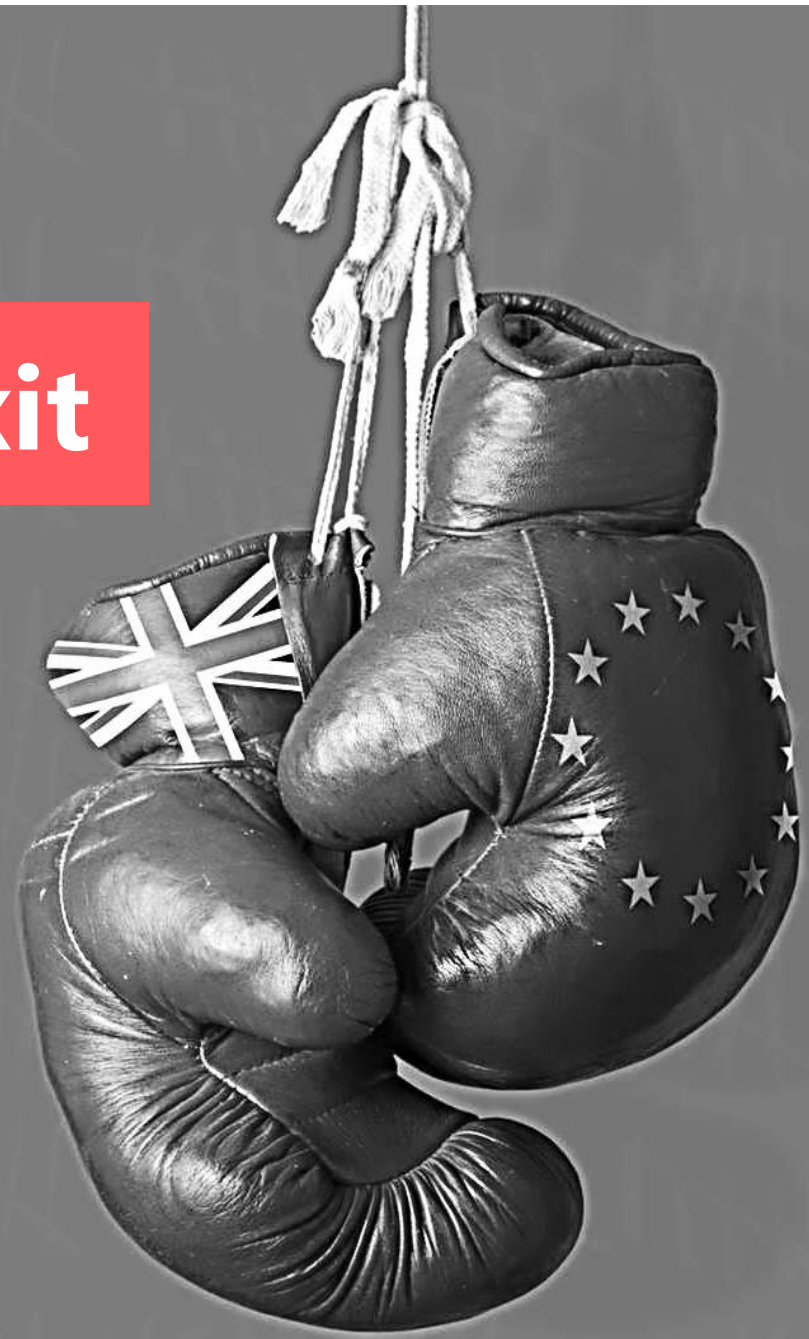


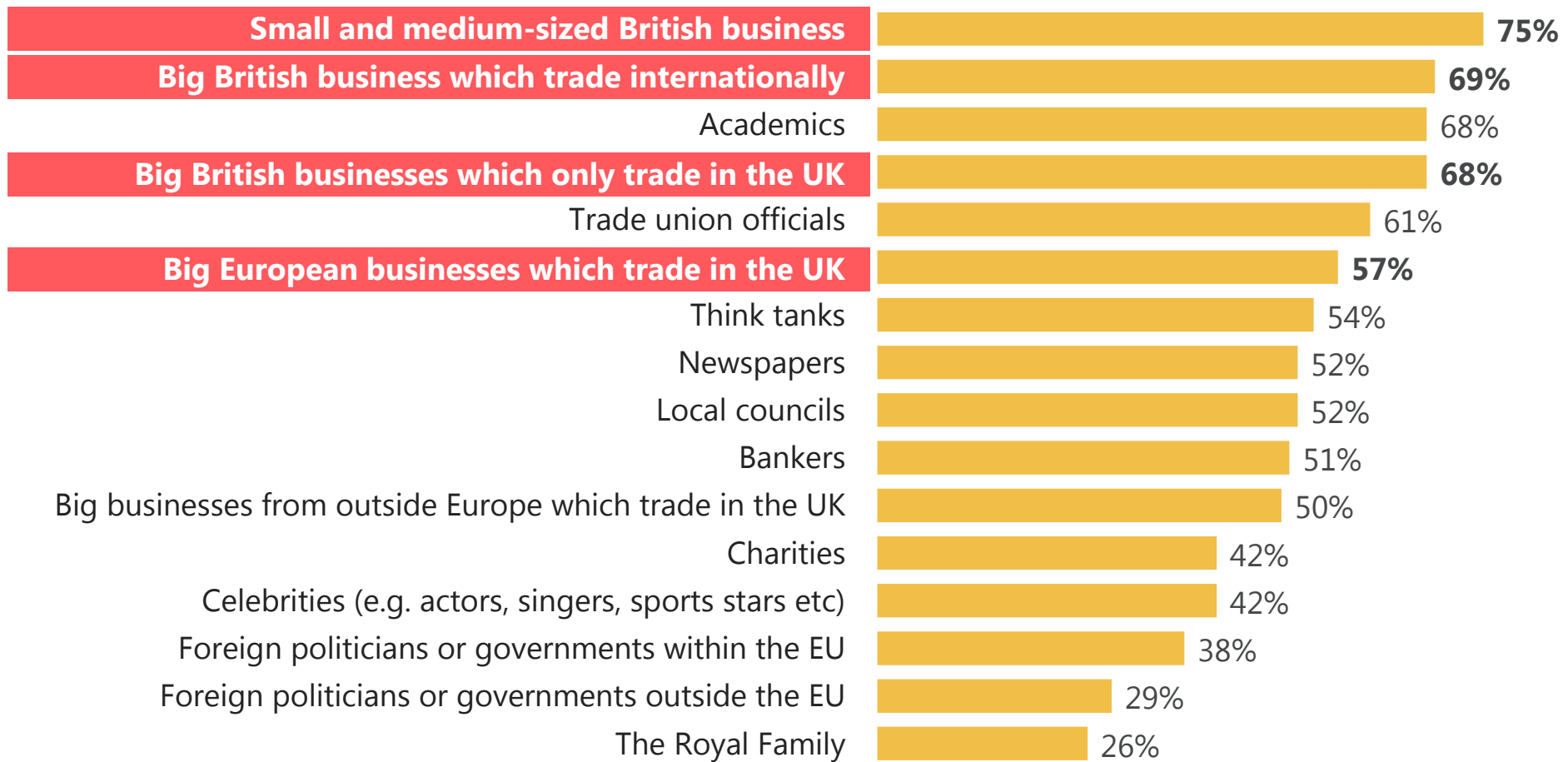
Businesses and Brexit



Ipsos MORI
Reputation Centre

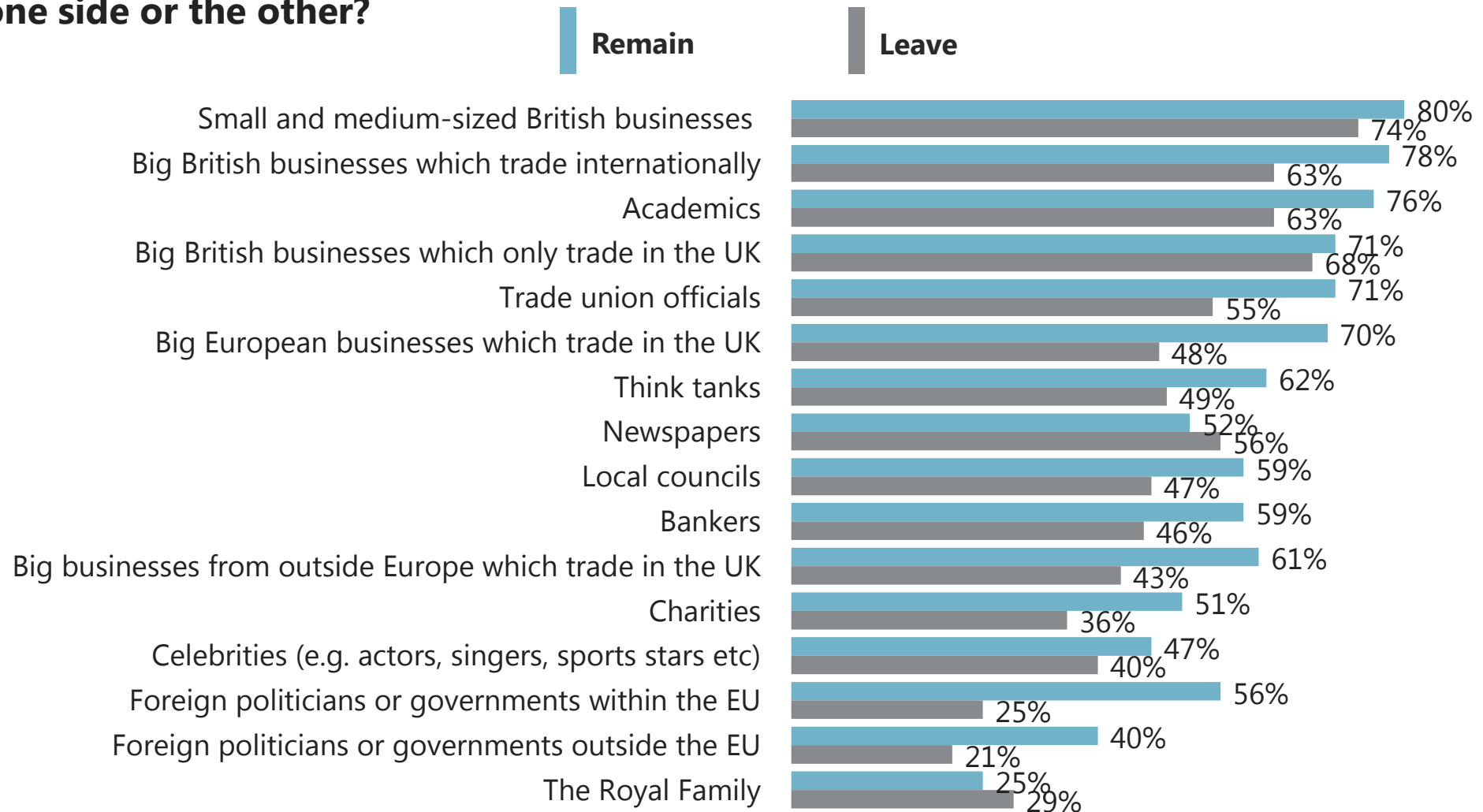
The public are keen to hear from Businesses

Who should take part in the EU referendum campaign by publicly backing one side or the other?



“Remain” want a broader debate

Who should take part in the EU referendum campaign by publicly backing one side or the other?



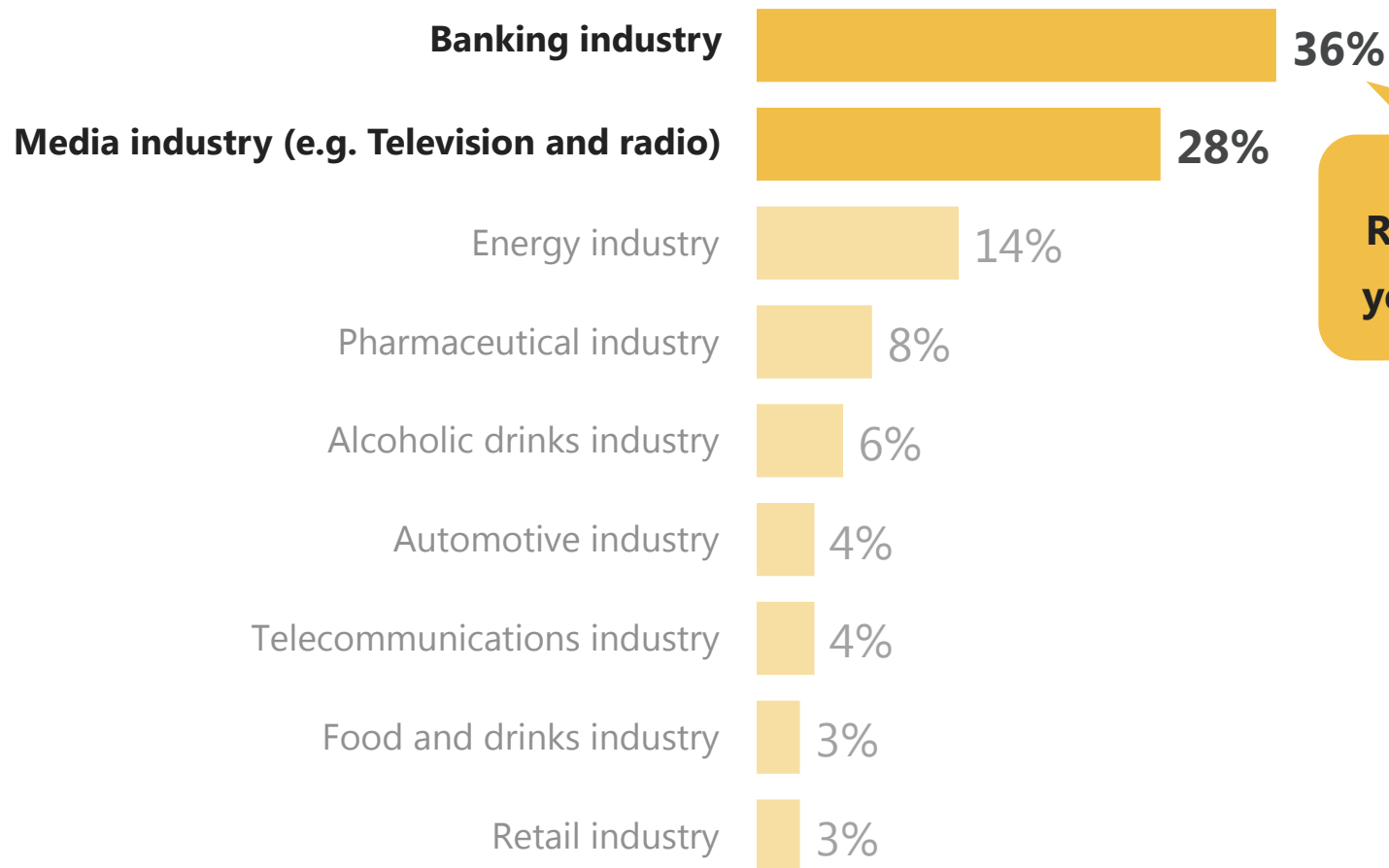
And there are solid reasons to contribute

Why should big businesses participate in the EU referendum?



Banking and media are least trusted on EU

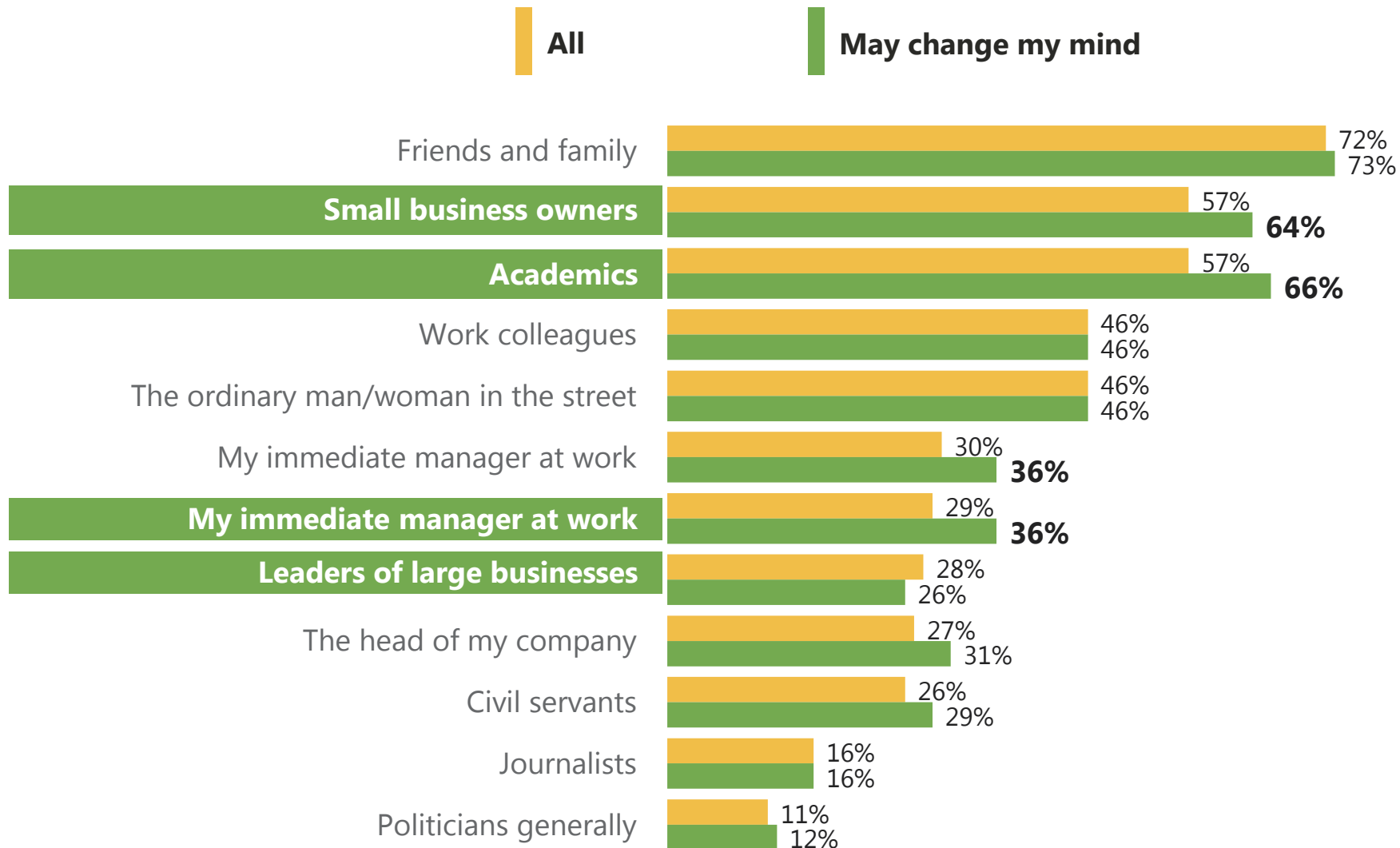
Which industry sectors, if any, do you trust the least when it comes to the EU referendum?



Rising to **41%** of those yet to make up their mind

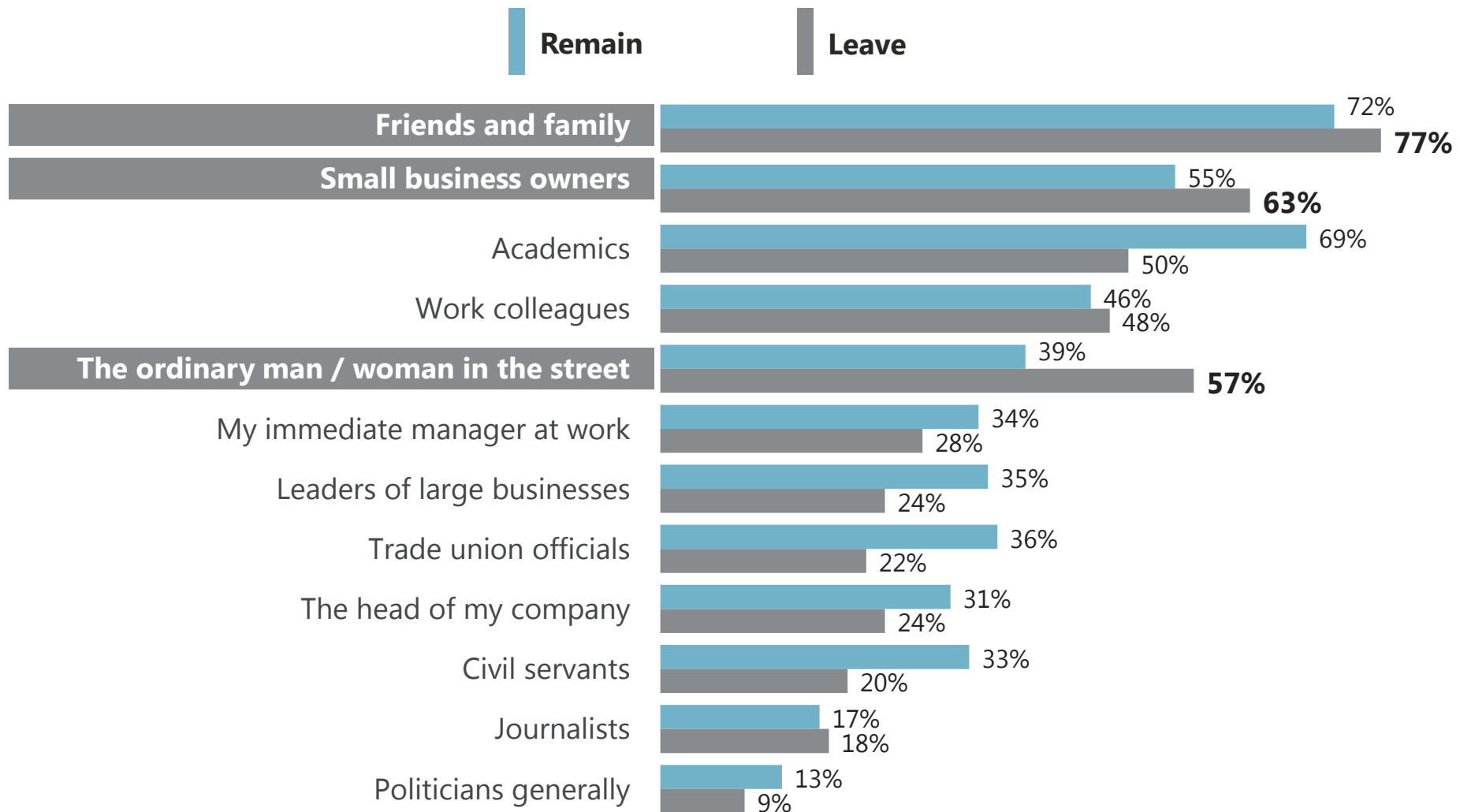
Some voices are more trusted than others

Who do you trust on issues relating to the referendum on EU membership?



... which vary according to viewpoint

Who do you trust on issues relating to the referendum on EU membership?



People aren't afraid to take action if they disagree with a business

Which, if any, of the following have you ever done as a result of hearing that a company has behaved in a way that you disagree with?

