

J08021299-35-01 04 SEP - 10 SEP 2009

IBE AND TREND QUESTIONS

Table 1

Q.TR01

WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?

BASE: ALL ADULTS AGED 16+ (VERSION 1)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1014	476	538	298	327	389	525	489	377	237	400	464	550	332	682	347	123	202
WEIGHTED BASE	1008	487	521	319	345	344	555	453	335	249	424	545	463	340	668	300	134	243
	100%	48%	52%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	34%	66%	30%	13%	24%
CUSTOMER SERVICE	314	151	163	106	113	95	183	131	99	71	144	180	134	104	210	81	42	78
	31%	31%	31%	33%	33%	28%	33%	29%	29%	29%	34%	33%	29%	31%	31%	27%	31%	32%
HONESTY/INTEGRITY	241	123	118	59	88	95	135	106	71	63	107	129	112	76	166	78	33	65
	24%	25%	23%	18%	25%	28% c	24%	23%	21%	25%	25%	24%	24%	22%	25%	26%	24%	27%
QUALITY OF PRODUCTS/SERVICES	210	120	90	74	72	65	121	89	60	48	102	131	79	76	134	50	34	60
	21%	25% b	17%	23%	21%	19%	22%	20%	18%	19%	24% h	24% i	17%	22%	20%	17%	25%	25% o
LONG ESTABLISHED OR NOT	154	73	81	48	48	58	100	55	60	38	56	89	65	48	106	39	27	41
	15%	15%	16%	15%	14%	17%	18% g	12%	18%	15%	13%	16%	14%	14%	16%	13%	20%	17%
DON'T KNOW	146	52	93	49	47	49	60	86	61	40	45	65	81	59	87	48	17	26
	14%	11%	18% a	15%	14%	14%	11%	19% f	18% j	16%	11%	12%	17% k	17%	13%	16%	13%	11%
WORKING CONDITIONS	117	62	55	41	39	37	64	54	41	38	38	63	54	40	77	43	14	29
	12%	13%	11%	13%	11%	11%	11%	12%	12%	15% j	9%	12%	12%	12%	12%	14%	10%	12%
INDUSTRIAL RELATIONS/ TREATMENT OF STAFF	115	60	55	25	45	45	73	43	40	32	44	68	47	34	81	30	16	31
	11%	12%	11%	8%	13% c	13% c	13%	9%	12%	13%	10%	12%	10%	10%	12%	10%	12%	13%
FAIR/COMPETITIVE PRICES	90	44	46	30	25	35	40	50	23	16	51	50	41	29	62	32	12	13
	9%	9%	9%	9%	7%	10%	7%	11%	7%	7%	12% hi	9%	9%	8%	9%	11% q	9%	5%
GOOD/SOUND MANAGEMENT	82	44	37	24	29	28	55	27	26	20	36	42	39	33	49	26	13	18
	8%	9%	7%	8%	8%	8%	10% g	6%	8%	8%	9%	8%	8%	10%	7%	9%	9%	7%
GOOD WAGES/ INCENTIVES/PROFIT-SHARING	80	43	37	31	24	26	34	47	29	20	31	43	38	32	49	32	6	12
	8%	9%	7%	10%	7%	8%	6%	10% f	9%	8%	7%	8%	8%	9%	7%	11% q	5%	5%
ACTIVE INVOLVEMENT IN THE COMMUNITY	78	42	36	34	25	19	53	24	40	9	29	46	32	25	53	21	10	24
	8%	9%	7%	11% e	7%	5%	10% g	5%	12% ij	4%	7%	8%	7%	7%	8%	7%	8%	10%
PROFITABILITY	74	40	34	24	20	29	44	30	18	22	33	37	36	21	53	26	4	18
	7%	8%	7%	7%	6%	9%	8%	7%	5%	9%	8%	7%	8%	6%	8%	9% p	3%	8%
PRODUCTIVITY/ EFFICIENCY	67	40	28	15	32	20	41	26	23	24	20	41	26	20	47	15	10	14
	7%	8%	5%	5%	9% c	6%	7%	6%	7%	10% j	5%	8%	6%	6%	7%	5%	7%	6%
ENVIRONMENTAL CONCERN/PROTECTION	64	34	29	17	25	21	45	19	17	14	32	39	25	20	44	13	11	26
	6%	7%	6%	5%	7%	6%	8% g	4%	5%	6%	8%	7%	5%	6%	7%	4%	8%	11% o
EXPANSION/GROWTH	52	29	22	18	17	17	24	28	11	21	20	28	24	12	40	20	10	7
	5%	6%	4%	6%	5%	5%	4%	6%	3%	9% h	5%	5%	5%	4%	6%	7%	8%	3%
SIZE/AMOUNT OF INVESTMENT/ASSETS	43	26	17	13	13	16	28	14	6	15	22	21	22	14	28	12	7	12
	4%	5%	3%	4%	4%	5%	5%	3%	2%	6% h	5% h	4%	5%	4%	4%	4%	5%	5%
RECOMMENDATION	13	5	8	1	5	7	6	7	2	4	7	8	5	4	9	1	1	5
	1%	1%	2%	*	2%	2%	1%	1%	*	2%	2%	1%	1%	1%	1%	*	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used.For further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

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IBE AND TREND QUESTIONS

Table 1

Q.TR01

WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?

BASE: ALL ADULTS AGED 16+ (VERSION 1)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
WEIGHTED BASE	1008 100%	487 48%	521 52%	319 32%	345 34%	344 34%	555 55%	453 45%	335 33%	249 25%	424 42%	545 54%	463 46%	340 34%	668 66%	300 30%	134 13%	243 24%
REPUTATION	12 1%	7 1%	5 1%	3 1%	6 2%	3 1%	9 2%	4 1%	2 1%	6 2%	5 1%	7 1%	6 1%	5 1%	8 1%	3 1%	1 1%	5 2%
READING REVIEWS/ NEWSPAPER/REPORTS	7 1%	1 *	6 1%	6 2% e	1 *	- -	6 1%	2 *	5 1%	2 1%	1 *	6 1%	1 *	5 1%	2 *	2 1%	2 1%	3 1%
WORD OF MOUTH	6 1%	1 *	5 1%	3 1%	1 *	2 1%	4 1%	2 *	2 1%	1 *	3 1%	2 *	4 1%	3 1%	4 1%	2 1%	- -	1 1%
CORPORATE RESPONSIBILITY/ ETHICS/EQUAL OPPORTUNITIES	6 1%	1 *	5 1%	- -	6 2% ce	- -	5 1%	1 *	1 *	5 2% hj	- -	6 1% l	- -	1 *	5 1%	1 *	- -	3 1%
GOOD ADVERTISING	3 *	* *	2 *	1 *	1 *	1 *	2 *	1 *	1 *	* *	2 *	2 *	1 *	1 *	2 *	1 *	- -	- -
RESEARCH ON THE INTERNET	2 *	2 *	- -	- -	2 1%	- -	2 *	- -	- -	1 *	1 *	2 *	- -	2 1%	- -	- -	- -	2 1%
RELIABILITY	2 *	- *	2 *	- -	- -	2 *	1 *	1 *	- -	- -	2 *	- *	2 *	- *	2 *	1 *	- -	- -
TYPE OF EMPLOYEES	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	- *	1 *	1 *	- -	- -
OTHER	30 3%	18 4%	13 2%	12 4%	8 2%	10 3%	25 4% g	6 1%	5 2%	5 2%	20 5% h	16 3%	14 3%	11 3%	20 3%	4 1%	8 6% o	11 5% o
DON'T KNOW	146 14%	52 11%	93 18% a	49 15%	47 14%	49 14%	60 11%	86 19% f	61 18% j	40 16%	45 11%	65 12%	81 17% k	59 17%	87 13%	48 16%	17 13%	26 11%

IBE AND TREND QUESTIONS

Table 2

Q.TR01

WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?

BASE: ALL ADULTS AGED 16+ (VERSION 1)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1014	219	-	-	-	-	-
WEIGHTED BASE	1008	247
	100%	24%
CUSTOMER SERVICE	314	72	-	-	-	-	-
	31%	29%	-	-	-	-	-
HONESTY/INTEGRITY	241	53	-	-	-	-	-
	24%	21%	-	-	-	-	-
QUALITY OF PRODUCTS/SERVICES	210	56	-	-	-	-	-
	21%	23%	-	-	-	-	-
LONG ESTABLISHED OR NOT	154	40	-	-	-	-	-
	15%	16%	-	-	-	-	-
DON'T KNOW	146	25	-	-	-	-	-
	14%	10%	-	-	-	-	-
WORKING CONDITIONS	117	32	-	-	-	-	-
	12%	13%	-	-	-	-	-
INDUSTRIAL RELATIONS/TREATMENT OF STAFF	115	33	-	-	-	-	-
	11%	13%	-	-	-	-	-
FAIR/COMPETITIVE PRICES	90	19	-	-	-	-	-
	9%	8%	-	-	-	-	-
GOOD/SOUND MANAGEMENT	82	29	-	-	-	-	-
	8%	12%	-	-	-	-	-
GOOD WAGES/INCENTIVES/PROFIT-SHARING	80	11	-	-	-	-	-
	8%	4%	-	-	-	-	-
ACTIVE INVOLVEMENT IN THE COMMUNITY	78	29	-	-	-	-	-
	8%	12%	-	-	-	-	-
PROFITABILITY	74	27	-	-	-	-	-
	7%	11%	-	-	-	-	-
PRODUCTIVITY/EFFICIENCY	67	24	-	-	-	-	-
	7%	10%	-	-	-	-	-
ENVIRONMENTAL CONCERN/PROTECTION	64	26	-	-	-	-	-
	6%	10%	-	-	-	-	-
EXPANSION/GROWTH	52	14	-	-	-	-	-
	5%	6%	-	-	-	-	-
SIZE/AMOUNT OF INVESTMENT/ASSETS	43	16	-	-	-	-	-
	4%	6%	-	-	-	-	-
RECOMMENDATION	13	3	-	-	-	-	-
	1%	1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



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IBE AND TREND QUESTIONS

Table 2

Q.TR01

WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?

BASE: ALL ADULTS AGED 16+ (VERSION 1)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
WEIGHTED BASE	1008 100%	247 24%	-.** -.**	-.** -.**	-.** -.**	-.** -.**	-.** -.**
REPUTATION	12 1%	3 1%	-	-	-	-	-
READING REVIEWS/ NEWSPAPER/REPORTS	7 1%	3 1%	-	-	-	-	-
WORD OF MOUTH	6 1%	2 1%	-	-	-	-	-
CORPORATE RESPONSIBILITY/ ETHICS/EQUAL OPPORTUNITIES	6 1%	6 2%	-	-	-	-	-
GOOD ADVERTISING	3 *	- -	-	-	-	-	-
RESEARCH ON THE INTERNET	2 *	1 *	-	-	-	-	-
RELIABILITY	2 *	- -	-	-	-	-	-
TYPE OF EMPLOYEES	1 *	- -	-	-	-	-	-
OTHER	30 3%	11 5%	-	-	-	-	-
DON'T KNOW	146 14%	25 10%	-	-	-	-	-

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IBE AND TREND QUESTIONS

Table 3
Q.TR02

HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL.

WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1011	482	529	323	288	400	519	492	382	238	391	464	547	306	705	355	103	208
WEIGHTED BASE	1012	491	521	320	348	344	559	453	335	253	424	550	462	327	685	311	102*	265
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	32%	68%	31%	10%*	26%
F. CARING FOR EMPLOYEES	389	189	200	133	126	131	214	175	138	98	153	215	174	124	265	113	53	106
	38%	39%	38%	42%	36%	38%	38%	39%	41%	39%	36%	39%	38%	38%	39%	36%	52% ^o	40%
B. CONCERN FOR THE ENVIRONMENT	296	118	178	98	113	85	196	100	94	63	139	164	132	99	198	70	33	101
	29%	24%	34% ^a	31%	33% ^e	25%	35% ^g	22%	28%	25%	33%	30%	29%	30%	29%	23%	32%	38% ^o
H. INVESTING FOR THE FUTURE	273	158	115	75	97	101	176	97	81	63	129	172	101	91	182	68	27	104
	27%	32% ^b	22%	23%	28%	29%	31% ^g	22%	24%	25%	30%	31% ⁱ	22%	28%	27%	22%	26%	39% ^{op}
P. PROVIDING MORE JOBS	263	120	143	96	89	78	129	134	95	63	106	132	130	93	170	88	34	56
	26%	24%	27%	30%	26%	23%	23%	30% ^f	28%	25%	25%	24%	28%	29%	25%	28%	33% ^q	21%
J. TRAINING THE WORKFORCE	260	137	123	65	87	108	148	112	102	51	107	141	120	82	178	93	20	76
	26%	28%	24%	20%	25%	31% ^c	26%	25%	31% ⁱ	20%	25%	26%	26%	25%	26%	30%	19%	29%
E. CARING FOR CUSTOMERS	252	121	131	70	93	89	145	107	85	65	102	134	118	77	176	75	21	72
	25%	25%	25%	22%	27%	26%	26%	24%	25%	25%	24%	24%	26%	23%	26%	24%	20%	27%
G. KEEPING PRICE RISES TO A REASONABLE LEVEL	238	103	135	75	80	83	126	112	91	63	84	130	108	77	161	82	32	62
	24%	21%	26%	23%	23%	24%	23%	25%	27% ^j	25%	20%	24%	23%	23%	24%	26%	31%	23%
D. SAFETY OF THE WORKFORCE	216	108	108	58	83	75	100	116	67	61	87	120	96	69	147	80	17	49
	21%	22%	21%	18%	24%	22%	18%	26% ^f	20%	24%	21%	22%	21%	21%	21%	26%	16%	18%
N. PROVIDING GOOD QUALITY PRODUCTS AND SERVICES	214	108	107	52	86	77	138	77	57	71	86	137	78	66	148	54	27	81
	21%	22%	20%	16%	25% ^c	22%	25% ^g	17%	17%	28% ^h	20%	25% ⁱ	17%	20%	22%	17%	27%	30% ^o
O. PROVIDING EQUAL OPPORTUNITIES AT THE WORKPLACE	131	47	85	50	39	43	75	56	48	32	51	62	70	41	90	45	9	27
	13%	10%	16% ^a	16%	11%	13%	14%	12%	14%	13%	12%	11%	15%	13%	13%	14%	8%	10%
A. INCREASING EXPORTS	114	72	42	25	41	48	54	59	24	35	54	65	49	29	85	39	15	25
	11%	15% ^b	8%	8%	12%	14% ^c	10%	13%	7%	14% ^h	13% ^h	12%	11%	9%	12%	12%	15%	9%
L. CONSERVING ENERGY	102	49	53	44	38	21	79	24	37	26	39	55	47	39	63	24	8	41
	10%	10%	10%	14% ^e	11% ^e	6%	14% ^g	5%	11%	10%	9%	10%	10%	12%	9%	8%	8%	15% ^o
K. BEING PROFITABLE	98	67	31	36	27	35	64	34	22	30	46	67	31	31	67	15	9	38
	10%	14% ^b	6%	11%	8%	10%	11%	7%	7%	12% ^h	11%	12% ⁱ	7%	10%	10%	5%	9%	14% ^o
C. IMPROVING INDUSTRIAL RELATIONS	86	50	36	20	24	41	45	41	29	18	39	43	43	24	61	28	8	21
	8%	10%	7%	6%	7%	12% ^{cd}	8%	9%	9%	7%	9%	8%	9%	7%	9%	9%	8%	8%
M. SUPPORTING ACTIVITIES IN THE COMMUNITY	80	34	46	29	29	22	51	30	30	12	38	33	47	30	51	26	5	27
	8%	7%	9%	9%	8%	6%	9%	7%	9%	5%	9%	6%	10% ^k	9%	7%	8%	5%	10%
I. REDUCING IMPORTS	59	29	30	17	22	20	30	29	22	16	21	29	30	19	40	20	9	13
	6%	6%	6%	5%	6%	6%	5%	6%	7%	6%	5%	5%	7%	6%	6%	6%	9%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used. * small base

Capibus

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IBE AND TREND QUESTIONS

Table 3
Q.TR02
HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL.
WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?
BASE: ALL ADULTS AGED 16+ (VERSION 2)

WEIGHTED BASE

DON'T KNOW

	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
	MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
TOTAL	491 49%	521 51%	320 32%	348 34%	344 34%	559 55%	453 45%	335 33%	253 25%	424 42%	550 54%	462 46%	327 32%	685 68%	311 31%	102* 10%*	265 26%
46	19	27	19	10	18	21	25	17	12	17	18	28	14	33	17	1	2
5%	4%	5%	6%	3%	5%	4%	6%	5%	5%	4%	3%	6%	4%	5%	5% q	1%	1%

IBE AND TREND QUESTIONS

Table 4
Q.TR02

HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL.

WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1011	210	489	373	281	276	268
WEIGHTED BASE	1012	243	512	366	306	267	270
	100%	24%	51%	36%	30%	26%	27%
F. CARING FOR EMPLOYEES	389	95	215	141	121	113	100
	38%	39%	42%	39%	40%	42%	37%
B. CONCERN FOR THE ENVIRONMENT	296	98	160	112	110	83	70
	29%	41%	31%	31%	36% ^f	31%	26%
H. INVESTING FOR THE FUTURE	273	83	159	100	90	67	94
	27%	34%	31%	27%	29%	25%	35% ^e
P. PROVIDING MORE JOBS	263	41	142	90	85	66	72
	26%	17%	28%	25%	28%	25%	27%
J. TRAINING THE WORKFORCE	260	66	135	102	75	78	75
	26%	27%	26%	28%	24%	29%	28%
E. CARING FOR CUSTOMERS	252	63	122	108	70	63	81
	25%	26%	24%	29%	23%	24%	30%
G. KEEPING PRICE RISES TO A REASONABLE LEVEL	238	41	136	82	79	66	60
	24%	17%	26%	22%	26%	25%	22%
D. SAFETY OF THE WORKFORCE	216	52	104	83	62	69	54
	21%	22%	20%	23%	20%	26%	20%
N. PROVIDING GOOD QUALITY PRODUCTS AND SERVICES	214	74	121	79	75	53	71
	21%	30%	24%	22%	25%	20%	26%
O. PROVIDING EQUAL OPPORTUNITIES AT THE WORKPLACE	131	32	57	51	39	35	28
	13%	13%	11%	14%	13%	13%	10%
A. INCREASING EXPORTS	114	20	62	44	36	37	31
	11%	8%	12%	12%	12%	14%	11%
L. CONSERVING ENERGY	102	28	61	36	48	27	20
	10%	12%	12%	10%	16% ^f	10%	7%
K. BEING PROFITABLE	98	28	61	33	34	21	32
	10%	12%	12%	9%	11%	8%	12%
C. IMPROVING INDUSTRIAL RELATIONS	86	17	33	38	26	23	22
	8%	7%	6%	10%	9%	9%	8%
M. SUPPORTING ACTIVITIES IN THE COMMUNITY	80	20	52	23	40	19	11
	8%	8%	10%	6%	13% ^{ef}	7%	4%
I. REDUCING IMPORTS	59	8	25	31	20	13	18
	6%	3%	5%	8%	7%	5%	7%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.For further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

IBE AND TREND QUESTIONS

Table 4

Q.TR02

HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL.**WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?**

BASE: ALL ADULTS AGED 16+ (VERSION 2)

WEIGHTED BASE

DON'T KNOW

TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
	YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
1012 100%	243 24%	512 51%	366 36%	306 30%	267 26%	270 27%
46 5%	5 2%	10 2%	9 2%	8 3%	5 2%	4 2%

IBE AND TREND QUESTIONS

Table 5
TR03 SUMMARY TABLE
BASE: ALL ADULTS AGED 16+ (VERSION 2)

	THE MAIN RESPONSIBILITY OF COMPANIES IS TO PERFORM COMPETITIVELY, EVEN WHEN THIS MEANS REDUCING THE NUMBER OF PEOPLE THEY EMPLOY	COMPANY PROFITS IN BRITAIN ARE TOO HIGH
<i>UNWEIGHTED BASE</i>	1011	1011
<i>WEIGHTED BASE</i>	1012	1012
STRONGLY AGREE	85 8%	177 18%
TEND TO AGREE	473 47%	346 34%
NEITHER AGREE NOR DISAGREE	166 16%	247 24%
TEND TO DISAGREE	188 19%	154 15%
STRONGLY DISAGREE	69 7%	36 4%
DON'T KNOW	31 3%	52 5%
TOP 2 BOX	558 55%	524 52%
BOTTOM 2 BOX	257 25%	190 19%
Net Agree	301 30%	334 33%

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IBE AND TREND QUESTIONS

Table 6

Q.TR03_1 AGREEMENT WITH STATEMENT:

THE MAIN RESPONSIBILITY OF COMPANIES IS TO PERFORM COMPETITIVELY, EVEN WHEN THIS MEANS REDUCING THE NUMBER OF PEOPLE THEY EMPLOY

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1011	482	529	323	288	400	519	492	382	238	391	464	547	306	705	355	103	208
WEIGHTED BASE	1012	491	521	320	348	344	559	453	335	253	424	550	462	327	685	311	102*	265
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	32%	68%	31%	10%*	26%
STRONGLY AGREE	85	50	35	28	24	34	44	42	30	17	39	45	40	20	65	26	9	22
	8%	10%	7%	9%	7%	10%	8%	9%	9%	7%	9%	8%	9%	6%	10%	8%	9%	8%
TEND TO AGREE	473	247	226	133	172	168	280	193	153	138	181	265	208	161	312	131	54	136
	47%	50%	43%	42%	49%	49%	50%g	43%	46%	55%hj	43%	48%	45%	49%	46%	42%	53%	51%
NEITHER AGREE NOR DISAGREE	166	59	107	48	59	60	98	68	61	37	68	89	77	45	121	48	14	32
	16%	12%	21%a	15%	17%	17%	18%	15%	18%	15%	16%	16%	17%	14%	18%	16%	14%	12%
TEND TO DISAGREE	188	94	94	75	56	58	101	87	55	39	95	100	88	71	117	57	16	59
	19%	19%	18%	23%de	16%	17%	18%	19%	16%	15%	22%	18%	19%	22%	17%	18%	16%	22%
STRONGLY DISAGREE	69	34	35	25	27	17	26	42	27	13	29	39	29	24	45	31	8	12
	7%	7%	7%	8%	8%	5%	5%	9%f	8%	5%	7%	7%	6%	7%	7%	10%q	8%	4%
DON'T KNOW	31	7	24	12	10	9	10	21	10	8	13	12	20	7	25	17	-	5
	3%	1%	5%a	4%	3%	3%	2%	5%f	3%	3%	3%	2%	4%	2%	4%	5%p	-	2%
TOP 2 BOX	558	297	261	161	196	201	323	235	183	155	220	310	248	181	377	157	64	158
	55%	61%b	50%	50%	56%	58%	58%	52%	55%	61%j	52%	56%	54%	55%	55%	51%	62%	59%
BOTTOM 2 BOX	257	128	129	99	84	74	128	129	81	52	123	140	117	94	163	88	24	70
	25%	26%	25%	31%e	24%	22%	23%	29%	24%	21%	29%i	25%	25%	29%	24%	28%	24%	27%
Net Agree	301	170	131	61	112	127	196	105	102	103	96	170	131	86	215	69	39	87
	30%	35%b	25%	19%	32%c	37%c	35%g	23%	30%j	41%hj	23%	31%	28%	26%	31%	22%	39%o	33%o

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
 Overlap formulae used. * small base



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IBE AND TREND QUESTIONS

Table 7

Q.TR03_1 AGREEMENT WITH STATEMENT:

THE MAIN RESPONSIBILITY OF COMPANIES IS TO PERFORM COMPETITIVELY, EVEN WHEN THIS MEANS REDUCING THE NUMBER OF PEOPLE THEY EMPLOY

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1011	210	489	373	281	276	268
WEIGHTED BASE	1012	243	512	366	306	267	270
	100%	24%	51%	36%	30%	26%	27%
STRONGLY AGREE	85	18	49	26	25	25	20
	8%	7%	10%	7%	8%	9%	7%
TEND TO AGREE	473	129	269	159	152	123	134
	47%	53%	53% c	43%	50%	46%	50%
NEITHER AGREE NOR DISAGREE	166	31	64	71	39	35	55
	16%	13%	12%	19% b	13%	13%	20% d
TEND TO DISAGREE	188	41	86	82	60	63	38
	19%	17%	17%	22%	20%	24% f	14%
STRONGLY DISAGREE	69	17	40	22	24	16	20
	7%	7%	8%	6%	8%	6%	8%
DON'T KNOW	31	7	5	6	5	5	3
	3%	3%	1%	2%	1%	2%	1%
TOP 2 BOX	558	147	318	185	177	148	154
	55%	61%	62% c	50%	58%	56%	57%
BOTTOM 2 BOX	257	58	126	105	84	79	58
	25%	24%	25%	29%	28%	29%	22%
Net Agree	301	89	192	80	93	70	95
	30%	37%	37% c	22%	30%	26%	35% e

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 8
Q.TR03_2 AGREEMENT WITH STATEMENT:
COMPANY PROFITS IN BRITAIN ARE TOO HIGH
BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1011	482	529	323	288	400	519	492	382	238	391	464	547	306	705	355	103	208
WEIGHTED BASE	1012	491	521	320	348	344	559	453	335	253	424	550	462	327	685	311	102*	265
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	32%	68%	31%	10%*	26%
STRONGLY AGREE	177	67	110	46	68	64	76	102	72	31	74	86	91	59	119	78	20	27
	18%	14%	21%a	14%	19%	19%	14%	22% f	22% i	12%	17%	16%	20%	18%	17%	25% q	19% q	10%
TEND TO AGREE	346	170	176	99	124	123	174	172	125	91	130	185	161	110	237	109	39	89
	34%	35%	34%	31%	36%	36%	31%	38% f	37%	36%	31%	34%	35%	34%	35%	35%	38%	33%
NEITHER AGREE NOR DISAGREE	247	119	128	79	93	75	169	78	67	65	115	150	97	94	153	58	29	81
	24%	24%	25%	25%	27%	22%	30% g	17%	20%	26%	27% h	27% i	21%	29%	22%	19%	29%	30% o
TEND TO DISAGREE	154	99	55	60	40	54	91	63	41	44	69	85	69	40	114	37	9	50
	15%	20% b	11%	19% d	12%	16%	16%	14%	12%	17%	16%	15%	15%	12%	17%	12%	9%	19% p
STRONGLY DISAGREE	36	22	14	14	12	10	24	12	10	7	19	22	14	12	23	8	1	11
	4%	4%	3%	4%	3%	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%	3%	1%	4%
DON'T KNOW	52	13	38	22	12	18	25	27	20	15	17	22	30	12	40	20	4	8
	5%	3%	7% a	7%	3%	5%	4%	6%	6%	6%	4%	4%	7%	4%	6%	6%	4%	3%
TOP 2 BOX	524	238	286	145	192	187	250	274	197	123	204	272	252	168	355	187	59	115
	52%	48%	55%	45%	55% c	54% c	45%	60% f	59% ij	48%	48%	49%	55%	51%	52%	60% q	57% q	43%
BOTTOM 2 BOX	190	121	69	74	52	64	115	74	51	51	88	107	83	53	137	45	11	61
	19%	25% b	13%	23% d	15%	19%	21%	16%	15%	20%	21%	19%	18%	16%	20%	15%	10%	23% op
Net Agree	334	117	217	71	140	124	134	199	145	72	116	165	169	116	218	142	48	54
	33%	24%	42% a	22%	40% c	36% c	24%	44% f	43% ij	28%	27%	30%	37% k	35%	32%	46% q	47% q	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used. * small base



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IBE AND TREND QUESTIONS

Table 9
 Q.TR03_2 AGREEMENT WITH STATEMENT:
COMPANY PROFITS IN BRITAIN ARE TOO HIGH
 BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1011	210	489	373	281	276	268
WEIGHTED BASE	1012	243	512	366	306	267	270
	100%	24%	51%	36%	30%	26%	27%
STRONGLY AGREE	177	30	77	80	51	63	38
	18%	12%	15%	22% b	17%	24% f	14%
TEND TO AGREE	346	58	171	126	102	106	81
	34%	24%	33%	34%	33%	40% f	30%
NEITHER AGREE NOR DISAGREE	247	85	138	82	73	53	82
	24%	35%	27%	22%	24%	20%	30% e
TEND TO DISAGREE	154	49	81	54	53	31	47
	15%	20%	16%	15%	17%	11%	18%
STRONGLY DISAGREE	36	12	25	11	16	6	13
	4%	5%	5%	3%	5%	2%	5%
DON'T KNOW	52	9	20	13	10	8	8
	5%	4%	4%	3%	3%	3%	3%
TOP 2 BOX	524	88	248	206	153	169	119
	52%	36%	48%	56% b	50%	63% df	44%
BOTTOM 2 BOX	190	61	106	65	69	37	60
	19%	25%	21%	18%	23% e	14%	22% e
Net Agree	334	27	142	141	84	132	59
	33%	11%	28%	39% b	27%	49% df	22%

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IBE AND TREND QUESTIONS

Table 10
Q.TR04**WHEN FORMING A DECISION ABOUT BUYING A PRODUCT OR SERVICE FROM A PARTICULAR COMPANY OR ORGANISATION, HOW IMPORTANT IS IT TO YOU THAT IT SHOWS A HIGH DEGREE OF SOCIAL RESPONSIBILITY?**

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1011	482	529	323	288	400	519	492	382	238	391	464	547	306	705	355	103	208
WEIGHTED BASE	1012	491	521	320	348	344	559	453	335	253	424	550	462	327	685	311	102*	265
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	32%	68%	31%	10%*	26%
VERY IMPORTANT	259	111	147	76	84	98	144	115	78	53	128	124	135	71	188	99	36	61
	26%	23%	28%	24%	24%	28%	26%	25%	23%	21%	30% ⁱ	22%	29% ^k	22%	27%	32% ^q	35% ^q	23%
FAIRLY IMPORTANT	488	238	250	151	178	160	275	213	158	127	203	278	210	170	318	137	43	136
	48%	48%	48%	47%	51%	46%	49%	47%	47%	50%	48%	51%	45%	52%	46%	44%	42%	51%
NOT VERY IMPORTANT	169	93	76	60	51	58	91	78	70	43	56	100	69	51	118	44	17	51
	17%	19%	15%	19%	15%	17%	16%	17%	21% ^j	17%	13%	18%	15%	16%	17%	14%	16%	19%
NOT AT ALL IMPORTANT	44	26	17	10	18	15	24	20	11	17	15	25	19	17	26	12	3	12
	4%	5%	3%	3%	5%	4%	4%	4%	3%	7%	4%	5%	4%	5%	4%	4%	3%	4%
NO OPINION	53	22	31	22	17	13	25	27	18	13	22	23	29	17	35	19	4	5
	5%	5%	6%	7%	5%	4%	5%	6%	5%	5%	5%	4%	6%	5%	5%	6% ^q	4%	2%
TOP 2 BOX	747	349	398	227	262	258	419	328	236	180	330	402	345	241	506	235	78	197
	74%	71%	76%	71%	75%	75%	75%	72%	71%	71%	78% ^h	73%	75%	74%	74%	76%	77%	74%
BOTTOM 2 BOX	213	120	93	70	69	73	115	98	81	60	71	125	87	68	144	56	19	63
	21%	24% ^b	18%	22%	20%	21%	21%	22%	24% ^j	24%	17%	23%	19%	21%	21%	18%	19%	24%
Net Important	534	229	305	157	193	185	304	230	155	120	259	277	257	173	361	179	59	134
	53%	47%	58% ^a	49%	55%	54%	54%	51%	46%	47%	61% ^{hi}	50%	56%	53%	53%	58%	58%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used. * small baseFor further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

IBE AND TREND QUESTIONS

Table 11
Q.TR04

WHEN FORMING A DECISION ABOUT BUYING A PRODUCT OR SERVICE FROM A PARTICULAR COMPANY OR ORGANISATION, HOW IMPORTANT IS IT TO YOU THAT IT SHOWS A HIGH DEGREE OF SOCIAL RESPONSIBILITY?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1011	210	489	373	281	276	268
WEIGHTED BASE	1012	243	512	366	306	267	270
	100%	24%	51%	36%	30%	26%	27%
VERY IMPORTANT	259	61	145	95	92	74	65
	26%	25%	28%	26%	30%	28%	24%
FAIRLY IMPORTANT	488	130	259	168	154	133	127
	48%	53%	51%	46%	50%	50%	47%
NOT VERY IMPORTANT	169	35	75	74	43	43	49
	17%	15%	15%	20%	14%	16%	18%
NOT AT ALL IMPORTANT	44	12	21	19	11	7	19
	4%	5%	4%	5%	4%	3%	7% ^e
NO OPINION	53	4	12	10	6	10	10
	5%	2%	2%	3%	2%	4%	4%
TOP 2 BOX	747	191	404	263	245	207	192
	74%	79%	79% ^c	72%	80% ^f	77%	71%
BOTTOM 2 BOX	213	47	96	93	54	50	68
	21%	20%	19%	25% ^b	18%	19%	25%
Net Important	534	144	308	171	191	157	124
	53%	59%	60% ^c	47%	63% ^f	59% ^f	46%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 12

Q.IB01

THERE IS A LOT OF DISCUSSION THESE DAYS ABOUT HOW ETHICALLY BUSINESS IS BEHAVING - THAT IS, HOW FAR ITS BEHAVIOUR AND DECISIONS FOLLOW GOOD PRINCIPLES.**HOW ETHICALLY DO YOU THINK BRITISH BUSINESS GENERALLY BEHAVES?**

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1014	483	531	322	291	401	523	491	386	242	386	468	546	311	703	354	101	213
WEIGHTED BASE	1019	492	527	321	351	347	565	454	339	260	419	555	464	333	686	310	101*	272
	100%	48%	52%	31%	34%	34%	55%	45%	33%	26%	41%	54%	46%	33%	67%	30%	10%*	27%
VERY ETHICALLY	26	12	14	6	12	7	14	11	8	7	10	16	10	9	17	11	3	8
	3%	2%	3%	2%	4%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%
FAIRLY ETHICALLY	500	255	244	157	190	153	289	211	152	129	219	287	213	164	335	154	54	156
	49%	52%	46%	49%	54%e	44%	51%	46%	45%	50%	52%	52%	46%	49%	49%	50%	53%	57%
NOT VERY ETHICALLY	305	147	158	87	94	124	181	124	109	72	124	166	139	101	203	82	31	89
	30%	30%	30%	27%	27%	36%cd	32%	27%	32%	28%	30%	30%	30%	30%	30%	26%	31%	33%
NOT AT ALL ETHICALLY	64	33	32	17	24	23	30	34	23	19	23	29	36	17	47	23	4	12
	6%	7%	6%	5%	7%	7%	5%	8%	7%	7%	5%	5%	8%	5%	7%	7%	4%	5%
NO OPINION	124	45	79	53	30	40	50	74	48	33	43	57	67	41	83	40	9	7
	12%	9%	15%a	17%cd	9%	12%	9%	16%f	14%	13%	10%	10%	14%	12%	12%	13%q	9%q	3%
TOP 2 BOX	525	267	258	163	203	160	304	222	160	136	229	303	223	173	352	165	57	163
	52%	54%	49%	51%	58%e	46%	54%	49%	47%	52%	55%	55%	48%	52%	51%	53%	56%	60%
BOTTOM 2 BOX	369	179	190	104	118	147	211	158	131	90	147	195	174	118	251	105	35	101
	36%	36%	36%	32%	34%	42%cd	37%	35%	39%	35%	35%	35%	38%	36%	37%	34%	35%	37%
NET ETHICAL	156	88	68	59	84	13	93	63	29	45	82	108	48	55	101	60	22	62
	15%	18%	13%	18%e	24%e	4%	16%	14%	8%	17%h	20%h	19%l	10%	17%	15%	19%	22%	23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
 Overlap formulae used. * small base

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IBE AND TREND QUESTIONS

Table 13

Q.IB01

THERE IS A LOT OF DISCUSSION THESE DAYS ABOUT HOW ETHICALLY BUSINESS IS BEHAVING - THAT IS, HOW FAR ITS BEHAVIOUR AND DECISIONS FOLLOW GOOD PRINCIPLES. HOW ETHICALLY DO YOU THINK BRITISH BUSINESS GENERALLY BEHAVES?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1014	211	500	376	287	283	269
WEIGHTED BASE	1019	245	525	369	313	276	271
	100%	24%	52%	36%	31%	27%	27%
VERY ETHICALLY	26	7	26	-	19	2	4
	3%	3%	5% c	-	6% ef	1%	2%
FAIRLY ETHICALLY	500	128	500	-	217	102	149
	49%	52%	95% c	-	69% ef	37%	55% e
NOT VERY ETHICALLY	305	82	-	305	62	128	91
	30%	33%	-	83% b	20%	46% df	33% d
NOT AT ALL ETHICALLY	64	9	-	64	6	35	16
	6%	4%	-	17% b	2%	13% df	6% d
NO OPINION	124	19	-	-	9	10	11
	12%	8%	-	-	3%	4%	4%
TOP 2 BOX	525	135	525	-	236	103	153
	52%	55%	100% c	-	75% ef	38%	57% e
BOTTOM 2 BOX	369	91	-	369	68	163	106
	36%	37%	-	100% b	22%	59% df	39% d
NET ETHICAL	156	44	525	-369	167	-59	47
	15%	18%	100% c	-100%	53% ef	-21%	17%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 14

Q.IB02

HOW DO YOU THINK BRITISH BUSINESS IS BEHAVING NOW COMPARED WITH TEN YEARS AGO - IS IT BEHAVING MORE ETHICALLY THAN TEN YEARS AGO, LESS ETHICALLY, OR THE SAME?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1014	483	531	322	291	401	523	491	386	242	386	468	546	311	703	354	101	213
WEIGHTED BASE	1019	492	527	321	351	347	565	454	339	260	419	555	464	333	686	310	101*	272
	100%	48%	52%	31%	34%	34%	55%	45%	33%	26%	41%	54%	46%	33%	67%	30%	10%*	27%
MORE ETHICALLY	313	151	162	105	125	83	199	114	103	103	107	198	116	115	198	84	38	115
	31%	31%	31%	33% ^e	36% ^e	24%	35% ^g	25%	30%	40% ^h	26%	36% ⁱ	25%	35%	29%	27%	38%	42% ^o
LESS ETHICALLY	276	135	141	64	91	121	142	134	88	60	128	134	142	79	197	94	33	60
	27%	27%	27%	20%	26%	35% ^{cd}	25%	30%	26%	23%	31%	24%	31% ^k	24%	29%	30%	33%	22%
SAME	271	145	126	77	94	100	149	122	91	55	124	146	125	86	185	81	23	77
	27%	29%	24%	24%	27%	29%	26%	27%	27%	21%	30% ⁱ	26%	27%	26%	27%	26%	23%	28%
NO OPINION	158	61	98	74	41	43	75	84	58	42	59	78	81	53	105	51	7	20
	16%	12%	19% ^a	23% ^{de}	12%	12%	13%	18% ^f	17%	16%	14%	14%	17%	16%	15%	17% ^{pq}	7%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
 Overlap formulae used. * small base

IBE AND TREND QUESTIONS

Table 15

Q.IB02

HOW DO YOU THINK BRITISH BUSINESS IS BEHAVING NOW COMPARED WITH TEN YEARS AGO - IS IT BEHAVING MORE ETHICALLY THAN TEN YEARS AGO, LESS ETHICALLY, OR THE SAME?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1014	211	500	376	287	283	269
WEIGHTED BASE	1019	245	525	369	313	276	271
	100%	24%	52%	36%	31%	27%	27%
MORE ETHICALLY	313	102	236	68	313	-	-
	31%	41%	45% c	19%	100% ef	-	-
LESS ETHICALLY	276	42	103	163	-	276	-
	27%	17%	20%	44% b	-	100% df	-
SAME	271	72	153	106	-	-	271
	27%	29%	29%	29%	-	-	100% de
NO OPINION	158	30	33	32	-	-	-
	16%	12%	6%	9%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
 Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 16

Q.IB03

IN YOUR VIEW OF COMPANY BEHAVIOUR, WHICH TWO OR THREE OF THESE ISSUES MOST NEED ADDRESSING?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	1014	483	531	322	291	401	523	491	386	242	386	468	546	311	703	354	101	213
WEIGHTED BASE	1019	492	527	321	351	347	565	454	339	260	419	555	464	333	686	310	101*	272
	100%	48%	52%	31%	34%	34%	55%	45%	33%	26%	41%	54%	46%	33%	67%	30%	10%*	27%
C EXECUTIVE PAY	428	225	203	102	155	171	251	177	129	121	178	241	187	138	290	130	44	124
	42%	46% b	39%	32%	44% c	49% c	45%	39%	38%	47%	43%	43%	40%	42%	42%	42%	44%	46%
F SWEATSHOP LABOUR	251	100	151	82	80	89	138	113	75	76	100	129	122	84	167	59	26	88
	25%	20%	29% a	26%	23%	26%	24%	25%	22%	29%	24%	23%	26%	25%	24%	19%	26%	32% o
H ENVIRONMENTAL RESPONSIBILITY	244	117	127	83	92	70	168	76	74	53	117	155	89	85	159	61	30	88
	24%	24%	24%	26%	26%	20%	30% g	17%	22%	20%	28%	28% l	19%	25%	23%	20%	30%	32% o
K EMPLOYEES BEING ABLE TO SPEAK OUT ABOUT COMPANY WRONGDOING	237	97	140	77	74	86	132	106	87	64	86	114	123	76	161	83	30	64
	23%	20%	27% a	24%	21%	25%	23%	23%	26%	25%	21%	21%	27% k	23%	24%	27%	30%	23%
B DISCRIMINATION IN TREATMENT OF PEOPLE	225	98	127	88	74	63	102	122	72	63	90	124	101	82	142	64	27	52
	22%	20%	24%	27% e	21%	18%	18%	27% f	21%	24%	21%	22%	22%	25%	21%	21%	27%	19%
A BRIBERY AND CORRUPTION	171	85	87	45	55	72	87	84	52	47	72	80	91	44	127	57	16	32
	17%	17%	16%	14%	16%	21% c	15%	18%	15%	18%	17%	14%	20%	13%	19%	18%	16%	12%
D HARASSMENT AND BULLYING IN THE WORKPLACE	168	59	109	57	55	56	79	89	71	36	60	94	74	46	122	59	18	37
	16%	12%	21% a	18%	16%	16%	14%	20% f	21% ij	14%	14%	17%	16%	14%	18%	19%	18%	13%
M FAIR AND OPEN PRICING OF PRODUCTS AND SERVICES	168	81	87	53	53	61	100	68	65	28	75	87	81	64	104	60	17	47
	16%	16%	17%	17%	15%	18%	18%	15%	19% i	11%	18% i	16%	18%	19%	15%	19%	17%	17%
G SAFETY & SECURITY IN THE WORKPLACE	162	88	74	45	55	63	79	83	49	45	68	90	72	48	114	61	20	33
	16%	18%	14%	14%	16%	18%	14%	18%	15%	17%	16%	16%	16%	14%	17%	20% q	20%	12%
E WORK-HOME BALANCE FOR EMPLOYEES	130	63	67	35	68	26	92	38	30	37	62	90	40	62	68	29	13	53
	13%	13%	13%	11%	19% ce	8%	16% g	8%	9%	14%	15% h	16% l	9%	19% n	10%	9%	13%	19% o
I OPENNESS WITH INFORMATION	127	72	56	38	41	48	77	50	54	26	48	69	58	30	97	37	12	38
	13%	15%	11%	12%	12%	14%	14%	11%	16% i	10%	11%	12%	13%	9%	14% m	12%	11%	14%
L TREATMENT OF SUPPLIERS	90	63	26	19	37	34	62	28	29	23	38	57	33	29	60	26	5	38
	9%	13% b	5%	6%	11%	10%	11% g	6%	8%	9%	9%	10%	7%	9%	9%	8%	5%	14% p
J ADVERTISING AND MARKETING PRACTICES	48	24	24	8	18	22	29	19	14	10	25	24	25	14	34	23	3	7
	5%	5%	5%	3%	5%	6% c	5%	4%	4%	4%	6%	4%	5%	4%	5%	7% q	3%	3%
NONE OF THESE	83	41	41	37	19	26	36	47	39	18	25	36	47	23	59	20	6	10
	8%	8%	8%	12% d	5%	8%	6%	10% f	12% j	7%	6%	6%	10%	7%	9%	6%	6%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
 Overlap formulae used. * small base



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IBE AND TREND QUESTIONS

Table 17

Q.IB03

IN YOUR VIEW OF COMPANY BEHAVIOUR, WHICH TWO OR THREE OF THESE ISSUES MOST NEED ADDRESSING?

BASE: ALL ADULTS AGED 16+ (VERSION 2)

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	1014	211	500	376	287	283	269
WEIGHTED BASE	1019	245	525	369	313	276	271
	100%	24%	52%	36%	31%	27%	27%
C EXECUTIVE PAY	428	91	240	158	138	137	111
	42%	37%	46%	43%	44%	50%	41%
F SWEATSHOP LABOUR	251	62	129	108	100	68	57
	25%	25%	25%	29%	32% ^f	25%	21%
H ENVIRONMENTAL RESPONSIBILITY	244	84	131	96	97	59	70
	24%	34%	25%	26%	31% ^e	21%	26%
K EMPLOYEES BEING ABLE TO SPEAK OUT ABOUT COMPANY WRONGDOING	237	53	125	97	91	71	52
	23%	22%	24%	26%	29% ^f	26%	19%
B DISCRIMINATION IN TREATMENT OF PEOPLE	225	50	102	98	67	70	51
	22%	21%	19%	27% ^b	21%	25%	19%
A BRIBERY AND CORRUPTION	171	33	76	80	43	57	47
	17%	13%	14%	22% ^b	14%	21% ^d	17%
D HARASSMENT AND BULLYING IN THE WORKPLACE	168	27	98	51	52	47	47
	16%	11%	19%	14%	17%	17%	17%
M FAIR AND OPEN PRICING OF PRODUCTS AND SERVICES	168	48	91	62	50	46	53
	16%	20%	17%	17%	16%	17%	20%
G SAFETY & SECURITY IN THE WORKPLACE	162	26	101	46	57	45	40
	16%	11%	19% ^c	13%	18%	16%	15%
E WORK-HOME BALANCE FOR EMPLOYEES	130	50	86	38	50	25	40
	13%	20%	16% ^c	10%	16% ^e	9%	15%
I OPENNESS WITH INFORMATION	127	31	73	49	41	43	27
	13%	13%	14%	13%	13%	16%	10%
L TREATMENT OF SUPPLIERS	90	33	51	37	26	22	38
	9%	14%	10%	10%	8%	8%	14% ^e
J ADVERTISING AND MARKETING PRACTICES	48	15	24	24	14	18	13
	5%	6%	5%	7%	5%	7%	5%
NONE OF THESE	83	18	21	15	9	10	19
	8%	7%	4%	4%	3%	3%	7% ^d

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.For further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

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IBE AND TREND QUESTIONS

Table 18
DEMOGRAPHICS
BASE: ALL ADULTS AGED 16+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID- LANDS (i)	SOUTH (j)	WOR- KING (k)	NOT WOR- KING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
UNWEIGHTED BASE	2028	959	1069	620	618	790	1048	980	763	479	786	932	1096	643	1385	701	224	415
WEIGHTED BASE	2027	979	1048	640	696	691	1119	907	675	509	843	1100	927	674	1353	610	235	515
	100%	48%	52%	32%	34%	34%	55%	45%	33%	25%	42%	54%	46%	33%	67%	30%	12%	25%
SEX																		
MALE	979	979	-	319	343	316	537	442	323	247	410	604	375	295	683	277	126	271
	48%	100% b	-	50%	49%	46%	48%	49%	48%	48%	49%	55% l	40%	44%	50% m	45%	54% o	53% q
FEMALE	1048	-	1048	320	353	375	583	465	352	263	434	496	552	378	670	333	109	244
	52%	-	100% a	50%	51%	54%	52%	51%	52%	52%	51%	45%	60% k	56% n	50%	55% p	46%	47%
AGE																		
15-34	640	319	320	640	-	-	339	301	247	147	245	367	272	291	349	180	73	149
	32%	33%	31%	100% de	-	-	30%	33%	37% ij	29%	29%	33%	29%	43% n	26%	30%	31%	29%
35-54	696	343	353	-	696	-	406	290	223	201	272	560	136	370	326	160	81	263
	34%	35%	34%	-	100% ce	-	36%	32%	33%	40% hj	32%	51% l	15%	55% n	24%	26%	35% o	51% op
55+	691	316	375	-	-	691	375	316	205	160	326	172	519	13	678	270	80	102
	34%	32%	36%	-	-	100% cd	33%	35%	30%	32%	39% hi	16%	56% k	2%	50% m	44% p	34% q	20%
SOCIAL GRADE																		
ABC1	1119	537	583	339	406	375	1119	-	324	285	511	669	451	387	733	225	124	412
	55%	55%	56%	53%	58%	54%	100% g	-	48%	56% h	61% h	61% l	49%	57%	54%	37%	53% o	80% op
C2DE	907	442	465	301	290	316	-	907	351	224	333	432	476	287	621	385	111	103
	45%	45%	44%	47%	42%	46%	-	100% f	52% ij	44%	39%	39%	51% k	43%	46%	63% p	47% q	20%
STANDARD REGION																		
NORTH	675	323	352	247	223	205	324	351	675	-	-	354	321	231	443	221	73	145
	33%	33%	34%	39% de	32%	30%	29%	39% f	100% ij	-	-	32%	35%	34%	33%	36% q	31%	28%
MIDLANDS	509	247	263	147	201	160	285	224	-	509	-	289	220	172	337	120	40	133
	25%	25%	25%	23%	29% ce	23%	25%	25%	-	100% hj	-	26%	24%	26%	25%	20%	17%	26% op
SOUTH	843	410	434	245	272	326	511	333	-	-	843	457	386	270	573	270	122	236
	42%	42%	41%	38%	39%	47% cd	46% g	37%	-	-	100% hi	42%	42%	40%	42%	44%	52%	46%
WORKING STATUS																		
WORKING	1100	604	496	367	560	172	669	432	354	289	457	1100	-	455	645	230	163	412
	54%	62% b	47%	57% e	80% ce	25%	60% g	48%	52%	57%	54%	100% l	-	68% n	48%	38%	69% o	80% op
NOT WORKING	927	375	552	272	136	519	451	476	321	220	386	-	927	218	709	381	72	102
	46%	38%	53% a	43% d	20%	75% cd	40%	52% f	48%	43%	46%	-	100% k	32%	52% m	62% p	31% q	20%
CHILDREN IN HOUSEHOLD																		
YES	674	295	378	291	370	13	387	287	231	172	270	455	218	674	-	166	78	234
	33%	30%	36% a	45% e	53% ce	2%	35%	32%	34%	34%	32%	41% l	24%	100% n	-	27%	33%	45% op
NO	1353	683	670	349	326	678	733	621	443	337	573	645	709	-	1353	444	156	281
	67%	70% b	64%	55% d	47%	98% cd	65%	68%	66%	66%	68%	59%	76% k	-	100% m	73% q	67% q	55%
INCOME																		
UP TO 17499	610	277	333	180	160	270	225	385	221	120	270	230	381	166	444	610	-	-
	30%	28%	32%	28%	23%	39% cd	20%	42% f	33% i	23%	32% i	21%	41% k	25%	33% m	100% p	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 18
DEMOGRAPHICS
BASE: ALL ADULTS AGED 16+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE-MALE (b)	16-34 (c)	35-54 (d)	55+ (e)	ABC1 (f)	C2DE (g)	NORTH (h)	MID-LANDS (i)	SOUTH (j)	WORKING (k)	NOT WORKING (l)	YES (m)	NO (n)	UP TO 17499 (o)	17500 - 29999 (p)	30000 PLUS (q)
WEIGHTED BASE	2027 100%	979 48%	1048 52%	640 32%	696 34%	691 34%	1119 55%	907 45%	675 33%	509 25%	843 42%	1100 54%	927 46%	674 33%	1353 67%	610 30%	235 12%	515 25%
17500 - 29999	235 12%	126 13%	109 10%	73 11%	81 12%	80 12%	124 11%	111 12%	73 11%	40 8%	122 14% ⁱ	163 15% ^l	72 8%	78 12%	156 12%	- -	235 100% ^{oq}	- -
30000 PLUS	515 25%	271 28% ^b	244 23%	149 23% ^e	263 38% ^{ce}	102 15%	412 37% ^g	103 11%	145 22%	133 26%	236 28% ^h	412 37% ^l	102 11%	234 35% ⁿ	281 21%	- -	- -	515 100% ^{op}

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
Overlap formulae used.



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IBE AND TREND QUESTIONS

Table 19
DEMOGRAPHICS
BASE: ALL ADULTS AGED 16+

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
UNWEIGHTED BASE	2028	430	500	376	287	283	269
WEIGHTED BASE	2027	492	525	369	313	276	271
	100%	24%	26%	18%	15%	14%	13%
SEX							
MALE	979	237	267	179	151	135	145
	48%	48%	51%	49%	48%	49%	53%
FEMALE	1048	255	258	190	162	141	126
	52%	52%	49%	51%	52%	51%	47%
AGE							
15-34	640	149	163	104	105	64	77
	32%	30%	31%	28%	33% e	23%	29%
35-54	696	221	203	118	125	91	94
	34%	45%	39%	32%	40%	33%	35%
55+	691	121	160	147	83	121	100
	34%	25%	30%	40% b	26%	44% d	37% d
SOCIAL GRADE							
ABC1	1119	422	304	211	199	142	149
	55%	86%	58%	57%	63% e	51%	55%
C2DE	907	70	222	158	114	134	122
	45%	14%	42%	43%	37%	49% d	45%
STANDARD REGION							
NORTH	675	135	160	131	103	88	91
	33%	27%	30%	36%	33%	32%	34%
MIDLANDS	509	133	136	90	103	60	55
	25%	27%	26%	25%	33% ef	22%	20%
SOUTH	843	224	229	147	107	128	124
	42%	46%	44%	40%	34%	47% d	46% d
WORKING STATUS							
WORKING	1100	355	303	195	198	134	146
	54%	72%	58%	53%	63% ef	49%	54%
NOT WORKING	927	137	223	174	116	142	125
	46%	28%	42%	47%	37%	51% d	46% d
CHILDREN IN HOUSEHOLD							
YES	674	192	173	118	115	79	86
	33%	39%	33%	32%	37%	29%	32%
NO	1353	300	352	251	198	197	185
	67%	61%	67%	68%	63%	71%	68%
INCOME							
UP TO 17499	610	75	165	105	84	94	81
	30%	15%	31%	28%	27%	34%	30%
17500 - 29999	235	58	57	35	38	33	23
	12%	12%	11%	9%	12%	12%	8%

Proportions/Mean: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.



For further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

IBE AND TREND QUESTIONS

Table 19
 DEMOGRAPHICS
 BASE: ALL ADULTS AGED 16+

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
WEIGHTED BASE	2027 100%	492 24%	525 26%	369 18%	313 15%	276 14%	271 13%
30000 PLUS	515 25%	217 44%	163 31%	101 27%	115 37% ^e	60 22%	77 28%

IBE AND TREND QUESTIONS

Table 20
BASE: ALL ADULTS AGED 16+

	TOTAL	GRADUATE	BRITISH BUSINESS TODAY		BRITISH BUSINESS COMPARED TO TEN YEARS AGO		
		YES (a)	ETHICAL (b)	NOT ETHICAL (c)	MORE ETHICAL (d)	LESS ETHICAL (e)	SAME (f)
TOTAL	2027	492	525	369	313	276	271
SEX							
MALE	979	237	267	179	151	135	145
	48%	48%	51%	49%	48%	49%	53%
FE- MALE	1048	255	258	190	162	141	126
	52%	52%	49%	51%	52%	51%	47%
AGE							
16-34	640	149	163	104	105	64	77
	32%	30%	31%	28%	33% ^e	23%	29%
35-54	696	221	203	118	125	91	94
	34%	45%	39%	32%	40%	33%	35%
55+	691	121	160	147	83	121	100
	34%	25%	30%	40% ^b	26%	44% ^d	37% ^d
SOCIAL GRADE							
ABC1	1119	422	304	211	199	142	149
	55%	86%	58%	57%	63% ^e	51%	55%
C2DE	907	70	222	158	114	134	122
	45%	14%	42%	43%	37%	49% ^d	45%
STANDARD REGION							
NORTH	675	135	160	131	103	88	91
	33%	27%	30%	36%	33%	32%	34%
MID- LANDS	509	133	136	90	103	60	55
	25%	27%	26%	25%	33% ^{ef}	22%	20%
SOUTH	843	224	229	147	107	128	124
	42%	46%	44%	40%	34%	47% ^d	46% ^d
WORKING STATUS							
WOR- KING	1100	355	303	195	198	134	146
	54%	72%	58%	53%	63% ^{ef}	49%	54%
NOT WOR- KING	927	137	223	174	116	142	125
	46%	28%	42%	47%	37%	51% ^d	46% ^d
CHILDREN IN HOUSEHOLD							
YES	674	192	173	118	115	79	86
	33%	39%	33%	32%	37%	29%	32%
NO	1353	300	352	251	198	197	185
	67%	61%	67%	68%	63%	71%	68%
INCOME							
UP TO 17499	610	75	165	105	84	94	81
	30%	15%	31%	28%	27%	34%	30%
17500 - 29999	235	58	57	35	38	33	23
	12%	12%	11%	9%	12%	12%	8%
30000 PLUS	515	217	163	101	115	60	77
	25%	44%	31%	27%	37% ^e	22%	28%

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e/f
Overlap formulae used.For further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

	Page	Table	Title	Base Description	Base
● 1	1	1	Q.TR01 WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?	BASE: ALL ADULTS AGED 16+ (VERSION 1)	1014
● 2	1	1	Q.TR01 WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?	BASE: ALL ADULTS AGED 16+ (VERSION 1)	1008
3	2	2	Q.TR01 WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?	BASE: ALL ADULTS AGED 16+ (VERSION 1)	1014
4	2	2	Q.TR01 WHAT DO YOU THINK ARE THE TWO OR THREE MOST IMPORTANT THINGS TO KNOW ABOUT A COMPANY, IN ORDER TO JUDGE ITS REPUTATION?	BASE: ALL ADULTS AGED 16+ (VERSION 1)	1008
● 5	3	3	Q.TR02 HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL. WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 6	3	3	Q.TR02 HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL. WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1012
● 7	4	4	Q.TR02 HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL. WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
8	4	4	Q.TR02 HERE IS A LIST OF AREAS OF CONCERN TO BUSINESS AND INDUSTRY IN GENERAL. WHICH THREE OR FOUR DO YOU THINK COMPANIES SHOULD PAY PARTICULAR ATTENTION TO OVER THE NEXT FEW YEARS?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1012
9	5	5	TR03 SUMMARY TABLE	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 10	6	6	Q.TR03_1 AGREEMENT WITH STATEMENT: THE MAIN RESPONSIBILITY OF COMPANIES IS TO PERFORM COMPETITIVELY, EVEN WHEN THIS MEANS REDUCING THE NUMBER OF PEOPLE THEY EMPLOY	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 11	7	7	Q.TR03_1 AGREEMENT WITH STATEMENT: THE MAIN RESPONSIBILITY OF COMPANIES IS TO PERFORM COMPETITIVELY, EVEN WHEN THIS MEANS REDUCING THE NUMBER OF PEOPLE THEY EMPLOY	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 12	8	8	Q.TR03_2 AGREEMENT WITH STATEMENT: COMPANY PROFITS IN BRITAIN ARE TOO HIGH	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 13	9	9	Q.TR03_2 AGREEMENT WITH STATEMENT: COMPANY PROFITS IN BRITAIN ARE TOO HIGH	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 14	10	10	Q.TR04 WHEN FORMING A DECISION ABOUT BUYING A PRODUCT OR SERVICE FROM A PARTICULAR COMPANY OR ORGANISATION, HOW IMPORTANT IS IT TO YOU THAT IT SHOWS A HIGH DEGREE OF SOCIAL RESPONSIBILITY?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011

	Page	Table	Title	Base Description	Base
● 15	11		Q.TR04 WHEN FORMING A DECISION ABOUT BUYING A PRODUCT OR SERVICE FROM A PARTICULAR COMPANY OR ORGANISATION, HOW IMPORTANT IS IT TO YOU THAT IT SHOWS A HIGH DEGREE OF SOCIAL RESPONSIBILITY?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1011
● 16	12		Q.IB01 THERE IS A LOT OF DISCUSSION THESE DAYS ABOUT HOW ETHICALLY BUSINESS IS BEHAVING - THAT IS, HOW FAR ITS BEHAVIOUR AND DECISIONS FOLLOW GOOD PRINCIPLES. HOW ETHICALLY DO YOU THINK BRITISH BUSINESS GENERALLY BEHAVES?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 17	13		Q.IB01 THERE IS A LOT OF DISCUSSION THESE DAYS ABOUT HOW ETHICALLY BUSINESS IS BEHAVING - THAT IS, HOW FAR ITS BEHAVIOUR AND DECISIONS FOLLOW GOOD PRINCIPLES. HOW ETHICALLY DO YOU THINK BRITISH BUSINESS GENERALLY BEHAVES?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 18	14		Q.IB02 HOW DO YOU THINK BRITISH BUSINESS IS BEHAVING NOW COMPARED WITH TEN YEARS AGO - IS IT BEHAVING MORE ETHICALLY THAN TEN YEARS AGO, LESS ETHICALLY, OR THE SAME?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 19	15		Q.IB02 HOW DO YOU THINK BRITISH BUSINESS IS BEHAVING NOW COMPARED WITH TEN YEARS AGO - IS IT BEHAVING MORE ETHICALLY THAN TEN YEARS AGO, LESS ETHICALLY, OR THE SAME?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 20	16		Q.IB03 IN YOUR VIEW OF COMPANY BEHAVIOUR, WHICH TWO OR THREE OF THESE ISSUES MOST NEED ADDRESSING?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 21	17		Q.IB03 IN YOUR VIEW OF COMPANY BEHAVIOUR, WHICH TWO OR THREE OF THESE ISSUES MOST NEED ADDRESSING?	BASE: ALL ADULTS AGED 16+ (VERSION 2)	1014
● 22	18		DEMOGRAPHICS	BASE: ALL ADULTS AGED 16+	2028
● 23	18		DEMOGRAPHICS	BASE: ALL ADULTS AGED 16+	2027
● 24	19		DEMOGRAPHICS	BASE: ALL ADULTS AGED 16+	2028
● 25	19		DEMOGRAPHICS	BASE: ALL ADULTS AGED 16+	2027
● 26	20			BASE: ALL ADULTS AGED 16+	2027