difference	693 38%	693 38%	588 40%	538 40%	360 41%	224 43%	-	579 57%	-3 -3%	705 62%	-64 -32%	605 59%	-26 -14%
Mean	0.66	0.66	0.66	0.67	0.68	0.68	-	0.93 I	-0.09 K	0.98 K	-0.61	0.96 M	-0.34
Standard deviation	1.219	1.219	1.205	1.195	1.212	1.214	-	1.127	1.217	1.052	1.438	1.124	1.496
Standard error	0.031	0.031	0.033	0.035	0.043	0.055	-	0.036	0.128	0.032	0.106	0.036	0.112

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider has faced potential fines for activities that breached financial regulations, such as money laundering regulations, mis-selling products or manipulation of interest rates?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	397 22%	197 22%	200 21%	40 16%	62 18%	62 18%	87 25% DEF	146 26% DEF	99 20%	111 21%	91 22%	96 23%	238 21%	159 22%
Fairly likely (1)	475 26%	204 22%	271 29% B	69 27%	92 27%	79 23%	93 26%	142 25%	162 32% JKL	134 26% L	97 24%	82 20%	292 26%	182 26%
Neither likely nor unlikely (0)	455 25%	255 28% C	200 21%	68 27%	86 26%	92 27%	79 22%	130 23%	118 23%	119 23%	110 27%	108 26%	294 26%	161 23%
Fairly unlikely (-1)	125 7%	76 8% C	49 5%	11 4%	34 10% DGH	30 9%	19 5%	32 6%	32 6%	43 8%	21 5%	28 7%	87 8%	38 5%
Very unlikely (-2)	124 7%	69 8%	55 6%	18 7%	13 4%	22 6%	25 7%	46 8% E	32 6%	34 6%	40 10% L	19 5%	76 7%	48 7%
Don't know	272 15%	114 12%	157 17% B	48 19% H	50 15%	60 17% H	48 14%	66 12%	64 13%	79 15%	50 12%	78 19% IK	151 13%	120 17% M
NET Likely	872 47%	401 44%	471 51% B	109 43%	153 46%	141 41%	180 51% F	288 51% DF	260 51% L	245 47%	188 46%	178 43%	531 47%	341 48%
NET Unlikely	249 13%	145 16% C	104 11%	29 11%	46 14%	52 15%	44 13%	77 14%	64 13%	77 15%	61 15%	47 11%	163 14%	86 12%
Net Difference	623 34%	256 28%	367 39%	80 31%	107 32%	89 26%	136 39%	211 37%	196 39%	169 32%	127 31%	131 32%	368 32%	255 36%
Mean	0.57	0.48	0.66 B	0.49	0.55	0.45	0.65	0.63	0.60	0.56	0.50	0.62	0.54	0.62
Standard deviation	1.175	1.205	1.137	1.135	1.089	1.167	1.195	1.228	1.126	1.186	1.242	1.151	1.170	1.183
Standard error	0.030	0.043	0.041	0.079	0.064	0.069	0.069	0.055	0.054	0.056	0.065	0.063	0.037	0.049

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider has faced potential fines for activities that breached financial regulations, such as money laundering regulations, mis-selling products or manipulation of interest rates?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	asters/Ph	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	D	qualificati
							(G)	(H)	(I)	(J)	12	(L)	(M)	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	397 22%	96 21%	97 20%	145 22%	28 29% *	31 20%	129 24%	88 19%	80 22%	45 21%	106 23%	79 21%	189 22%	23 20%
Fairly likely (1)	475 26%	108 24%	132 28%	166 25%	24 25% *	44 28%	108 20%	126 27% G	105 29% G	68 31% G	106 23%	87 23%	260 29% KLN	21 18%
Neither likely nor unlikely (0)	455 25%	121 27% E	130 27% E	153 23%	14 15% *	37 23%	145 27%	122 26%	84 23%	50 23%	105 22%	94 25%	224 25%	32 27%
Fairly unlikely (-1)	125 7%	38 8%	27 6%	48 7%	7 7% *	6 4%	27 5%	34 7%	28 8%	19 8%	26 6%	25 7%	64 7%	10 8%
Very unlikely (-2)	124 7%	26 6%	31 7%	52 8%	7 7% *	9 5%	36 7%	36 8%	28 8%	15 7%	40 9% M	26 7%	46 5%	12 10% M
Don't know	272 15%	67 15%	63 13%	94 14%	16 17% *	32 20% C	100 18% HU	61 13%	35 10%	23 10%	86 18% M	70 18% M	97 11%	19 16%
NET Likely	872 47%	204 45%	229 48%	311 47%	52 54% *	75 47%	237 43%	214 46%	186 51% G	113 52% G	212 45%	166 44%	449 51% LN	44 38%
NET Unlikely	249 13%	63 14%	58 12%	100 15%	13 14% *	15 9%	63 11%	71 15%	56 15%	33 15%	66 14%	51 13%	110 13%	22 18%
Net Difference	623 34%	140 31%	171 36%	212 32%	39 40%	61 38%	175 32%	143 31%	130 36%	80 36%	146 31%	116 30%	339 38%	22 19%
Mean	0.57	0.54	0.57	0.54	0.76 *	0.66 *	0.60	0.48	0.56	0.56	0.55	0.54	0.62 N	0.34 *
Standard deviation	1.175	1.156	1.136	1.220	1.258	1.108	1.193	1.180	1.196	1.163	1.253	1.191	1.113	1.283
Standard error	0.030	0.059	0.056	0.051	0.141	0.098	0.057	0.059	0.066	0.083	0.064	0.068	0.040	0.130

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - You have reason to believe that your main financial provider has faced potential fines for activities that breached financial regulations, such as money laundering regulations, mis-selling products or manipulation of interest rates?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total		Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	397 22%	397 22%	316 21%	281 21%	194 22%	123 23%	-	274 27% I	15 15% +	346 30% K	13 6% M	317 31% M	22 12%
Fairly likely (1)	475 26%	475 26%	416 28% B	377 28% B	240 28%	148 28%	-	316 31% +	24 25% K	382 33% K	42 21% M	352 35% M	34 18%
Neither likely nor unlikely (0)	455 25%	455 25%	365 25%	330 25%	215 25%	127 24%	-	235 23% +	31 32% K	251 22% K	25 12% M	213 21% M	22 12%
Fairly unlikely (-1)	125 7%	125 7%	97 7%	88 7%	64 7%	41 8%	-	70 7% H*	14 14% H*	64 6% J	40 20% J	52 5% L	35 18% L
Very unlikely (-2)	124 7%	124 7%	102 7%	90 7%	64 7%	43 8%	-	58 6% +	8 9% +	46 4% J	66 32% J	48 5% L	67 35% L
Don't know	272 15%	272 15% CDEF	186 13% EF	166 12% F	95 11% F	44 8%	-	53 5% +	5 5% +	51 4% J	17 8% J	35 3% L	9 5%
NET Likely	872 47%	872 47%	731 49% B	658 49% B	435 50% B	271 51% B	-	591 59% I	39 40% +	728 64% K	55 27% M	669 66% M	57 30%
NET Unlikely	249 13%	249 13%	198 13%	178 13%	128 15%	85 16% BCD	-	129 13% H*	22 23% H*	110 10% J	106 52% J	100 10% L	102 54% L
Net Difference	623 34%	623 34%	533 36%	480 36%	306 35%	186 35%	-	462 46% I	17 18% +	618 54% K	-51 -25% M	569 56% M	-45 -24%
Mean	0.57	0.57	0.58	0.58	0.56	0.55	-	0.71 I	0.26 +	0.84 K	-0.56 M	0.85 M	-0.50
Standard deviation	1.175	1.175	1.163	1.158	1.186	1.212	-	1.138	1.174	1.068	1.353	1.082	1.459
Standard error	0.030	0.030	0.032	0.034	0.043	0.055	-	0.037	0.123	0.032	0.099	0.035	0.108

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a financial inclusion policy (e.g. it does not provide people with less access to financial services with opportunities to access financial products such as bank accounts, loans or a credit card)?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	155 8%	76 8%	79 9%	10 4%	31 9% D	32 9% D	35 10% D	48 8% D	38 7%	46 9%	31 8%	40 10%	103 9%	52 7%
Fairly likely (1)	297 16%	137 15%	160 17%	49 19%	59 17%	48 14%	52 15%	89 16%	82 16%	77 15%	69 17%	69 17%	177 16%	121 17%
Neither likely nor unlikely (0)	693 37%	360 39%	332 36%	86 34%	114 34%	129 37%	135 38%	230 41% E	192 38%	175 34%	170 41% J	156 38%	435 38%	258 36%
Fairly unlikely (-1)	181 10%	100 11%	82 9%	22 9%	48 14% H	33 10%	36 10%	42 8%	67 13% KL	59 11% L	34 8%	22 5%	113 10%	68 10%
Very unlikely (-2)	172 9%	105 12% C	66 7%	22 9%	25 7%	28 8%	38 11%	59 10%	49 10%	52 10%	38 9%	33 8%	116 10%	55 8%
Don't know	349 19%	137 15%	212 23% B	66 26% EGH	59 18%	74 22%	56 16%	94 17%	79 16%	111 21% I	69 17%	91 22% I	194 17%	156 22% M
NET Likely	453 24%	213 23%	240 26%	59 23%	90 27%	80 23%	87 25%	137 24%	120 24%	123 24%	100 24%	109 27%	280 25%	172 24%
NET Unlikely	353 19%	205 22% C	148 16%	44 17%	73 22%	62 18%	73 21%	101 18%	116 23% L	110 21% L	72 18%	55 13%	230 20%	123 17%
Net Difference	100 5%	8 1%	92 10%	15 6%	17 5%	19 5%	14 4%	35 6%	4 1%	13 2%	28 7%	55 13%	50 4%	49 7%
Mean	0.06	-0.03	0.15 B	0.02	0.08	0.08	0.04	0.05	-0.02	0.02	0.06	0.20 I	0.04	0.08
Standard deviation	1.091	1.112	1.061	1.027	1.093	1.093	1.131	1.091	1.078	1.136	1.055	1.078	1.113	1.053
Standard error	0.028	0.040	0.040	0.075	0.066	0.066	0.066	0.050	0.052	0.056	0.057	0.060	0.036	0.045

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a financial inclusion policy (e.g. it does not provide people with less access to financial services with opportunities to access financial products such as bank accounts, loans or a credit card)?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	155 8%	41 9%	34 7%	63 10%	8 8% *	9 6%	52 9%	35 7%	38 10%	20 9%	49 11%	26 7%	68 8%	12 10%
Fairly likely (1)	297 16%	77 17%	72 15%	100 15%	17 18% *	31 20%	82 15%	81 17%	68 19%	34 16%	80 17%	52 14%	149 17%	16 14%
Neither likely nor unlikely (0)	693 37%	171 38%	207 43% DEF	237 36%	26 27% *	52 33%	202 37%	185 39%	127 35%	81 37%	158 34%	147 39%	342 39%	46 40%
Fairly unlikely (-1)	181 10%	39 8%	44 9%	66 10%	16 17% BC*	17 11%	40 7%	41 9%	43 12% G	35 16% GH	33 7%	32 8%	112 13% KLN	4 4%
Very unlikely (-2)	172 9%	41 9%	38 8%	68 10%	8 8% *	17 10%	48 9%	52 11%	34 9%	21 10%	45 10%	35 9%	78 9%	14 12%
Don't know	349 19%	87 19%	85 18%	123 19%	21 22% *	33 21%	123 22% HI	74 16%	51 14%	29 13%	105 22% M	87 23% M	133 15%	25 21%
NET Likely	453 24%	118 26%	106 22%	164 25%	25 26% *	40 25%	133 24%	115 25%	106 29%	54 25%	129 27% L	78 21%	217 25%	28 24%
NET Unlikely	353 19%	79 17%	83 17%	134 20%	24 25% *	34 21%	88 16%	94 20%	77 21%	56 26% G	78 17%	68 18%	190 22% K	18 15%
Net Difference	100 5%	38 8%	23 5%	30 5%	1 1%	7 4%	45 8%	22 5%	29 8%	-2 -1%	51 11%	11 3%	28 3%	10 9%
Mean	0.06	0.10	0.05	0.05	0.02 *	* *	0.12	0.01	0.11	-0.02	0.15	0.01	0.02	0.09 *
Standard deviation	1.091	1.091	1.012	1.138	1.145	1.100	1.105	1.095	1.130	1.107	1.150	1.062	1.063	1.157
Standard error	0.028	0.057	0.051	0.049	0.132	0.098	0.054	0.055	0.064	0.080	0.060	0.062	0.039	0.121

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - It does not have a financial inclusion policy (e.g. it does not provide people with less access to financial services with opportunities to access financial products such as bank accounts, loans or a credit card)?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out							Prepared to take action to influence financial institutions that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investmen t product / Pension /	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186	
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189	
Very likely (2)	155 8%	155 8% CD	113 8%	97 7%	62 7%	39 7%	-	109 11% I	4 4% +	133 12% K	9 5%	127 13% M	8 4%	
Fairly likely (1)	297 16%	297 16%	243 16%	216 16%	145 17%	75 14%	-	222 22% I	8 9% +	235 21% K	21 10%	227 22% M	21 11%	
Neither likely nor unlikely (0)	693 37%	693 37%	570 38%	515 39%	343 39%	211 40%	-	399 40%	36 37% +	448 39% K	53 26%	368 36% M	41 21%	
Fairly unlikely (-1)	181 10%	181 10%	158 11% B	145 11% B	104 12% B	65 12% B	-	110 11% H*	21 21% H*	119 10% J	36 18% J	107 11% L	45 24% L	
Very unlikely (-2)	172 9%	172 9%	143 10%	129 10%	92 11%	68 13% BCDE	-	77 8% H*	20 21% H*	96 8% J	60 29% J	88 9% L	63 33% L	
Don't know	349 19%	349 19% CDEF	254 17% EF	230 17% EF	128 15%	69 13%	-	90 9%	8 8% +	108 9% +	24 12% J	101 10% L	12 6%	
NET Likely	453 24%	453 24%	355 24%	312 23%	207 24%	114 22%	-	331 33% I	12 13% +	368 32% K	30 15%	354 35% M	29 15%	
NET Unlikely	353 19%	353 19%	301 20% B	274 21% B	196 22% BC	133 25% BCD	-	187 19% H*	41 42% H*	215 19% J	96 47% J	195 19% L	108 57% L	
Net Difference	100 5%	100 5%	55 4%	38 3%	11 1%	-19 -4%	-	144 14%	-28 -29% 13%	153 13% -32%	-65 -32%	159 16%	-79 -42%	
Mean	0.06	0.06 CDEF	0.02 F	* F	-0.03	-0.11	-	0.19 I	-0.50 +	0.18 K	-0.65	0.22 M	-0.76	
Standard deviation	1.091	1.091	1.078	1.072	1.078	1.109	-	1.067	1.080	1.095	1.206	1.122	1.184	
Standard error	0.028	0.028	0.031	0.032	0.039	0.052	-	0.035	0.115	0.034	0.090	0.037	0.089	

Overlap formulae used

ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You were personally dissatisfied with the customer service provided by your current financial provider?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	544 29%	282 31%	262 28%	50 20%	85 25%	95 28% D	119 34% DE	194 35% DEF	171 34% L	153 29%	112 27%	108 26%	346 30%	199 28%
Fairly likely (1)	595 32%	293 32%	302 32%	81 32%	119 36%	104 30%	113 32%	177 32%	180 36% L	174 34%	128 31%	113 28%	348 31%	247 35%
Neither likely nor unlikely (0)	294 16%	168 18% C	126 13%	45 18%	59 17%	58 17%	48 14%	85 15%	71 14%	84 16%	67 16%	72 18%	200 18% N	94 13%
Fairly unlikely (-1)	109 6%	44 5%	65 7% B	22 9%	21 6%	17 5%	22 6%	27 5%	19 4%	34 7%	32 8% I	23 6%	69 6%	40 6%
Very unlikely (-2)	94 5%	36 4%	58 6% B	16 6%	14 4%	17 5%	16 5%	31 6%	23 5%	20 4%	23 6%	27 7%	62 5%	32 5%
Don't know	211 11%	93 10%	118 13%	40 16% GH	36 11%	54 16% GH	33 9%	48 8%	42 8%	55 11%	48 12%	66 16% U	114 10%	97 14% M
NET Likely	1139 62%	575 63%	564 61%	131 52%	205 61% D	199 58%	232 66% DF	372 66% DF	351 69% JKL	327 63% L	240 58%	222 54%	694 61%	446 63%
NET Unlikely	203 11%	79 9%	124 13% B	38 15%	35 11%	34 10%	38 11%	58 10%	43 8%	54 14% I	56 14%	51 12%	131 12%	72 10%
Net Difference	936 51%	496 54%	441 47%	94 37%	169 51%	166 48%	194 55%	314 56%	308 61%	273 52%	184 45%	171 42%	562 49%	374 53%
Mean	0.85	0.90	0.79	0.60	0.81	0.84	0.93 D	0.93 D	0.98 KL	0.87	0.75	0.73	0.83	0.88
Standard deviation	1.128	1.069	1.183	1.167	1.075	1.121	1.122	1.137	1.069	1.083	1.173	1.201	1.148	1.095
Standard error	0.028	0.037	0.041	0.080	0.062	0.066	0.063	0.050	0.050	0.050	0.062	0.065	0.036	0.044

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

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - You were personally dissatisfied with the customer service provided by your current financial provider?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	544 29%	124 27%	143 30%	187 28%	32 33% *	57 36%	133 24%	133 28%	119 33% G	88 40% GH	120 26%	110 29% N	293 33% KN	21 18%
Fairly likely (1)	595 32%	151 33%	133 28%	236 36% C	30 32% *	45 28%	173 32%	143 30%	123 34%	73 33%	139 30%	122 32% N	309 35% KN	25 21%
Neither likely nor unlikely (0)	294 16%	67 15%	92 19% EF	110 17%	9 9% *	16 10%	95 17%	85 18%	53 15%	29 13%	81 17%	54 14%	130 15%	28 24% LM
Fairly unlikely (-1)	109 6%	28 6%	30 6%	36 6%	6 6% *	9 5%	34 6%	34 7% J	21 6%	6 3%	33 7%	19 5%	45 5%	12 11% LM
Very unlikely (-2)	94 5%	34 8% D	28 6% D	19 3%	4 5% *	8 5%	31 6%	29 6%	19 5%	7 3%	31 7% M	18 5%	32 4%	13 11% LM
Don't know	211 11%	51 11%	53 11%	70 11%	14 14% *	24 15%	81 15% HU	44 9%	26 7%	17 8%	65 14% M	57 15% M	72 8%	18 16% M
NET Likely	1139 62%	275 61%	277 58%	423 64% C	62 65% *	102 64%	306 56%	275 59%	242 67% GH	161 73% GH	259 55% N	232 61% N	603 68% KLN	46 39%
NET Unlikely	203 11%	62 14% D	59 12% D	56 8%	10 11% *	16 10%	65 12% J	63 13% J	40 11%	13 6%	64 14% M	38 10%	76 9%	25 21% KLM
Net Difference	936 51%	214 47%	218 45%	367 56%	52 54%	86 54%	241 44%	212 45%	203 56%	148 67%	195 42%	195 51%	526 60%	21 18%
Mean	0.85	0.75	0.78	0.91 B	0.97 *	1.00	0.74	0.74	0.90	1.13 GHI	0.70 N	0.88 N	0.97 KN	0.30 *
Standard deviation	1.128	1.205	1.177	1.020	1.139	1.155	1.144	1.181	1.124	1.001	1.198	1.116	1.048	1.292
Standard error	0.028	0.060	0.057	0.042	0.126	0.099	0.053	0.057	0.061	0.070	0.060	0.062	0.037	0.130

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

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - You were personally dissatisfied with the customer service provided by your current financial provider?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
			(C)	(D)	(E)	(F)	(G)						
	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	544 29%	544 29%	466 31% B	418 31% B	297 34% BCD	203 39% BCDE	-	340 34%	38 40% +	544 48% K	-	455 45% M	32 17%
Fairly likely (1)	595 32%	595 32%	506 34% B	468 35% BC	296 34% D	180 34% E	-	378 38%	34 35% +	595 52% K	-	410 40% M	40 21%
Neither likely nor unlikely (0)	294 16%	294 16% CDF	215 15% D	184 14% D	136 16% DF	68 13% E	-	145 14%	13 14% +	-	-	82 8%	24 13% L
Fairly unlikely (-1)	109 6%	109 6% E	85 6% E	78 6% E	35 4% F	23 4% F	-	61 6%	3 3% +	-	109 54% J	35 3% J	46 24% L
Very unlikely (-2)	94 5%	94 5% D	69 5% D	59 4% D	41 5% D	26 5% D	-	53 5%	5 5% +	-	94 46% J	26 3% J	44 23% L
Don't know	211 11%	211 11% CDEF	139 9% EF	124 9% EF	68 8% F	26 5% F	-	30 3%	3 3% +	-	-	9 1%	4 2%
NET Likely	1139 62%	1139 62%	972 66% B	886 66% BC	593 68% BC	383 73% BCDE	-	718 71%	72 75% +	1139 100% K	-	865 85% M	72 38%
NET Unlikely	203 11%	203 11% E	154 10% E	138 10% E	76 9% F	49 9% F	-	114 11%	8 8% +	-	203 100% J	61 6% J	90 47% L
Net Difference	936 51%	936 51%	818 55%	748 56%	517 59%	334 64%	-	604 60%	64 67% +	1139 100%	-203 -100%	804 79%	-18 -10%
Mean	0.85	0.85	0.91 B	0.92 B	0.96 BC	1.02 BCD	-	0.91	1.05 +	1.48 K	-1.46	1.22 M	-0.16
Standard deviation	1.128	1.128	1.103	1.093	1.082	1.092	-	1.107	1.069	0.500	0.500	0.926	1.441
Standard error	0.028	0.028	0.030	0.031	0.038	0.049	-	0.035	0.111	0.015	0.035	0.029	0.106

Overlap formulae used
ColumnProportions (%): A,B/C/D/E/F/G,H/I/J/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (%): A,B/C/D/E/F/G,H/I/J/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - Another financial provider provided better rates, fees or conditions for a similar product or account?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very likely (2)	475 26%	241 26%	234 25%	57 22%	104 31% DF	79 23%	93 26%	142 25%	151 30% J	125 24%	100 24%	99 24%	306 27%	169 24%
Fairly likely (1)	543 29%	262 29%	281 30%	83 33%	102 30%	90 26%	112 32%	156 28%	165 33%	149 29%	118 29%	111 27%	322 28%	220 31%
Neither likely nor unlikely (0)	400 22%	220 24% C	179 19%	49 19%	63 19%	71 21%	73 21%	143 26% E	104 20%	115 22%	81 20%	100 24%	262 23%	138 19%
Fairly unlikely (-1)	114 6%	56 6%	58 6%	9 4%	18 5%	29 9% D	20 6%	37 7%	22 4% IL	44 8%	30 7%	18 4%	71 6%	43 6%
Very unlikely (-2)	76 4%	39 4%	36 4%	13 5%	9 3%	13 4%	10 3%	31 6%	11 2%	22 4%	26 6% I	16 4%	42 4%	34 5%
Don't know	241 13%	97 11%	143 15% B	43 17% H	39 12%	63 18% EGH	43 12%	52 9%	54 11%	66 13%	54 13%	67 16% I	136 12%	105 15%
NET Likely	1018 55%	503 55%	515 55%	140 55%	206 61% FH	168 49%	205 58% F	298 53%	316 62% JKL	273 53%	218 53%	210 51%	628 55%	390 55%
NET Unlikely	189 10%	95 10%	94 10%	22 9%	27 8%	42 12%	30 8%	69 12%	33 6%	66 13% IL	57 14% IL	34 8%	113 10%	77 11%
Net Difference	828 45%	408 45%	420 45%	118 46%	179 53%	126 37%	175 50%	230 41%	283 56%	207 40%	162 39%	176 43%	515 45%	313 44%
Mean	0.76	0.75	0.78	0.77	0.93 FH	0.68	0.84 H	0.67	0.94 JKL	0.68	0.66	0.75	0.78	0.74
Standard deviation	1.094	1.098	1.090	1.085	1.039	1.121	1.032	1.138	0.986	1.120	1.185	1.074	1.085	1.110
Standard error	0.027	0.038	0.039	0.075	0.060	0.067	0.059	0.050	0.046	0.053	0.063	0.058	0.034	0.045

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

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EI04. How likely or unlikely would you be to consider switching from your main financial provider if... - Another financial provider provided better rates, fees or conditions for a similar product or account?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very likely (2)	475 26%	112 25%	130 27%	166 25%	30 31% *	38 24%	118 22%	117 25%	107 30%	72 33% G	98 21% GH	102 27% KN	257 29% KN	17 15%
Fairly likely (1)	543 29%	134 30%	130 27%	201 30%	26 28% *	52 32%	159 29%	125 27%	109 30%	77 35% H	129 27% H	106 28% H	282 32% N	26 22%
Neither likely nor unlikely (0)	400 22%	97 21%	113 24% E	143 22%	12 13% *	35 22%	118 22%	119 25% J	72 20%	37 17%	103 22%	78 21%	186 21%	33 28%
Fairly unlikely (-1)	114 6%	33 7% F	28 6%	43 6%	7 7% *	4 3%	40 7%	30 6%	23 6%	10 4%	36 8% L	13 3%	53 6%	11 10% L
Very unlikely (-2)	76 4%	19 4%	17 3%	29 4%	6 6% *	5 3%	30 5% J	23 5% J	14 4%	2 1%	24 5% M	14 4%	25 3%	13 11% KLM
Don't know	241 13%	60 13%	63 13%	78 12%	15 15% *	26 16%	82 15% I	54 11%	36 10%	22 10%	79 17% M	67 18% M	78 9%	16 14%
NET Likely	1018 55%	246 54%	260 54%	366 56%	56 59% *	90 56%	277 51%	242 52%	216 60% GH	149 68% GH	226 48% N	209 55% N	539 61% KLN	43 37%
NET Unlikely	189 10%	52 11% F	44 9%	72 11%	13 13% F*	9 6%	69 13% J	54 12% J	37 10% J	12 5% J	61 13% LM	27 7%	77 9%	24 21% KLM
Net Difference	828 45%	194 43%	215 45%	295 45%	44 45%	81 51%	207 38%	188 40%	179 49%	137 62%	165 35%	182 48%	462 52%	19 16%
Mean	0.76	0.73	0.79	0.74	0.83 *	0.85	0.64	0.68	0.84 G	1.04 GHI	0.61 N	0.86 KN	0.87 KN	0.23 *
Standard deviation	1.094	1.107	1.079	1.101	1.226	0.990	1.139	1.128	1.097	0.927	1.142	1.060	1.036	1.240
Standard error	0.027	0.056	0.053	0.046	0.136	0.086	0.053	0.055	0.061	0.066	0.058	0.060	0.037	0.124

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

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

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E104. How likely or unlikely would you be to consider switching from your main financial provider if... - Another financial provider provided better rates, fees or conditions for a similar product or account?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Any	Investmen t product / Pension /	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
			ISA	(D)	(E)	(F)	(G)						
	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very likely (2)	475 26%	475 26%	409 28% B	380 29% BC	254 29% B	169 32% BCD	-	310 31%	30 30% +	429 38% K	20 10%	475 47% M	-
Fairly likely (1)	543 29%	543 29%	458 31% B	402 30% B	281 32% B	171 32% B	-	339 34%	34 35% +	437 38% K	41 20%	543 53% M	-
Neither likely nor unlikely (0)	400 22%	400 22% CD	301 20%	270 20%	180 21%	101 19%	-	207 21%	19 19% +	183 16%	33 16%	-	-
Fairly unlikely (-1)	114 6%	114 6%	95 6%	89 7%	53 6%	32 6%	-	66 7%	4 4% +	51 4%	40 20% J	-	114 60% L
Very unlikely (-2)	76 4%	76 4% CE	53 4%	48 4%	25 3%	20 4%	-	37 4%	6 6% +	21 2%	49 24% J	-	76 40% L
Don't know	241 13%	241 13% CDEF	163 11% EF	143 9% F	81 9% F	34 6%	-	48 5% +	5 5% +	19 2% J	19 9%	-	-
NET Likely	1018 55%	1018 55%	867 59% B	782 59% BCD	535 61% BCD	340 64% BCD	-	649 64%	63 65% +	865 76% K	61 30%	1018 100% M	-
NET Unlikely	189 10%	189 10%	149 10%	137 10%	78 9%	52 10%	-	103 10%	10 10% +	72 6%	90 44% J	-	189 100% L
Net Difference	828 45%	828 45%	719 49%	645 48%	457 52%	287 55%	-	546 54%	53 55%	794 70%	-29 -14%	1018 100%	-189 -100%
Mean	0.76	0.76	0.82 B	0.82 B	0.87 BC	0.88 B	-	0.85	0.84 +	1.07 K	-0.31	1.47 M	-1.40
Standard deviation	1.094	1.094	1.077	1.085	1.039	1.079	-	1.069	1.123	0.943	1.363	0.499	0.491
Standard error	0.027	0.027	0.030	0.031	0.037	0.049	-	0.035	0.117	0.028	0.100	0.016	0.036

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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E105. How positive or negative would you feel about your main financial provider if... - Summary table							
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service							
E105. How positive or negative would you feel about your main financial provider if...							
	It invested in companies that have a poor record on employee training?	It invested in companies that provide good job security for their employees?	It invested in companies that have good records on contributing positively to their local communities?	It invested in companies that have a good record protecting workers' rights?	It invested in companies that have less women compared to men on their board of directors?	It invested in companies that have equal pay between men and women?	It invested in companies where working conditions are poor for many of its employees?
	(A)	(R)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1837	1837	1837	1837	1837	1837	1837
Weighted base	1847	1847	1847	1847	1847	1847	1847
Very positive (2)	43 2%	531 29% AEG	507 27% AEG	550 30% ACEG	56 3%	542 29% ACFG	46 2%
Fairly positive (1)	74 4%	629 34% AEEG	640 35% AEEG	633 34% AEEG	116 6% AG	561 30% AEG	91 5%
Neither positive nor negative (0)	688 37% BCDFG	445 24% DG	453 25% DG	414 22% ABCEFG	1063 58% BCDF	505 27% BCDG	408 22%
Fairly negative (-1)	612 33% BCDEF	40 2%	39 2%	47 3%	299 16% BCDF	37 2%	600 32% BCDEF
Very negative (-2)	230 12% BCDEF	17 1%	16 1%	17 1%	102 5% BCDF	19 1%	507 27% ABCEDEF
Don't know	201 11% BDF	185 10%	191 10%	187 10%	212 12% BCDFG	182 10%	196 11% BF
NET Positive	116 6%	1161 63% AEEG	1147 62% AEEG	1183 64% ACEFG	172 9% AG	1104 60% AEG	136 7%
NET Negative	842 46% BCDEF	57 3%	56 3%	64 3%	401 22% BCDF	56 3%	1107 60% ABCEDEF
Net Difference	-726 -39%	1104 60%	1092 59%	1120 61%	-229 -12%	1047 57%	-971 -53%
Mean	-0.55 G	0.97 AEG	0.96 AEG	1.00 ACEFG	-0.17 AG	0.94 AEG	-0.87
Standard deviation	0.878	0.880	0.873	0.886	0.782	0.905	1.002
Standard error	0.022	0.022	0.021	0.022	0.019	0.022	0.025

Overlap formulas used
ColumnProportions (SN): A/R/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A/R/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a poor record on employee training?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	43 2%	25 3%	17 2%	12 5% GH	12 4% GH	8 2%	4 1%	6 1%	12 2%	10 2%	6 1%	15 4%	28 2%	15 2%
Fairly positive (1)	74 4%	39 4%	35 4%	12 5%	22 7% FH	8 2%	15 4%	16 3%	21 4%	24 5%	12 3%	16 4%	49 4%	24 3%
Neither positive nor negative (0)	688 37%	401 44% C	287 31%	87 34%	130 39%	127 37%	138 39%	206 37%	208 41% L	190 37%	157 38%	133 32%	466 41% N	222 31%
Fairly negative (-1)	612 33%	265 29%	347 37% B	76 30%	101 30%	112 33%	114 33%	208 37% E	167 33%	181 35%	129 31%	135 33%	354 31%	258 36% M
Very negative (-2)	230 12%	95 10%	134 14% B	21 8%	35 10%	39 11%	49 14%	85 15% DE	50 10%	60 12%	64 16% I	56 14%	149 13%	81 11%
Don't know	201 11%	90 10%	112 12%	46 18% EGH	35 10%	50 15% GH	31 9%	40 7%	47 9%	55 11%	43 10%	56 14% I	94 8%	107 15% M
NET Positive	116 6%	64 7%	52 6%	24 9% FH	35 10% FGH	16 5%	19 5%	22 4%	33 7%	34 7%	18 4%	31 7%	77 7%	39 6%
NET Negative	842 46%	361 39%	481 52% B	98 38%	136 40%	152 44%	164 47%	293 52% DEF	217 43%	241 46%	193 47%	191 46%	502 44%	340 48%
Net Difference	-726 -39%	-297 -32%	-429 -46%	-74 -29%	-101 -30%	-135 -39%	-145 -41%	-271 -48%	-184 -36%	-207 -40%	-174 -42%	-160 -39%	-426 -37%	-300 -42%
Mean	-0.55	-0.44 C	-0.67	-0.40 GH	-0.41 GH	-0.57	-0.59	-0.67	-0.48 K	-0.55	-0.63	-0.57	-0.52	-0.61
Standard deviation	0.878	0.870	0.873	0.949	0.935	0.858	0.848	0.826	0.849	0.858	0.864	0.949	0.887	0.861
Standard error	0.022	0.030	0.030	0.066	0.054	0.050	0.047	0.036	0.040	0.040	0.045	0.050	0.027	0.035

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

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

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
Public
Ipsos MORI

EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a poor record on employee training?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualifications
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	43 2%	9 2%	8 2%	15 2%	5 5% C*	5 3%	12 2%	12 3%	8 2%	7 3%	15 3% L	3 1%	23 3% L	2 2%
Fairly positive (1)	74 4%	20 5%	19 4%	31 5% F	1 1% *	2 1%	17 3%	15 3%	23 6% GH	11 5%	19 4%	7 2%	43 5% L	5 4%
Neither positive nor negative (0)	688 37%	161 35%	185 39%	255 39%	31 32% *	56 35%	161 30%	195 42% G	141 39% G	92 42% G	165 35%	141 37%	335 38%	46 40%
Fairly negative (-1)	612 33%	148 33%	160 33%	208 32%	38 40% *	59 37%	198 36%	150 32%	116 32%	73 33%	135 29%	134 35%	308 35% K	35 30%
Very negative (-2)	230 12%	67 15%	54 11%	87 13%	9 9% *	13 8%	78 14%	57 12%	51 14%	23 10%	71 15%	45 12%	102 12%	12 10%
Don't know	201 11%	49 11%	53 11%	63 10%	12 12% *	25 16% D	79 14% HU	39 8%	22 6%	14 6%	65 14% M	51 13% M	70 8%	16 14% M
NET Positive	116 6%	30 7%	28 6%	46 7%	6 6% *	7 4%	30 5%	27 6%	31 9%	18 8%	33 7% L	10 3%	66 7% L	7 6%
NET Negative	842 46%	215 47%	214 45%	294 45%	47 49% *	72 45%	276 51%	207 44%	167 46%	96 44%	206 44%	179 47%	410 47%	47 40%
Net Difference	-726 -39%	-185 -41%	-186 -39%	-248 -38%	-41 -43%	-65 -41%	-246 -45%	-180 -38%	-136 -38%	-79 -36%	-173 -37%	-169 -44%	-345 -39%	-40 -34%
Mean	-0.55	-0.60	-0.54	-0.54	-0.53 *	-0.55	-0.67	-0.53 G	-0.53	-0.46 G	-0.57	-0.64	-0.52	-0.49 *
Standard deviation	0.878	0.902	0.842	0.892	0.923	0.835	0.890	0.869	0.911	0.882	0.953	0.771	0.882	0.854
Standard error	0.022	0.045	0.041	0.037	0.101	0.072	0.041	0.042	0.049	0.061	0.047	0.042	0.031	0.085

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

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

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All adults aged 16-75 in Great Britain

Public
Ipsos MORI

E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a poor record on employee training?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Any	Investment product / Pension / ISA	A savings account	A pension	An investment product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	43 2%	43 2% CDEF	26 2%	23 2%	10 1%	6 1%	-	30 3%	1 1% +	33 3%	5 2%	30 3%	5 3%
Fairly positive (1)	74 4%	74 4% E	53 4% E	48 4% E	23 3%	18 4%	-	46 5%	6 6% +	51 4%	8 4%	47 5%	7 4%
Neither positive nor negative (0)	688 37%	688 37% B	576 39% B	524 39% B	372 43% BCD	228 43% BCD	-	336 33%	56 58% H*	438 38%	63 31%	385 38%	69 36%
Fairly negative (-1)	612 33%	612 33% B	517 35% B	470 35% B	299 34%	185 35%	-	411 41% I	22 23% +	448 39%	66 32%	396 39%	72 38%
Very negative (-2)	230 12%	230 12% D	184 12% D	156 12% D	119 14% D	67 13%	-	160 16% I	6 6% +	141 12%	45 22% J	140 14%	24 13%
Don't know	201 11%	201 11% CDEF	124 8% EF	111 8% EF	49 6%	22 4%	-	25 2% H*	6 6% +	28 2% J	16 8% J	20 2% L	12 6%
NET Positive	116 6%	116 6% CDE	79 5% E	71 5% E	34 4%	24 5%	-	75 7%	7 7% +	84 7%	13 6%	77 8%	12 6%
NET Negative	842 46%	842 46% B	701 47% B	626 47% B	418 48%	253 48%	-	571 57% I	28 29% +	589 52%	111 55%	536 53%	96 51%
Net Difference	-726 -39%	-726 -39% C	-622 -42% E	-555 -42% E	-384 -44%	-228 -43%	-	-496 -49%	-21 -22% H*	-505 -44% E	-98 -48% K	-459 -45% L	-84 -45%
Mean	-0.55	-0.55 CE	-0.57	-0.56	-0.60	-0.57	-	-0.64	-0.28 H*	-0.55 K	-0.74	-0.57	-0.59
Standard deviation	0.878	0.878	0.843	0.833	0.813	0.810	-	0.911	0.737	0.880	0.956	0.893	0.875
Standard error	0.022	0.022	0.023	0.024	0.028	0.036	-	0.029	0.077	0.026	0.070	0.028	0.066

Overlap formulae used
ColumnProportions (1%): A,B/C/D/I/F/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (1%): A,B/C/D/I/F/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that provide good job security for their employees?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	531 29%	216 24%	316 34% B	60 23%	96 29%	95 28%	118 34% D	163 29%	135 27%	162 31%	121 29%	114 28%	333 29%	198 28%
Fairly positive (1)	629 34%	320 35%	309 33%	74 29%	122 37%	117 34%	116 33%	200 36%	186 37%	181 35%	128 31%	134 33%	387 34%	242 34%
Neither positive nor negative (0)	445 24%	265 29% C	181 19%	67 26%	70 21%	78 23%	87 25%	143 25%	136 27%	120 23%	94 23%	95 23%	291 26%	154 22%
Fairly negative (-1)	40 2%	29 3% C	11 1%	11 5% G	7 2% G	8 2%	1 0% G	12 2% G	7 1%	11 2%	15 4% I	7 2%	31 3% N	9 1%
Very negative (-2)	17 1%	10 1%	7 1%	- - 1%	4 1%	2 1%	2 1%	8 2%	2 0%	1 0%	11 3% UL	3 1%	12 1%	5 1%
Don't know	185 10%	77 8%	108 12% B	42 16% GH	35 11% H	44 13% GH	27 8%	36 6%	40 8%	46 9%	42 10%	57 14% U	84 7%	101 14% M
NET Positive	1161 63%	536 58%	625 67% B	134 53%	219 65% D	212 62% D	233 66% D	362 64% D	322 64%	342 66%	248 60%	248 60%	721 63%	440 62%
NET Negative	57 3%	38 4% C	18 2%	11 5% G	11 3% G	10 3%	3 1%	21 4% G	9 2%	12 2%	26 6% UL	10 2%	42 4% N	14 2%
Net Difference	1104 60%	497 54%	607 65%	122 48%	208 62%	202 59%	230 65%	342 61%	313 62%	331 64%	222 54%	238 58%	678 60%	426 60%
Mean	0.97	0.84	1.11 B	0.86	1.00	0.98	1.07 D	0.94	0.96	1.04	0.90	0.99	0.95	1.02
Standard deviation	0.880	0.887	0.852	0.893	0.875	0.868	0.842	0.904	0.822	0.838	1.005	0.866	0.898	0.846
Standard error	0.022	0.031	0.030	0.061	0.051	0.050	0.047	0.039	0.038	0.038	0.052	0.046	0.028	0.034

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that provide good job security for their employees?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	531 29%	141 31%	136 28%	187 28%	30 31% *	38 24%	161 29%	132 28%	117 32%	58 26%	163 35% LMN	94 25%	249 28%	26 22%
Fairly positive (1)	629 34%	136 30%	169 35%	233 35%	30 31% *	61 38%	175 32%	168 36%	121 33%	96 43% GI	127 27%	139 37% K	328 37% K	35 30%
Neither positive nor negative (0)	445 24%	117 26%	117 24%	159 24%	19 20% *	33 21%	121 22%	119 25%	84 23%	51 23%	102 22%	95 25%	211 24%	37 32% K
Fairly negative (-1)	40 2%	16 4% D	8 2%	10 2%	5 5% CDF*	1 1%	10 2%	11 2%	13 3%	3 1%	10 2%	9 2%	16 2%	4 4%
Very negative (-2)	17 1%	2 0%	4 1%	8 1%	2 2% *	1 1%	6 1%	6 1%	3 1%	- -	6 1%	1 0%	9 1%	1 1%
Don't know	185 10%	42 9%	46 9%	61 9%	11 11% *	26 16% BCD	74 13% HI	33 7%	23 7%	13 6%	61 13% M	42 11%	68 8%	13 11%
NET Positive	1161 63%	277 61%	306 64%	420 64%	59 62% *	99 62%	336 61%	300 64%	237 66%	154 70% G	290 62%	233 61%	577 66% N	61 52%
NET Negative	57 3%	18 4%	11 2%	18 3%	7 7% CDF*	2 1%	16 3%	17 4%	16 4% J	3 1%	16 3%	10 3%	25 3%	5 5%
Net Difference	1104 60%	259 57%	295 61%	402 61%	52 55%	96 60%	320 59%	283 61%	221 61%	151 69%	274 58%	222 58%	553 63%	55 48%
Mean	0.97	0.97	0.98	0.97	0.94 *	0.99	1.00	0.94	0.99	1.01	1.06 N	0.93	0.98 N	0.77 *
Standard deviation	0.880	0.910	0.857	0.874	1.014	0.805	0.893	0.889	0.915	0.761	0.935	0.831	0.863	0.913
Standard error	0.022	0.045	0.041	0.036	0.110	0.070	0.041	0.043	0.050	0.053	0.046	0.045	0.030	0.090

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that provide good job security for their employees?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

								Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total	Financial products ever bought or taken out											
			Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	531 29%	531 29%	433 29%	389 29%	261 30%	151 29%	- -	388 38%	14 15% i	398 35%	64 31%	365 36%	57 30%
Fairly positive (1)	629 34%	629 34%	541 37% B	490 37% B	330 38% B	213 40% BCD	- -	390 39%	33 34% +	462 41% K	56 28% M	405 40% M	60 32%
Neither positive nor negative (0)	445 24%	445 24%	355 24%	319 24%	218 25%	131 25%	- -	174 17%	45 46% H*	240 21%	48 24%	217 21%	44 23%
Fairly negative (-1)	40 2%	40 2% CIF	26 2%	24 2%	11 1%	6 1%	- -	22 2%	- * i	15 1%	14 7% j	15 1%	9 5% L
Very negative (-2)	17 1%	17 1%	12 1% D	9 1%	8 1%	7 1% D	- -	12 1%	1 1% +	2 0%	8 4% j	5 0% L	7 4% L
Don't know	185 10%	185 10% CDEF	113 8% EF	102 8% EF	45 5%	19 4%	- -	23 2%	3 3% +	23 2% j	13 6% j	11 1%	13 7% L
NET Positive	1161 63%	1161 63%	975 66% B	878 66% B	591 68% B	364 69% BC	- -	777 77% i	48 49% +	860 75% K	120 59% K	770 76% M	117 62%
NET Negative	57 3%	57 3% CDE	38 3%	33 2%	19 2%	13 2%	- -	34 3%	1 1% +	17 1%	22 11% j	20 2%	16 8% L
Net Difference	1104 60%	1104 60%	937 63%	846 64%	572 66%	351 67%	- -	744 74%	46 48%	843 74%	98 48%	750 74%	101 53%
Mean	0.97	0.97	0.99 B	1.00	1.00	0.98	-	1.14 i	0.64 +	1.11 K	0.81	1.10 M	0.85
Standard deviation	0.880	0.880	0.856	0.848	0.847	0.853	-	0.864	0.791	0.795	1.110	0.819	1.053
Standard error	0.022	0.022	0.023	0.024	0.029	0.038	-	0.028	0.082	0.024	0.081	0.026	0.079

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have good records on contributing positively to their local communities?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	507 27%	203 22%	304 33% B	67 26%	86 26%	91 26%	118 33% EFH	146 26%	126 25%	152 29%	112 27%	117 29%	316 28%	191 27%
Fairly positive (1)	640 35%	314 34%	326 35%	78 30%	124 37%	111 32%	119 34%	209 37%	211 42% JKL	176 34%	126 31%	127 31%	392 34%	248 35%
Neither positive nor negative (0)	453 25%	280 31% C	173 19%	63 25%	75 22%	82 24%	83 23%	151 27%	118 23%	129 25%	108 26%	98 24%	300 26% N	153 22%
Fairly negative (-1)	39 2%	26 3% C	13 1%	8 3% G	11 3% G	10 3% G	1 0%	10 2% G	8 2%	10 2%	14 3%	7 2%	32 3% N	7 1%
Very negative (-2)	16 1%	9 1%	8 1%	1 0%	1 0%	4 1%	3 1%	7 1%	4 1%	3 1%	6 1%	4 1%	9 1%	8 1%
Don't know	191 10%	83 9%	108 12%	39 15% GH	37 11% H	47 14% GH	28 8%	39 7%	40 8%	50 10%	45 11%	57 14% I	89 8%	102 14% M
NET Positive	1147 62%	517 56%	630 68% B	144 57%	210 63%	202 58%	237 67% DF	354 63%	336 66% KL	328 63%	238 58%	245 60%	708 62%	439 62%
NET Negative	56 3%	35 4%	21 2%	8 3%	12 4% G	14 4% G	4 1%	17 3%	12 2%	13 2%	20 5%	11 3%	41 4%	15 2%
Net Difference	1092 59%	482 53%	609 65%	136 54%	199 59%	187 54%	232 66%	337 60%	325 64%	315 61%	218 53%	234 57%	667 59%	424 60%
Mean	0.96	0.81	1.10 B	0.94	0.95	0.92	1.07 FH	0.91	0.96	0.99	0.89	0.98	0.93	1.00
Standard deviation	0.873	0.875	0.847	0.874	0.849	0.916	0.847	0.874	0.814	0.860	0.943	0.891	0.883	0.855
Standard error	0.021	0.030	0.030	0.060	0.049	0.053	0.047	0.038	0.038	0.040	0.049	0.047	0.027	0.035

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

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have good records on contributing positively to their local communities?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	asters/Ph	qualificati
							(G)	(H)	(I)	(J)	12	(L)	D	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	507 27%	130 29%	131 27%	180 27%	25 26% *	41 26%	138 25%	133 29%	112 31%	64 29%	143 31% N	97 26% N	248 28% N	19 16%
Fairly positive (1)	640 35%	155 34%	164 34%	228 35%	38 39% *	55 35%	192 35%	160 34%	130 36%	84 38%	140 30%	135 36%	330 37% K	34 30%
Neither positive nor negative (0)	453 25%	115 25% E	125 26% E	163 25% E	14 14% *	36 22%	121 22%	121 26%	84 23%	53 24%	102 22%	100 26%	208 24%	44 38% KLM
Fairly negative (-1)	39 2%	9 2%	7 1%	18 3% F	6 6% BCF*	- -	13 2%	9 2%	11 3%	4 2%	13 3%	4 1%	18 2%	4 3%
Very negative (-2)	16 1%	3 1%	4 1%	5 1%	2 2% *	2 1%	6 1%	7 2%	1 0%	1 0%	2 1%	2 0%	10 1%	2 2%
Don't know	191 10%	43 9%	48 10%	64 10%	12 12% *	25 16% BD	76 14% HU	37 8%	23 6%	15 7%	68 15% M	42 11%	67 8%	14 12%
NET Positive	1147 62%	285 63%	295 62%	408 62%	63 66% *	96 60%	330 61%	294 63%	242 67%	148 67%	284 60% N	233 61% N	578 66% N	53 46%
NET Negative	56 3%	12 3%	11 2%	23 4%	8 8% BCDF*	2 1%	19 3%	17 4%	12 3%	4 2%	16 3%	6 2%	28 3%	6 5% L
Net Difference	1092 59%	273 60%	285 59%	385 58%	55 58%	94 59%	312 57%	277 59%	230 64%	143 65%	268 57%	227 60%	550 62%	47 41%
Mean	0.96	0.97	0.95	0.94	0.93 *	0.98	0.95	0.93	1.01	1.01	1.02 N	0.95 N	0.97 N	0.62 *
Standard deviation	0.873	0.865	0.861	0.880	0.969	0.856	0.877	0.910	0.860	0.816	0.894	0.823	0.872	0.898
Standard error	0.021	0.043	0.041	0.036	0.106	0.074	0.040	0.044	0.047	0.057	0.045	0.045	0.031	0.088

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

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

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain

Public
Ipsos MORI

E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have good records on contributing positively to their local communities?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total		Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	Total (A)	Any (B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	507 27%	507 27%	408 28%	367 28%	246 28%	151 29%	- -	371 37%	18 19%	383 34%	62 31%	360 35%	53 28%
Fairly positive (1)	640 35%	640 35%	549 37%	503 38%	337 38%	201 38%	- -	402 40%	27 28%	476 42%	60 30%	413 41%	55 29%
Neither positive nor negative (0)	453 25%	453 25%	365 25%	325 24%	221 25%	138 26%	- -	170 17%	47 49%	237 21%	49 24%	206 20%	54 29%
Fairly negative (-1)	39 2%	39 2%	27 2%	20 1%	13 1%	10 2%	- -	30 3%	- *	18 2%	12 6%	19 2%	10 5%
Very negative (-2)	16 1%	16 1%	13 1%	11 1%	11 1%	3 1%	- -	9 1%	1 1%	4 0%	6 3%	6 1%	3 2%
Don't know	191 10%	191 10%	118 8%	105 8%	46 5%	23 4%	- -	25 2%	3 3%	21 2%	13 7%	13 1%	14 7%
NET Positive	1147 62%	1147 62%	957 65%	870 65%	582 67%	352 67%	- -	773 77%	45 47%	859 75%	123 60%	773 76%	108 57%
NET Negative	56 3%	56 3%	40 3%	31 2%	23 3%	13 3%	- -	39 4%	1 1%	22 2%	18 9%	25 3%	14 7%
Net Difference	1092 59%	1092 59%	917 62%	839 63%	559 64%	339 64%	- -	734 73%	44 45%	837 73%	105 52%	748 73%	95 50%
Mean	0.96	0.96	0.96	0.97	0.96	0.97	-	1.12 I	0.65 *	1.09 K	0.85	1.10 M	0.82
Standard deviation	0.873	0.873	0.856	0.843	0.861	0.845	-	0.861	0.837	0.804	1.049	0.828	0.992
Standard error	0.021	0.021	0.023	0.024	0.030	0.038	-	0.027	0.087	0.024	0.076	0.026	0.075

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K/L/M Minimum Base: 30(**) Small Base: 100(**)

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
Public
Ipsos MORI

EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a good record protecting workers' rights?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	550 30%	214 23%	335 36% B	76 30%	89 27%	95 27%	124 35% EF	166 29%	130 26%	175 34% I	115 28%	129 31%	342 30%	208 29%
Fairly positive (1)	633 34%	323 35%	310 33%	77 30%	125 37%	111 32%	116 33%	205 36%	216 43% JKL	168 32%	127 31%	123 30%	390 34%	243 34%
Neither positive nor negative (0)	414 22%	253 28% C	161 17%	60 23%	71 21%	78 23%	73 21%	131 23%	104 21%	114 22%	101 24%	95 23%	273 24% N	141 20%
Fairly negative (-1)	47 3%	37 4% C	10 1%	5 2%	12 4% G	10 3%	4 1%	16 3%	11 2%	14 3%	16 4% L	5 1%	35 3%	12 2%
Very negative (-2)	17 1%	8 1%	9 1%	1 0%	1 0%	5 2%	3 1%	6 1%	5 1%	2 0%	7 2%	3 1%	9 1%	8 1%
Don't know	187 10%	80 9%	106 11%	36 14% H	36 11% H	45 13% H	31 9%	38 7%	40 8%	47 9%	44 11%	56 14% U	89 8%	97 14% M
NET Positive	1183 64%	538 59%	646 69% B	153 60%	215 64%	206 60%	240 68% F	370 66%	346 68% KL	343 66% K	242 59%	252 61%	732 64%	451 64%
NET Negative	64 3%	45 5% C	19 2%	6 2%	13 4%	16 5%	7 2%	22 4%	16 3%	16 3%	23 6% L	8 2%	44 4%	20 3%
Net Difference	1120 61%	493 54%	627 67%	147 58%	202 60%	190 55%	233 66%	349 62%	331 65%	327 63%	219 53%	244 59%	689 61%	431 61%
Mean	1.00	0.84	1.16 B	1.02	0.97	0.93	1.10 FH	0.97	0.98	1.06 K	0.89	1.04	0.97	1.03
Standard deviation	0.886	0.894	0.849	0.869	0.855	0.936	0.864	0.891	0.829	0.877	0.967	0.876	0.891	0.876
Standard error	0.022	0.031	0.030	0.059	0.049	0.054	0.048	0.039	0.038	0.040	0.051	0.046	0.028	0.035

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

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
Public
Ipsos MORI

EI05. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a good record protecting workers' rights?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/Ph	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	D	qualificati
							(G)	(H)	(I)	(J)	12	(L)	(M)	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	550 30%	144 32%	142 30%	196 30%	25 27% *	43 27%	164 30%	146 31%	119 33%	64 29%	149 32% N	98 26%	280 32% LN	24 20%
Fairly positive (1)	633 34%	144 32%	165 34%	229 35%	40 41% *	56 35%	177 33%	160 34%	124 34%	84 38%	133 28%	142 37% K	326 37% K	33 28%
Neither positive nor negative (0)	414 22%	110 24% E	113 24%	145 22%	14 15% *	32 20%	115 21%	119 26%	75 21%	49 22%	110 24%	93 24%	174 20%	37 32% M
Fairly negative (-1)	47 3%	9 2%	9 2%	23 3%	4 4% *	2 1%	9 2%	7 1%	17 5% GH	7 3%	10 2%	5 1%	25 3%	6 6% L
Very negative (-2)	17 1%	6 1%	4 1%	3 1%	2 2% *	2 1%	7 1%	5 1%	1 0%	1 0%	1 0%	2 1%	11 1%	2 2% K
Don't know	187 10%	42 9%	47 10%	63 10%	11 11% *	24 15%	73 13% HU	32 7%	25 7%	16 7%	65 14% M	41 11%	66 8%	14 12%
NET Positive	1183 64%	287 63%	307 64%	425 65%	65 68% *	99 62%	342 63%	305 65%	243 67%	148 67%	282 60% N	240 63% N	605 69% KN	56 48%
NET Negative	64 3%	14 3%	12 3%	26 4%	6 6% *	5 3%	16 3%	12 2%	18 5%	8 3%	12 3%	7 2%	36 4%	9 8% KL
Net Difference	1120 61%	273 60%	295 61%	399 61%	59 62%	94 59%	326 60%	293 63%	225 62%	140 64%	270 58%	232 61%	570 65%	47 41%
Mean	1.00	1.00	1.00	0.99	0.97 *	1.00	1.02	0.99	1.02	1.00	1.03 N	0.96 N	1.03 N	0.67 *
Standard deviation	0.886	0.909	0.867	0.881	0.929	0.884	0.893	0.880	0.900	0.845	0.882	0.827	0.893	0.978
Standard error	0.022	0.045	0.042	0.036	0.101	0.076	0.041	0.042	0.049	0.059	0.044	0.045	0.031	0.097

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

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain

Public
Ipsos MORI

E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have a good record protecting workers' rights?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
			(C)	(D)	(E)	(F)	(G)						
	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	550 30%	550 30%	450 30%	404 30%	268 31%	154 29%	-	398 40%	12 12%	403 35%	68 33%	371 36%	65 34%
Fairly positive (1)	633 34%	633 34%	539 36% B	487 37% B	341 39% BCD	213 40% BCD	-	401 40% *	33 35% *	472 41% K	58 29%	413 41% M	54 29%
Neither positive nor negative (0)	414 22%	414 22%	332 22%	301 23%	192 22%	119 23%	-	147 15%	44 45% H*	219 19%	44 22%	192 19%	44 23%
Fairly negative (-1)	47 3%	47 3%	34 2%	29 2%	18 2%	14 3%	-	30 3%	3 3% *	23 2%	15 8% J	23 2%	11 6% L
Very negative (-2)	17 1%	17 1%	11 1%	9 1%	9 1%	3 1%	-	9 1%	1 1% *	4 0%	5 3% J	6 1%	5 2% L
Don't know	187 10%	187 10%	114 8% CDEF	100 7% EF	45 5%	24 5%	-	21 2%	3 3% *	19 2%	13 6% J	13 1%	10 5% L
NET Positive	1183 64%	1183 64%	989 67% B	892 67% B	609 70% BCD	366 70% B	-	799 79% I	45 47% *	875 77% K	126 62%	784 77% M	119 63%
NET Negative	64 3%	64 3%	46 3% D	39 3%	27 3%	17 3%	-	39 4%	4 4% *	27 2%	20 10% J	29 3%	16 8% L
Net Difference	1120 61%	1120 61%	943 64%	853 64%	582 67%	349 66%	-	761 76%	41 42%	848 74%	105 52%	754 74%	103 55%
Mean	1.00	1.00	1.01	1.01	1.01	1.00	-	1.17 I	0.55 *	1.11 K	0.88	1.11 M	0.91
Standard deviation	0.886	0.886	0.865	0.859	0.862	0.843	-	0.855	0.807	0.812	1.071	0.834	1.044
Standard error	0.022	0.022	0.023	0.024	0.030	0.038	-	0.027	0.083	0.024	0.078	0.026	0.078

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

13-065432-41 - Ethical Finance & Investing
10th October - 14th October 2014
All adults aged 16-75 in Great Britain
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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have less women compared to men on their board of directors?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	56 3%	41 4% c	15 2%	10 4%	9 3%	12 3%	12 3%	13 2%	15 3%	20 4%	8 2%	13 3%	40 4%	16 2%
Fairly positive (1)	116 6%	59 6%	57 6%	19 8%	23 7%	15 4%	21 6%	38 7%	26 5%	36 7%	31 7%	24 6%	69 6%	47 7%
Neither positive nor negative (0)	1063 58%	594 65% c	468 50%	119 47%	185 55%	194 56% d	220 63% d	345 61% d	310 61% l	298 57%	235 57%	219 53%	693 61% n	370 52%
Fairly negative (-1)	299 16%	101 11%	198 21% b	45 18%	61 18%	58 17%	45 13%	90 16%	84 17%	86 17%	61 15%	69 17%	170 15%	129 18%
Very negative (-2)	102 5%	30 3%	72 8% b	19 8%	18 5%	14 4%	23 7%	27 5%	25 5%	21 4%	27 7%	28 7%	64 6%	38 5%
Don't know	212 12%	91 10% b	121 13% b	42 16% gh	39 12%	52 15% gh	31 9%	49 9%	47 9%	59 11%	49 12%	58 14% i	103 9%	110 15% m
NET Positive	172 9%	100 11% c	72 8%	29 12%	32 9%	27 8%	32 9%	51 9%	40 8%	55 11%	39 9%	37 9%	109 10%	63 9%
NET Negative	401 22%	130 14%	270 29% b	65 25%	79 24%	72 21%	68 19%	117 21%	109 21%	107 21%	88 22%	96 23%	234 21%	167 24%
Net Difference	-229 -12%	-31 -3%	-198 -21%	-35 -14%	-48 -14%	-45 -13%	-35 -10%	-66 -12%	-68 -13%	-52 -10%	-50 -12%	-59 -14%	-125 -11%	-104 -15%
Mean	-0.17	-0.02 c	-0.31	-0.21	-0.19	-0.16	-0.15	-0.15	-0.17	-0.12	-0.19	-0.21	-0.14	-0.21
Standard deviation	0.782	0.731	0.804	0.904	0.782	0.764	0.787	0.735	0.746	0.779	0.783	0.828	0.782	0.780
Standard error	0.019	0.025	0.028	0.062	0.045	0.045	0.044	0.032	0.035	0.036	0.041	0.044	0.024	0.032

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

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have less women compared to men on their board of directors?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	56 3%	12 3%	12 2%	20 3%	7 7% BCD*	5 3%	15 3%	10 2%	17 5%	7 3%	16 3%	7 2%	29 3%	4 3%
Fairly positive (1)	116 6%	31 7%	28 6%	46 7%	6 6% *	5 3%	32 6%	31 7%	29 8%	10 5%	41 9% M	22 6%	45 5%	7 6%
Neither positive nor negative (0)	1063 58%	257 56%	287 60% E	379 58% E	44 46% *	96 60% E	295 54%	277 59%	209 58%	142 65% G	257 55%	230 60%	505 57%	71 61%
Fairly negative (-1)	299 16%	84 19%	75 16%	99 15%	20 21% *	20 13%	86 16%	84 18%	59 16%	35 16%	61 13%	55 15%	170 19% KN	13 11%
Very negative (-2)	102 5%	22 5%	23 5%	45 7%	6 6% *	7 4%	34 6%	22 5%	23 6%	9 4%	21 5%	19 5%	58 7%	4 3%
Don't know	212 12%	50 11%	56 12%	68 10%	12 13% *	26 16% D	84 15% HU	43 9%	24 7%	17 8%	73 16% M	47 12% M	74 8%	18 15% M
NET Positive	172 9%	42 9%	40 8%	67 10%	13 14% *	10 7%	47 9%	42 9%	46 13%	17 8%	57 12% LM	29 8%	74 8%	11 10%
NET Negative	401 22%	106 23%	98 20%	144 22%	26 27% *	27 17%	120 22%	106 23%	82 23%	44 20%	82 17%	74 19%	228 26% KLN	17 14%
Net Difference	-229 -12%	-64 -14%	-58 -12%	-78 -12%	-13 -13%	-16 -10%	-73 -13%	-64 -14%	-36 -10%	-26 -12%	-25 -5%	-45 -12%	-153 -17%	-6 -5%
Mean	-0.17	-0.18	-0.16	-0.17	-0.13 *	-0.13	-0.20	-0.18	-0.12	-0.14	-0.08 M	-0.17	-0.23	-0.05 *
Standard deviation	0.782	0.762	0.735	0.812	0.957	0.735	0.802	0.737	0.851	0.718	0.793	0.718	0.804	0.724
Standard error	0.019	0.038	0.036	0.033	0.105	0.064	0.037	0.036	0.046	0.050	0.040	0.039	0.028	0.073

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have less women compared to men on their board of directors?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out						Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
			(C)	(D)	(E)	(F)	(G)						
	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	56 3%	56 3%	43 3%	40 3%	21 2%	13 2%	-	37 4%	2 2% +	41 4%	9 4%	36 4%	11 6%
Fairly positive (1)	116 6%	116 6%	90 6%	78 6%	52 6%	28 5%	-	69 7%	5 6% +	80 7%	15 7%	73 7%	13 7%
Neither positive nor negative (0)	1063 58%	1063 58%	901 61% B	818 61% B	562 64% BCD	355 67% BCD	-	573 57%	73 76% H*	721 63% K	93 46%	627 62%	102 54%
Fairly negative (-1)	299 16%	299 16%	234 16%	212 16%	136 16%	80 15%	-	218 22% I	7 7% +	207 18%	44 22%	195 19%	35 18%
Very negative (-2)	102 5%	102 5% D	78 5% D	64 5%	45 5%	22 4%	-	76 8%	3 4% +	57 5%	23 12% J	60 6%	13 7%
Don't know	212 12%	212 12% CDEF	135 9% EF	119 9% EF	58 7%	29 6%	-	33 3%	5 5% +	34 3%	18 9% J	25 2%	15 8% L
NET Positive	172 9%	172 9%	133 9%	119 9%	73 8%	41 8%	-	107 11%	8 8% +	121 11%	24 12%	109 11%	25 13%
NET Negative	401 22%	401 22%	312 21%	276 21%	181 21%	102 19%	-	294 29% I	10 11% +	263 23% J	68 33% J	256 25%	48 25%
Net Difference	-229 -12%	-229 -12%	-179 -12%	-158 -12%	-108 -12%	-61 -12%	-	-188 -19%	-3 -3% -	-143 -13% -	-44 -21% -	-146 -14% -	-23 -12%
Mean	-0.17	-0.17	-0.16	-0.15	-0.16	-0.14	-	-0.23	-0.04 H*	-0.14 K	-0.32	-0.17	-0.14
Standard deviation	0.782	0.782	0.757	0.750	0.727	0.693	-	0.841	0.623	0.770	0.963	0.795	0.899
Standard error	0.019	0.019	0.021	0.022	0.025	0.031	-	0.027	0.065	0.023	0.071	0.025	0.068

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies that have equal pay between men and women?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	542 29%	178 19%	364 39% B	92 36% FH	96 29%	88 26%	114 33% F	152 27%	136	162 31%	117 29%	127 31%	327 29%	215 30%
Fairly positive (1)	561 30%	290 32%	271 29%	56 22%	107 32% D	104 30% D	106 33% D	188 36% D	181 36% JKL	154 30%	112 27%	114 28%	341 30%	221 31%
Neither positive nor negative (0)	505 27%	329 36% C	176 19%	64 25%	85 25%	94 27%	96 27%	166 30%	134 26%	144 28%	121 30%	106 26%	346 30% N	159 22%
Fairly negative (-1)	37 2%	26 3% C	10 1%	6 2%	10 3%	7 2%	5 1%	9 2%	10 2%	10 2%	11 3%	5 1%	27 2%	10 1%
Very negative (-2)	19 1%	11 1%	8 1%	1 0%	3 1%	3 1%	4 1%	8 1%	5 1%	5 1%	6 1%	3 1%	11 1%	8 1%
Don't know	182 10%	80 9%	102 11%	36 14% GH	34 10%	48 14% GH	26 7%	39 7%	40 8%	45 9%	42 10%	55 13% U	87 8%	96 13% M
NET Positive	1104 60%	468 51%	635 68% B	148 58%	203 61%	192 56%	220 63%	340 61%	317 63%	316 61%	230 56%	241 59%	667 59%	436 62%
NET Negative	56 3%	38 4% C	18 2%	6 2%	14 4%	10 3%	9 3%	17 3%	15 3%	15 3%	18 4%	8 2%	38 3%	18 3%
Net Difference	1047 57%	431 47%	617 66%	142 56%	189 57%	182 53%	211 60%	323 58%	303 60%	300 58%	212 52%	232 57%	630 55%	418 59%
Mean	0.94	0.72	1.17 B	1.07 H	0.93	0.90	0.99	0.89	0.93	0.96	0.88	1.00	0.90	1.02 M
Standard deviation	0.905	0.880	0.872	0.915	0.913	0.893	0.908	0.898	0.870	0.909	0.953	0.892	0.909	0.894
Standard error	0.022	0.030	0.030	0.062	0.053	0.052	0.050	0.039	0.040	0.042	0.050	0.047	0.028	0.036

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have equal pay between men and women?
Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	Degree/Ph	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	£19,999	£34,999	£54,999	£55,000+	Level/NVQ	equivalent	D	qualificati
							(G)	(H)	(I)	(J)	12	(L)	(M)	ons
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	542 29%	131 29%	146 30%	195 30%	29 31% *	41 26%	163 30%	128 27%	120 33%	66 30%	139 30%	111 29%	269 31%	23 20%
Fairly positive (1)	561 30%	131 29%	150 31%	205 31%	30 31% *	46 29%	159 29%	159 34%	101 28%	82 37% GI	128 27%	115 30%	286 32%	32 27%
Neither positive nor negative (0)	505 27%	135 30% E	130 27%	180 27%	17 18% *	44 27%	139 25%	126 27%	108 30%	56 26%	120 26%	108 28%	232 26%	45 38% KM
Fairly negative (-1)	37 2%	10 2%	7 1%	12 2%	6 6% BCD*	3 2%	7 1%	11 2%	10 3%	2 1%	11 2%	3 1%	19 2%	4 3% L
Very negative (-2)	19 1%	3 1%	3 1%	9 1%	2 2% *	2 1%	7 1%	9 2% I	1 0%	1 0%	5 1%	1 0%	13 1%	- -
Don't know	182 10%	45 10%	44 9%	58 9%	12 12% *	24 15% D	72 13% HU	35 7%	21 6%	13 6%	66 14% M	42 11% M	61 7%	13 12%
NET Positive	1104 60%	262 58%	296 62%	399 61%	59 62% *	87 55%	321 59%	287 61%	221 61%	148 67% G	267 57%	226 59% N	555 63% KN	55 47%
NET Negative	56 3%	13 3%	10 2%	21 3%	8 8% BCD*	5 3%	13 2%	20 4% J	11 3%	3 1%	16 3% L	4 1%	32 4% L	4 3%
Net Difference	1047 57%	249 55%	286 60%	379 58%	51 54%	82 52%	308 56%	266 57%	210 58%	145 66%	251 53%	222 58%	523 59%	51 44%
Mean	0.94	0.92	0.98	0.94	0.94 *	0.89	0.98	0.89	0.97	1.01	0.95 N	0.98 N	0.95 N	0.72 *
Standard deviation	0.905	0.897	0.874	0.914	1.019	0.923	0.906	0.932	0.903	0.821	0.931	0.847	0.919	0.851
Standard error	0.022	0.044	0.042	0.037	0.111	0.079	0.042	0.045	0.049	0.057	0.046	0.046	0.032	0.084

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies that have equal pay between men and women?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
	Total		Investmen t product / Pension /	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
	Total (A)	Any (B)	ISA (C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1837	1837	1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847	1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	542 29%	542 29%	443 30%	402 30%	255 29%	150 28%	- -	389 39%	11 12% I	399 35%	69 34%	367 36%	60 32%
Fairly positive (1)	561 30%	561 30%	486 33% B	435 33% B	300 34%	187 36% B	- -	362 36%	25 26% +	410 36%	60 30%	356 35%	58 30%
Neither positive nor negative (0)	505 27%	505 27%	400 27%	359 27%	252 29%	153 29%	- -	196 20%	52 53% H*	286 25%	46 23%	261 26%	47 25%
Fairly negative (-1)	37 2% E	37 2% E	27 2% E	24 2% E	11 1%	8 2%	- -	27 3%	2 2% +	20 2%	10 5% J	15 1%	9 5% L
Very negative (-2)	19 1%	19 1%	14 1%	12 1%	11 1%	7 1%	- -	12 1%	2 2% +	8 1%	3 2%	9 1%	5 2%
Don't know	182 10% DEF	182 10% DEF	111 7% EF	99 7% EF	45 5%	21 4%	- -	20 2%	5 5% +	16 1%	13 6% J	11 1%	11 6% L
NET Positive	1104 60%	1104 60%	929 63% B	838 63% B	555 64% B	337 64% B	- -	752 75% I	37 38% +	808 71%	130 64%	722 71% M	118 62%
NET Negative	56 3%	56 3%	40 3%	36 3%	22 3%	15 3%	- -	39 4%	4 4% +	29 3%	14 7% J	24 2%	14 7% L
Net Difference	1047 57%	1047 57%	889 60%	802 60%	533 61%	322 61%	- -	712 71%	33 34%	779 68%	116 57%	699 69%	104 55%
Mean	0.94	0.94	0.96	0.97	0.94	0.92	- I	1.10 I	0.46 +	1.04	0.96	1.05 M	0.89
Standard deviation	0.905	0.905	0.885	0.884	0.885	0.882	-	0.898	0.812	0.866	0.996	0.871	1.015
Standard error	0.022	0.022	0.024	0.025	0.031	0.039	-	0.029	0.085	0.026	0.072	0.027	0.076

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies where working conditions are poor for many of its employees?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Gender		Age Groups					Social Grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1837	905	932	248	321	349	354	565	518	574	351	394	1078	759
Weighted base	1847	916	932	254	335	345	351	562	506	520	411	411	1138	709
Very positive (2)	46 2%	24 3%	21 2%	13 5% FGH	14 4% FH	5 1%	6 2%	7 1%	17 3% J	7 1%	8 2%	13 3%	28 2%	18 3%
Fairly positive (1)	91 5%	52 6%	38 4%	11 4%	28 8% GH	22 6% GH	11 3%	18 3%	20 4%	25 5%	20 5%	25 6%	59 5%	31 4%
Neither positive nor negative (0)	408 22%	245 27% C	162 17%	59 23%	68 20%	76 22%	79 23%	125 22%	104 21%	111 21%	98 24%	96 23%	273 24% N	135 19%
Fairly negative (-1)	600 32%	297 32%	303 33%	67 26%	105 31%	107 31%	110 31%	212 38% DFG	193 38% KL	174 33%	115 28%	119 29%	379 33%	221 31%
Very negative (-2)	507 27%	214 23%	293 31% B	59 23%	84 25%	85 25%	118 33% DEF	160 29%	127 25%	151 29%	126 31%	103 25%	310 27%	197 28%
Don't know	196 11%	83 9%	114 12% B	44 17% EGH	35 10%	50 14% GH	27 8%	40 7%	45 9%	52 10%	44 11%	55 13% I	89 8%	107 15% M
NET Positive	136 7%	76 8%	60 6%	24 9% GH	43 13% FGH	27 8% H	17 5%	25 4%	38 7%	32 6%	28 7%	38 9%	87 8%	49 7%
NET Negative	1107 60%	511 56%	596 64% B	127 50%	189 56%	192 56%	227 65% DEF	372 66% DEF	320 63% L	325 63% L	241 59%	222 54%	689 61%	418 59%
Net Difference	-971 -53%	-435 -47%	-536 -58%	-103 -40%	-146 -44%	-165 -48%	-210 -60%	-347 -62%	-282 -56%	-293 -56%	-213 -52%	-184 -45%	-602 -53%	-369 -52%
Mean	-0.87	-0.75 C	-0.99	-0.71 GH	-0.72 GH	-0.83 G	-0.99	-0.96	-0.85	-0.93	-0.90	-0.77 J	-0.84	-0.91
Standard deviation	1.002	1.001	0.990	1.121	1.116	0.987	0.956	0.897	0.998	0.954	1.008	1.058	0.998	1.009
Standard error	0.025	0.035	0.035	0.077	0.064	0.057	0.053	0.039	0.046	0.044	0.053	0.056	0.031	0.041

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

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

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EIO5. How positive or negative would you feel about your main financial provider if... - It invested in companies where working conditions are poor for many of its employees?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Region					Income				Education			
	Total	North	Midlands	South	Wales	Scotland	UP TO	£20,000-	£35,000 -		GCSE/O	A Level or	degrees/M	No formal
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	Level/NVQ	equivalent	D	qualifications
											12	(L)	(M)	(N)
Unweighted base	1837	447	472	666	97	155	524	460	358	230	471	375	870	121
Weighted base	1847	454	480	658	96	159	546	468	361	220	469	380	881	117
Very positive (2)	46 2%	6 1%	14 3%	18 3%	5 5% B*	3 2%	17 3%	7 2%	14 4% H	4 2%	19 4% L	3 1%	21 2%	3 2%
Fairly positive (1)	91 5%	21 5%	27 6%	33 5%	3 3% *	6 4%	29 5%	29 6%	13 4%	15 7%	26 6%	12 3%	39 4%	13 11% KLM
Neither positive nor negative (0)	408 22%	97 21%	113 24%	148 22%	15 16% *	35 22%	116 21%	118 25%	77 21%	42 19%	106 23%	86 23%	179 20%	37 31% M
Fairly negative (-1)	600 32%	156 34%	153 32%	219 33%	29 30% *	43 27%	158 29%	136 29%	128 36% G	90 41% GH	129 28%	120 32% N	326 37% KN	24 21%
Very negative (-2)	507 27%	131 29%	122 25%	174 26%	31 32% *	49 30%	148 27%	141 30%	105 29%	52 24%	121 26%	114 30%	245 28%	27 23%
Don't know	196 11%	43 10%	50 10%	66 10%	13 14% *	24 15%	77 14% HU	37 8%	24 7%	16 7%	68 14% M	45 12%	72 8%	13 11%
NET Positive	136 7%	27 6%	41 9%	51 8%	8 8% *	9 6%	46 9%	36 8%	27 7%	19 9%	45 10% L	15 4%	59 7%	16 14% LM
NET Negative	1107 60%	287 63%	276 57%	393 60%	60 62% *	92 58%	306 56%	277 59%	234 65% G	142 65% G	250 53%	234 62% KN	571 65% KN	51 44%
Net Difference	-971 -53%	-260 -57%	-235 -49%	-342 -52%	-52 -54%	-83 -52%	-260 -48%	-241 -51%	-207 -57%	-123 -56%	-205 -44%	-219 -57%	-512 -58%	-35 -30%
Mean	-0.87	-0.93	-0.80	-0.84	-0.94 *	-0.95	-0.83	-0.87	-0.88	-0.84	-0.77 LM	-0.98	-0.91	-0.57 LM*
Standard deviation	1.002	0.945	1.024	1.009	1.123	0.991	1.058	1.004	1.028	0.957	1.095	0.910	0.968	1.093
Standard error	0.025	0.047	0.049	0.041	0.124	0.085	0.049	0.048	0.056	0.067	0.055	0.050	0.034	0.107

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

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

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E105. How positive or negative would you feel about your main financial provider if... - It invested in companies where working conditions are poor for many of its employees?

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service

	Total	Financial products ever bought or taken out							Prepared to take action to influence financial institutions to invest in companies that behave ethically		Likelihood to switch if personally dissatisfied with customer service		Likelihood to switch if another financial provider provided better rates, fees or conditions for similar product / account	
		Total	Any	Investmen t product / Pension / ISA	A savings account	A pension	An investmen t product	None / Don't know	Yes	No	Likely	Unlikely	Likely	Unlikely
Unweighted base	1837	1837		1475	1335	867	527	-	1011	95	1138	192	1011	186
Weighted base	1847	1847		1480	1332	873	527	-	1007	97	1139	203	1018	189
Very positive (2)	46 2%	46 2%	26 2% CDE	23 2%	11 1%	7 1%	-	-	31 3%	2 2% +	34 3%	5 3%	36 4%	4 2%
Fairly positive (1)	91 5%	91 5%	61 4% CDEF	51 4% D	30 3%	15 3%	-	-	56 6%	4 5% +	59 5%	13 6%	58 6%	12 6%
Neither positive nor negative (0)	408 22%	408 22%	320 22%	288 22%	183 21%	116 22%	-	-	141 14%	43 45% H+	201 18%	44 22%	180 18%	46 24% L
Fairly negative (-1)	600 32%	600 32%	532 36% B	487 37% B	344 39% BCD	222 42% BCD	-	-	387 38%	32 34% +	450 39% K	55 27%	397 39% M	57 30%
Very negative (-2)	507 27%	507 27%	419 28%	373 28%	258 30%	140 27%	-	-	371 37% I	12 12% +	367 32%	73 36%	330 32%	59 31%
Don't know	196 11%	196 11%	122 8% CDEF	110 8% EF	47 5%	26 5%	-	-	21 2%	3 3% +	29 3% J	13 6%	17 2% L	12 6%
NET Positive	136 7%	136 7%	88 6% CDEF	73 6% DEF	41 5%	23 4%	-	-	88 9%	6 7% +	93 8%	18 9%	94 9%	16 8%
NET Negative	1107 60%	1107 60%	951 64% B	861 65% B	603 69% BCD	362 69% BCD	-	-	758 75% I	44 45% +	817 72% K	128 63%	727 71% M	116 61%
Net Difference	-971 -53%	-971 -53%	-863 -58%	-787 -59%	-562 -64%	-340 -64%	-	-	-670 -67%	-38 -39% -	-724 -64%	-110 -54%	-632 -62%	-100 -53%
Mean	-0.87	-0.87 CDEF	-0.92 E	-0.93 E	-0.98	-0.94	-	-	-1.02	-0.51 H+	-0.95	-0.93	-0.92	-0.87
Standard deviation	1.002	1.002	0.945	0.933	0.893	0.874	-	-	1.017	0.851	0.999	1.064	1.031	1.028
Standard error	0.025	0.025	0.026	0.027	0.031	0.039	-	-	0.032	0.088	0.030	0.077	0.033	0.077

Overlap formulae used
ColumnProportions (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)
ColumnMeans (5N): A,B/C/D/I/J/G,H/L/K,L/M Minimum Base: 30(**) Small Base: 100(**)