

J08021299-37-01 18 SEP - 24 SEP 2009

CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 1

Q.JD01

COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE-MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
A. MUCH LESS OPEN AND HONEST THAN A YEAR AGO	83 8%	45 9%	38 7%	35 11%	22 7%	25 7%	40 7%	43 10%	32 10%i	6 3%	45 11%i	40 8%	42 9%	29 9%	54 8%	24 9%	8 7%	16 7%
B. SLIGHTLY LESS OPEN AND HONEST THAN A YEAR AGO	152 16%	69 14%	83 17%	47 15%	46 14%	60 18%	85 16%	67 15%	41 12%	46 19%	66 16%	81 15%	71 16%	53 17%	100 15%	41 16%	22 18%	37 16%
C. NO DIFFERENCE	578 59%	293 62%	285 57%	179 57%	207 63%	192 57%	328 60%	251 57%	205 63%j	156 63%j	217 54%	332 63%i	246 55%	182 58%	396 60%	147 57%	80 65%	142 59%
D. SLIGHTLY MORE OPEN AND HONEST THAN A YEAR AGO	70 7%	38 8%	32 6%	23 7%	25 8%	21 6%	37 7%	33 8%	30 9%	18 7%	23 6%	33 6%	37 8%	27 9%	43 6%	17 7%	7 6%	26 11%
E. MUCH MORE OPEN AND HONEST THAN A YEAR AGO	14 1%	4 1%	10 2%	6 2%	6 2%	2 1%	5 1%	9 2%	1 *	7 3%h	6 2%	10 2%	4 1%	5 1%	9 1%	8 3%	2 1%	2 1%
TOP 2 BOX (MORE)	84 9%	42 9%	42 8%	29 9%	32 10%	23 7%	42 8%	42 10%	30 9%	25 10%	29 7%	44 8%	40 9%	32 10%	52 8%	25 10%	9 7%	29 12%
BOTTOM 2 BOX (LESS)	235 24%	114 24%	121 24%	82 26%	68 21%	85 25%	125 23%	110 25%	73 22%	52 21%	110 27%	121 23%	114 25%	81 26%	154 23%	66 25%	31 25%	53 22%
NET (MORE - LESS)	-151 -15%	-72 -15%	-79 -16%	-53 -17%	-36 -11%	-62 -18%	-83 -15%	-68 -16%	-42 -13%	-27 -11%	-81 -20%	-77 -15%	-73 -16%	-49 -16%	-102 -15%	-40 -15%	-22 -18%	-25 -10%

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

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BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE-MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
WEIGHTED BASE	979 100%	476 49%	503 51%	314 32%	329 34%	336 34%	543 55%	436 45%	327 33%	246 25%	405 41%	530 54%	449 46%	315 32%	664 68%	261 27%	122* 13%*	240 25%
DON'T KNOW	81 8%	27 6%	54 11% ^a	23 7%	23 7%	35 10%	49 9%	33 7%	20 6%	13 5%	49 12% ^{hi}	33 6%	49 11% ^k	19 6%	62 9%	23 9% ^p	3 3%	16 7%

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 2

Q.JD01

COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFFERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
A. MUCH LESS OPEN AND HONEST THAN A YEAR AGO	83	14	-	83	-	62	10	53	15
	8%	6%	-	35% bd	-	10%	10%	11%	6%
B. SLIGHTLY LESS OPEN AND HONEST THAN A YEAR AGO	152	38	-	152	-	114	18	93	36
	16%	16%	-	65% bd	-	19%	18%	19%	15%
C. NO DIFFERENCE	578	147	-	-	578	359	55	278	146
	59%	62%	-	-	100% bc	59%	54%	57%	59%
D. SLIGHTLY MORE OPEN AND HONEST THAN A YEAR AGO	70	16	70	-	-	37	11	35	24
	7%	7%	83% cd	-	-	6%	11%	7%	10%
E. MUCH MORE OPEN AND HONEST THAN A YEAR AGO	14	3	14	-	-	8	2	5	2
	1%	1%	17% cd	-	-	1%	2%	1%	1%
TOP 2 BOX (MORE)	84	19	84	-	-	44	13	40	27
	9%	8%	100% cd	-	-	7%	13%	8%	11%
BOTTOM 2 BOX (LESS)	235	52	-	235	-	176	28	146	51
	24%	22%	-	100% bd	-	29%	28%	30% h	21%
NET (MORE - LESS)	-151	-33	84	-235	0	-131	-15	-106	-24
	-15%	-14%	100%	-100%	0%	-22%	-15%	-22%	-10%

Proportions/Means: Columns Tested (5% risk level) - b/c/d - e/f - g/h
Overlap formulae used. * small base

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Table 2

Q.JD01

COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
WEIGHTED BASE	979 100%	237 24%	84* 9%*	235 24%	578 59%	609 62%	100* 10%*	489 50%	247 25%
DON'T KNOW	81 8%	18 7%	- -	- -	- -	29 5%	4 4%	24 5%	23 9%

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 3
Q.JD02
AGREEMENT SUMMARY TABLE
BASE: ALL ADULTS AGED 15+

	TOTAL	STRONGLY AGREE	TEND TO AGREE	NEITHER AGREE NOR DISAGREE	TEND TO DISAGREE	STRONGLY DISAGREE	TOP 2 BOX (AGREE)	BOTTOM 2 BOX (DISAGREE)	NET AGREE	DON'T KNOW
I DON'T THINK BUSINESSES EXPLAIN THE WAY THEY CONDUCT THEIR BUSINESS CLEARLY OR HONESTLY ENOUGH	979 100%	164 17%	445 45%	240 25%	90 9%	11 1%	609 62%	100 10%	509 52%	29 3%
COMPANIES SHOULD HAVE TO EXPLAIN HOW THEY MAKE AND SPEND MONEY TO THE GENERAL PUBLIC NOT JUST THEIR INVESTORS	979 100%	209 21%	381 39%	198 20%	126 13%	30 3%	590 60%	156 16%	434 44%	34 3%
THE CONDUCT OF BANKS LINKED TO THE FINANCIAL CRISIS HAS DAMAGED MY TRUST IN ALL BUSINESSES	979 100%	190 19%	299 31%	215 22%	209 21%	38 4%	489 50%	247 25%	242 25%	28 3%
MOST LARGE COMPANIES WILL NOT BE OPEN AND HONEST ABOUT THEIR BEHAVIOUR UNLESS THEY ARE FORCED TO BE	979 100%	292 30%	451 46%	146 15%	48 5%	10 1%	743 76%	58 6%	685 70%	32 3%
MOST LARGE COMPANIES ARE OPEN AND HONEST - IT IS ONLY A FEW THAT ARE NOT	979 100%	33 3%	310 32%	220 22%	275 28%	95 10%	343 35%	370 38%	-27 -3%	47 5%

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 4

Q.JD02_1

I DON'T THINK BUSINESSES EXPLAIN THE WAY THEY CONDUCT THEIR BUSINESS CLEARLY OR HONESTLY ENOUGH

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
STRONGLY AGREE	164	63	101	53	43	68	93	72	59	35	70	80	84	51	113	42	24	33
	17%	13%	20% ^a	17%	13%	20% ^d	17%	16%	18%	14%	17%	15%	19%	16%	17%	16%	20%	14%
TEND TO AGREE	445	228	217	128	156	160	243	202	160	118	166	240	204	129	315	131	58	108
	45%	48%	43%	41%	47%	48%	45%	46%	49%	48%	41%	45%	46%	41%	47%	50%	48%	45%
NEITHER AGREE NOR DISAGREE	240	123	117	91	76	73	140	100	75	49	116	144	96	82	158	59	32	59
	25%	26%	23%	29%	23%	22%	26%	23%	23%	20%	29% ⁱ	27%	21%	26%	24%	23%	26%	25%
TEND TO DISAGREE	90	49	41	25	38	27	51	38	20	35	34	49	40	37	53	21	6	36
	9%	10%	8%	8%	12%	8%	9%	9%	6%	14% ^h ^j	8%	9%	9%	12%	8%	8%	5%	15% ^o ^p
STRONGLY DISAGREE	11	4	7	3	6	2	6	5	3	5	3	8	3	3	7	4	1	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
TOP 2 BOX (AGREE)	609	291	318	182	199	228	335	274	220	153	237	321	288	180	429	173	82	140
	62%	61%	63%	58%	60%	68% ^c	62%	63%	67% ^j	62%	58%	60%	64%	57%	65%	66%	67%	58%
BOTTOM 2 BOX (DISAGREE)	100	52	48	28	44	29	57	43	23	40	37	57	43	40	60	25	7	37
	10%	11%	10%	9%	13%	9%	11%	10%	7%	16% ^h ^j	9%	11%	10%	13%	9%	10%	5%	15% ^p
NET AGREE	509	238	270	154	155	200	278	231	196	113	200	264	245	140	369	147	76	103
	52%	50%	54%	49%	47%	59% ^c ^d	51%	53%	60% ⁱ ^j	46%	49%	50%	55%	44%	56% ^m	56% ^q	62% ^q	43%
DON'T KNOW	29	10	20	13	10	6	10	19	9	5	16	9	21	12	18	3	1	4
	3%	2%	4%	4%	3%	2%	2%	4% ^f	3%	2%	4%	2%	5% ^k	4%	3%	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
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Table 5

Q.JD02_1

I DON'T THINK BUSINESSES EXPLAIN THE WAY THEY CONDUCT THEIR BUSINESS CLEARLY OR HONESTLY ENOUGH

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
STRONGLY AGREE	164	42	11	62	87	164	-	109	30
	17%	18%	13%	26% bd	15%	27% f	-	22% h	12%
TEND TO AGREE	445	86	34	114	272	445	-	260	102
	45%	36%	40%	49%	47%	73% f	-	53% h	41%
NEITHER AGREE NOR DISAGREE	240	80	25	31	157	-	-	67	73
	25%	34%	29% c	13%	27% c	-	-	14%	30% g
TEND TO DISAGREE	90	24	11	25	49	-	90	44	33
	9%	10%	13%	11%	9%	-	89% e	9%	13%
STRONGLY DISAGREE	11	1	3	3	5	-	11	5	4
	1%	*	3%	1%	1%	-	11% e	1%	1%
TOP 2 BOX (AGREE)	609	128	44	176	359	609	-	369	132
	62%	54%	53%	75% bd	62%	100% f	-	76% h	54%
BOTTOM 2 BOX (DISAGREE)	100	24	13	28	55	-	100	49	36
	10%	10%	16%	12%	9%	-	100% e	10%	15%
NET AGREE	509	104	31	148	305	609	-100	320	96
	52%	44%	37%	63% bd	53% b	100% f	-100%	66% h	39%
DON'T KNOW	29	4	1	-	8	-	-	4	5
	3%	2%	2%	-	1%	-	-	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d - e/f - g/h
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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 6

Q.JD02_2

COMPANIES SHOULD HAVE TO EXPLAIN HOW THEY MAKE AND SPEND MONEY TO THE GENERAL PUBLIC NOT JUST THEIR INVESTORS

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
STRONGLY AGREE	209	84	125	63	63	83	111	98	67	46	97	94	115	63	146	62	31	41
	21%	18%	25%a	20%	19%	25%	20%	23%	21%	18%	24%	18%	26%k	20%	22%	24%	25%	17%
TEND TO AGREE	381	183	198	128	124	129	203	178	131	110	139	209	172	127	254	117	47	82
	39%	39%	39%	41%	38%	38%	37%	41%	40%	45%j	34%	40%	38%	40%	38%	45%q	39%	34%
NEITHER AGREE NOR DISAGREE	198	99	99	67	70	61	103	94	65	37	95	127	71	62	136	48	28	47
	20%	21%	20%	21%	21%	18%	19%	22%	20%	15%	24%i	24%i	16%	20%	20%	18%	23%	20%
TEND TO DISAGREE	126	86	41	33	49	44	87	39	39	35	52	70	57	38	88	22	12	52
	13%	18%b	8%	10%	15%	13%	16%g	9%	12%	14%	13%	13%	13%	12%	13%	9%	10%	21%op
STRONGLY DISAGREE	30	17	13	8	12	9	23	7	8	12	10	19	11	14	16	6	2	16
	3%	3%	3%	3%	4%	3%	4%g	2%	3%	5%	2%	4%	2%	4%	2%	2%	1%	7%o
TOP 2 BOX (AGREE)	590	268	322	192	188	211	314	276	199	156	236	304	287	190	400	179	78	123
	60%	56%	64%a	61%	57%	63%	58%	63%	61%	63%	58%	57%	64%	60%	60%	68%q	64%	51%
BOTTOM 2 BOX (DISAGREE)	156	102	54	41	61	54	110	46	47	47	62	89	67	52	104	28	14	68
	16%	21%b	11%	13%	19%	16%	20%g	11%	14%	19%	15%	17%	15%	17%	16%	11%	12%	28%op
NET AGREE	434	166	268	150	126	157	204	230	151	109	173	214	219	138	296	151	64	56
	44%	35%	53%a	48%d	38%	47%d	38%	53%f	46%	44%	43%	40%	49%k	44%	45%	58%q	52%q	23%
DON'T KNOW	34	7	27	14	10	10	15	19	16	6	12	10	24	10	24	6	2	2
	3%	1%	5%a	4%	3%	3%	3%	4%	5%	3%	3%	2%	5%k	3%	4%	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j - k/l - m/n - o/p/q
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Table 7

Q.JD02_2

COMPANIES SHOULD HAVE TO EXPLAIN HOW THEY MAKE AND SPEND MONEY TO THE GENERAL PUBLIC NOT JUST THEIR INVESTORS

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
STRONGLY AGREE	209	42	19	70	110	168	15	134	40
	21%	18%	22%	30% d	19%	28% f	15%	27% h	16%
TEND TO AGREE	381	90	33	95	237	274	33	232	68
	39%	38%	39%	40%	41%	45%	33%	47% h	28%
NEITHER AGREE NOR DISAGREE	198	50	8	38	127	87	15	67	51
	20%	21%	10%	16%	22% b	14%	15%	14%	20% g
TEND TO DISAGREE	126	38	19	23	76	59	22	38	69
	13%	16%	22% cd	10%	13%	10%	22% e	8%	28% g
STRONGLY DISAGREE	30	12	3	6	18	8	14	10	13
	3%	5%	4%	2%	3%	1%	14% e	2%	5% g
TOP 2 BOX (AGREE)	590	133	52	164	347	442	48	366	108
	60%	56%	62%	70% d	60%	73% f	48%	75% h	44%
BOTTOM 2 BOX (DISAGREE)	156	50	22	29	94	68	36	49	82
	16%	21%	26% cd	12%	16%	11%	36% e	10%	33% g
NET AGREE	434	82	30	135	253	374	13	317	26
	44%	35%	36%	58% bd	44%	61% f	13%	65% h	11%
DON'T KNOW	34	3	2	3	10	12	1	7	6
	3%	1%	3%	1%	2%	2%	1%	1%	2%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 8

Q.JD02_3

THE CONDUCT OF BANKS LINKED TO THE FINANCIAL CRISIS HAS DAMAGED MY TRUST IN ALL BUSINESSES

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
STRONGLY AGREE	190	93	97	54	57	79	104	86	69	55	66	88	101	57	132	56	21	41
	19%	19%	19%	17%	17%	24%	19%	20%	21%	22%	16%	17%	23% k	18%	20%	21%	17%	17%
TEND TO AGREE	299	142	157	88	95	115	161	138	94	80	125	163	136	82	217	83	42	80
	31%	30%	31%	28%	29%	34%	30%	32%	29%	33%	31%	31%	30%	26%	33%	32%	34%	33%
NEITHER AGREE NOR DISAGREE	215	103	111	87	77	51	107	108	74	58	83	128	87	78	137	49	30	42
	22%	22%	22%	28% e	23% e	15%	20%	25%	23%	23%	20%	24%	19%	25%	21%	19%	25%	17%
TEND TO DISAGREE	209	105	104	57	78	75	138	72	60	41	108	112	97	68	142	56	23	61
	21%	22%	21%	18%	24%	22%	25% g	16%	18%	17%	27% hi	21%	22%	21%	21%	21%	19%	26%
STRONGLY DISAGREE	38	21	16	15	13	10	26	12	18	8	12	27	11	19	18	10	6	13
	4%	4%	3%	5%	4%	3%	5%	3%	5%	3%	3%	5% l	2%	6% n	3%	4%	5%	5%
TOP 2 BOX (AGREE)	489	235	254	142	153	194	265	224	163	135	191	251	238	140	349	139	63	121
	50%	49%	50%	45%	46%	58% cd	49%	51%	50%	55%	47%	47%	53%	44%	53% m	53%	51%	50%
BOTTOM 2 BOX (DISAGREE)	247	126	120	72	91	85	163	84	78	49	120	139	108	87	160	65	29	74
	25%	27%	24%	23%	27%	25%	30% g	19%	24%	20%	30% i	26%	24%	28%	24%	25%	23%	31%
NET AGREE	242	109	133	70	62	110	101	141	85	87	70	112	130	53	189	74	34	47
	25%	23%	27%	22%	19%	33% cd	19%	32% f	26% j	35% hj	17%	21%	29% k	17%	28% m	28% q	28%	20%
DON'T KNOW	28	11	17	13	9	6	8	20	12	5	12	12	17	10	19	7	1	3
	3%	2%	3%	4%	3%	2%	1%	5% f	4%	2%	3%	2%	4%	3%	3%	3%	1%	1%

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 9

Q.JD02_3

THE CONDUCT OF BANKS LINKED TO THE FINANCIAL CRISIS HAS DAMAGED MY TRUST IN ALL BUSINESSES

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
STRONGLY AGREE	190	30	17	70	96	150	21	190	-
	19%	13%	20%	30% d	17%	25%	21%	39% h	-
TEND TO AGREE	299	66	23	77	182	219	28	299	-
	31%	28%	27%	33%	31%	36%	28%	61% h	-
NEITHER AGREE NOR DISAGREE	215	59	15	38	146	101	13	-	-
	22%	25%	17%	16%	25% c	17%	13%	-	-
TEND TO DISAGREE	209	68	20	44	122	114	27	-	209
	21%	29%	24%	19%	21%	19%	27%	-	85% g
STRONGLY DISAGREE	38	11	6	7	25	18	9	-	38
	4%	4%	7%	3%	4%	3%	9% e	-	15% g
TOP 2 BOX (AGREE)	489	96	40	146	278	369	49	489	-
	50%	41%	48%	62% bd	48%	61%	49%	100% h	-
BOTTOM 2 BOX (DISAGREE)	247	79	27	51	146	132	36	-	247
	25%	33%	32%	22%	25%	22%	36% e	-	100% g
NET AGREE	242	18	13	95	132	237	13	489	-247
	25%	7%	16%	41% bd	23%	39% f	13%	100% h	-100%
DON'T KNOW	28	2	3	-	7	6	2	-	-
	3%	1%	3% c	-	1%	1%	2%	-	-

Proportions/Means: Columns Tested (5% risk level) - b/c/d - e/f - g/h
 Overlap formulae used. * small base



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 10

Q.JD02_4

MOST LARGE COMPANIES WILL NOT BE OPEN AND HONEST ABOUT THEIR BEHAVIOUR UNLESS THEY ARE FORCED TO BE

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
STRONGLY AGREE	292	142	150	80	100	113	166	126	99	73	120	146	146	87	205	76	36	74
	30%	30%	30%	25%	30%	34% c	31%	29%	30%	30%	30%	28%	32%	28%	31%	29%	29%	31%
TEND TO AGREE	451	219	231	140	152	159	257	194	160	117	174	241	209	142	309	134	57	118
	46%	46%	46%	45%	46%	47%	47%	44%	49%	48%	43%	46%	47%	45%	47%	51%	46%	49%
NEITHER AGREE NOR DISAGREE	146	72	74	60	46	40	73	73	38	35	73	88	59	48	99	34	24	22
	15%	15%	15%	19% e	14%	12%	13%	17%	12%	14%	18% h	17%	13%	15%	15%	13%	19% q	9%
TEND TO DISAGREE	48	28	20	18	20	10	26	22	18	11	19	35	13	25	24	8	5	18
	5%	6%	4%	6%	6%	3%	5%	5%	5%	4%	5%	7% i	3%	8% n	4%	3%	4%	8%
STRONGLY DISAGREE	10	4	6	3	3	4	7	3	2	4	3	9	1	5	5	4	-	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2% i	*	1%	1%	2%	-	1%
TOP 2 BOX (AGREE)	743	362	381	220	251	272	423	320	259	190	294	388	355	228	515	209	92	192
	76%	76%	76%	70%	76%	81% c	78%	73%	79%	77%	72%	73%	79% k	73%	77%	80%	75%	80%
BOTTOM 2 BOX (DISAGREE)	58	31	26	21	22	14	33	25	20	15	23	44	14	29	29	13	5	21
	6%	7%	5%	7%	7%	4%	6%	6%	6%	6%	6%	8% i	3%	9% n	4%	5%	4%	9%
NET AGREE	685	330	355	199	229	257	390	295	239	175	271	344	341	199	486	197	87	171
	70%	69%	71%	63%	70%	77% c	72%	68%	73%	71%	67%	65%	76% k	63%	73% m	75%	71%	71%
DON'T KNOW	32	11	21	13	9	10	14	18	10	6	16	11	21	10	22	5	2	4
	3%	2%	4%	4%	3%	3%	3%	4%	3%	2%	4%	2%	5% k	3%	3%	2%	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. * small baseFor further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 11

Q.JD02_4

MOST LARGE COMPANIES WILL NOT BE OPEN AND HONEST ABOUT THEIR BEHAVIOUR UNLESS THEY ARE FORCED TO BE

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
STRONGLY AGREE	292	52	19	103	152	228	29	205	48
	30%	22%	23%	44% bd	26%	38%	29%	42% h	20%
TEND TO AGREE	451	127	44	97	281	301	39	229	128
	46%	53%	52%	41%	49%	49%	39%	47%	52%
NEITHER AGREE NOR DISAGREE	146	36	12	21	98	40	12	38	31
	15%	15%	15%	9%	17% c	7%	12%	8%	13%
TEND TO DISAGREE	48	16	5	13	29	25	14	11	27
	5%	7%	7%	6%	5%	4%	14% e	2%	11% g
STRONGLY DISAGREE	10	1	2	1	7	6	3	2	6
	1%	1%	2%	*	1%	1%	3%	*	3% g
TOP 2 BOX (AGREE)	743	179	63	200	433	530	68	433	176
	76%	76%	75%	85% d	75%	87% f	68%	89% h	71%
BOTTOM 2 BOX (DISAGREE)	58	17	7	14	36	31	17	13	33
	6%	7%	9%	6%	6%	5%	17% e	3%	13% g
NET AGREE	685	162	56	186	398	499	51	420	143
	70%	68%	66%	79% bd	69%	82% f	51%	86% h	58%
DON'T KNOW	32	5	1	-	12	8	3	4	6
	3%	2%	2%	-	2% c	1%	3%	1%	3%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 12

Q.JD02_5

MOST LARGE COMPANIES ARE OPEN AND HONEST - IT IS ONLY A FEW THAT ARE NOT

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
STRONGLY AGREE	33	14	19	13	9	12	19	15	8	10	16	15	18	13	20	10	2	8
	3%	3%	4%	4%	3%	3%	3%	3%	2%	4%	4%	3%	4%	4%	3%	4%	2%	3%
TEND TO AGREE	310	165	145	92	104	114	163	146	88	88	134	172	137	99	211	95	41	74
	32%	35%	29%	29%	32%	34%	30%	34%	27%	36%h	33%	33%	31%	32%	32%	36%	34%	31%
NEITHER AGREE NOR DISAGREE	220	104	115	81	71	68	110	110	78	51	91	125	95	72	148	59	31	48
	22%	22%	23%	26%	22%	20%	20%	25%	24%	21%	22%	24%	21%	23%	22%	23%	26%	20%
TEND TO DISAGREE	275	133	142	77	100	98	169	106	100	63	113	150	125	77	198	65	30	89
	28%	28%	28%	25%	30%	29%	31%g	24%	30%	26%	28%	28%	28%	25%	30%	25%	24%	37%op
STRONGLY DISAGREE	95	44	51	33	30	32	64	31	35	26	34	47	47	34	61	21	11	18
	10%	9%	10%	11%	9%	10%	12%g	7%	11%	11%	8%	9%	11%	11%	9%	8%	9%	7%
TOP 2 BOX (AGREE)	343	179	164	105	113	125	182	161	96	98	149	188	155	112	231	105	43	82
	35%	38%	33%	33%	34%	37%	33%	37%	29%	40%h	37%	35%	35%	36%	35%	40%	35%	34%
BOTTOM 2 BOX (DISAGREE)	370	177	192	110	130	130	233	137	134	89	146	198	172	111	259	87	41	106
	38%	37%	38%	35%	39%	39%	43%g	31%	41%	36%	36%	37%	38%	35%	39%	33%	33%	44%o
NET AGREE	-27	2	-29	-6	-16	-5	-51	24	-38	8	3	-10	-17	1	-28	19	3	-24
	-3%	*	-6%	-2%	-5%	-1%	-9%	6%	-12%	3%j	1%	-2%	-4%	*	-4%	7%	2%	-10%
DON'T KNOW	47	15	31	18	16	13	19	28	19	9	19	20	27	20	27	10	7	4
	5%	3%	6%	6%	5%	4%	3%	6%	6%	3%	5%	4%	6%	6%	4%	4%	6%	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. * small baseFor further information contact Capibus on 020 8861 8084 / www.capibus.co.uk

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 13

Q.JD02_5

MOST LARGE COMPANIES ARE OPEN AND HONEST - IT IS ONLY A FEW THAT ARE NOT

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
STRONGLY AGREE	33	6	6	13	11	16	10	18	12
	3%	2%	7% d	5% d	2%	3%	10% e	4%	5%
TEND TO AGREE	310	68	39	63	191	193	40	152	100
	32%	29%	46% cd	27%	33%	32%	40%	31%	41% g
NEITHER AGREE NOR DISAGREE	220	56	19	46	132	102	11	86	40
	22%	24%	22%	19%	23%	17%	11%	18%	16%
TEND TO DISAGREE	275	77	12	73	176	208	26	159	71
	28%	33%	15%	31% b	30% b	34%	25%	32%	29%
STRONGLY DISAGREE	95	21	6	37	50	73	14	66	10
	10%	9%	7%	16% d	9%	12%	14%	14% h	4%
TOP 2 BOX (AGREE)	343	74	45	76	203	209	50	170	113
	35%	31%	53% cd	32%	35%	34%	49% e	35%	46% g
BOTTOM 2 BOX (DISAGREE)	370	99	18	110	226	280	40	225	81
	38%	42%	22%	47% b	39% b	46%	39%	46% h	33%
NET AGREE	-27	-25	26	-35	-24	-71	10	-56	32
	-3%	-11%	31% d	-15%	-4%	-12%	10%	-11%	13%
DON'T KNOW	47	9	3	3	18	17	*	8	13
	5%	4%	3%	1%	3%	3%	*	2%	5% g

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

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 14

Q.JD03

IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
C. THE COMPANY HAS PROBABLY BEEN RUN EFFICIENTLY	341	188	153	103	136	102	222	119	115	89	137	213	128	119	222	84	38	128
	35%	40%b	30%	33%	41%e	30%	41%g	27%	35%	36%	34%	40%i	29%	38%	33%	32%	31%	53%op
E. THE COMPANY HAS PROBABLY GOT GOOD PRODUCTS AND SERVICES	301	172	129	80	114	107	199	102	81	96	125	182	119	90	211	74	35	117
	31%	36%b	26%	26%	35%c	32%	37%g	23%	25%	39%h	31%	34%i	27%	29%	32%	28%	29%	49%op
D. THE COMPANY HAS PROBABLY BEEN PLANNING WELL FOR THE FUTURE	265	138	127	89	91	86	173	93	92	72	102	145	120	85	180	69	32	95
	27%	29%	25%	28%	28%	26%	32%g	21%	28%	29%	25%	27%	27%	27%	27%	27%	26%	40%op
A. THE COMPANY HAS PROBABLY EXPLOITED ITS CUSTOMERS	243	120	123	63	96	84	133	110	82	63	98	134	108	75	167	69	37	51
	25%	25%	24%	20%	29%c	25%	24%	25%	25%	26%	24%	25%	24%	24%	25%	27%	30%	21%
F. THE COMPANY HAS PROBABLY BEEN CUTTING CORNERS TO MINIMISE COSTS	232	112	120	68	92	72	145	87	78	52	102	134	98	84	148	51	40	83
	24%	23%	24%	22%	28%	21%	27%g	20%	24%	21%	25%	25%	22%	27%	22%	20%	33%o	35%o
G. THE COMPANY HAS PROBABLY BEEN CHARGING UNFAIRLY HIGH PRICES	230	95	135	62	90	78	122	108	70	52	108	137	94	85	146	59	41	56
	24%	20%	27%a	20%	27%	23%	22%	25%	21%	21%	27%	26%	21%	27%	22%	23%	34%o	24%

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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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 14

Q.JD03

IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?

BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
WEIGHTED BASE	979 100%	476 49%	503 51%	314 32%	329 34%	336 34%	543 55%	436 45%	327 33%	246 25%	405 41%	530 54%	449 46%	315 32%	664 68%	261 27%	122* 13%*	240 25%
H. THE COMPANY IS PROBABLY BETTER THAN ITS COMPETITORS	204 21%	114 24%b	90 18%	61 20%	88 27%e	54 16%	143 26%g	61 14%	68 21%	67 27%j	69 17%	127 24%l	77 17%	61 19%	142 21%	52 20%	28 23%	81 34%o
B. THE COMPANY HAS PROBABLY EXPLOITED ITS EMPLOYEES	189 19%	92 19%	97 19%	48 15%	77 23%c	65 19%	108 20%	81 19%	51 16%	60 24%h	78 19%	118 22%l	72 16%	51 16%	138 21%	48 19%	25 20%	46 19%
IT DEPENDS / IT VARIES	63 6%	23 5%	40 8%	35 11%de	10 3%	18 5%	33 6%	30 7%	22 7%	9 4%	32 8%	37 7%	26 6%	19 6%	44 7%	6 2%	9 8%o	8 3%
ANY NEGATIVE	496 51%	241 51%	255 51%	155 49%	180 55%	162 48%	269 50%	228 52%	154 47%	128 52%	214 53%	274 52%	222 50%	170 54%	326 49%	136 52%	72 59%	124 52%
ANY POSITIVE	547 56%	288 61%b	258 51%	168 54%	206 62%e	173 51%	332 61%g	215 49%	178 55%	161 65%hj	207 51%	316 60%l	231 51%	176 56%	371 56%	145 56%	62 50%	174 73%op
NONE OF THESE	22 2%	11 2%	12 2%	3 1%	8 2%	11 3%	9 2%	13 3%	11 3%i	1 *	10 2%	9 2%	14 3%	7 2%	16 2%	6 2%	- -	7 3%
DON'T KNOW	57 6%	25 5%	32 6%	18 6%	18 6%	21 6%	29 5%	29 7%	22 7%	13 5%	23 6%	24 4%	34 8%	19 6%	39 6%	10 4%	1 1%	6 2%

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 15

Q.JD03

IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
C. THE COMPANY HAS PROBABLY BEEN RUN EFFICIENTLY	341	117	41	66	214	194	42	145	110
	35%	49%	48% c	28%	37% c	32%	41%	30%	45% g
E. THE COMPANY HAS PROBABLY GOT GOOD PRODUCTS AND SERVICES	301	100	39	57	189	164	39	134	95
	31%	42%	47% cd	24%	33% c	27%	39% e	27%	39% g
D. THE COMPANY HAS PROBABLY BEEN PLANNING WELL FOR THE FUTURE	265	82	32	44	169	158	39	110	99
	27%	35%	38% c	19%	29% c	26%	39% e	23%	40% g
A. THE COMPANY HAS PROBABLY EXPLOITED ITS CUSTOMERS	243	62	10	77	142	191	14	157	37
	25%	26%	12%	33% bd	25% b	31% f	14%	32% h	15%
F. THE COMPANY HAS PROBABLY BEEN CUTTING CORNERS TO MINIMISE COSTS	232	77	15	72	135	165	20	133	54
	24%	33%	18%	30%	23%	27%	20%	27%	22%
G. THE COMPANY HAS PROBABLY BEEN CHARGING UNFAIRLY HIGH PRICES	230	55	12	71	135	180	10	153	31
	24%	23%	15%	30% b	23%	30% f	10%	31% h	12%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 15

Q.JD03

IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?

BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFFERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
WEIGHTED BASE	979 100%	237 24%	84* 9%*	235 24%	578 59%	609 62%	100* 10%*	489 50%	247 25%
H. THE COMPANY IS PROBABLY BETTER THAN ITS COMPETITORS	204 21%	76 32%	24 28%	41 17%	130 22%	123 20%	27 27%	81 17%	71 29%g
B. THE COMPANY HAS PROBABLY EXPLOITED ITS EMPLOYEES	189 19%	49 21%	14 17%	54 23%	111 19%	151 25%f	14 14%	119 24%h	33 13%
IT DEPENDS / IT VARIES	63 6%	15 6%	1 1%	11 5%	41 7%	30 5%	5 5%	25 5%	16 7%
ANY NEGATIVE	496 51%	117 49%	32 38%	164 70%bd	281 49%	357 59%f	44 43%	303 62%h	95 39%
ANY POSITIVE	547 56%	161 68%	60 72%cd	112 48%	339 59%c	323 53%	66 66%e	242 50%	169 68%g
NONE OF THESE	22 2%	4 2%	4 4%	3 1%	10 2%	9 1%	1 1%	8 2%	3 1%
DON'T KNOW	57 6%	8 4%	2 2%	6 3%	29 5%	27 5%	6 6%	20 4%	11 5%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 16
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
UNWEIGHTED BASE	981	484	497	292	291	398	458	523	371	243	367	433	548	293	688	325	116	182
WEIGHTED BASE	979	476	503	314	329	336	543	436	327	246	405	530	449	315	664	261	122*	240
	100%	49%	51%	32%	34%	34%	55%	45%	33%	25%	41%	54%	46%	32%	68%	27%	13%*	25%
SEX																		
MALE	476	476	-	159	163	154	263	214	159	120	197	293	183	138	338	105	63	140
	49%	100% b	-	51%	49%	46%	48%	49%	48%	49%	49%	55% l	41%	44%	51%	40%	52%	58% o
FEMALE	503	-	503	155	166	182	280	222	169	126	208	237	266	177	326	156	59	100
	51%	-	100% a	49%	51%	54%	52%	51%	52%	51%	51%	45%	59% k	56%	49%	60% q	48%	42%
AGE																		
15-34	314	159	155	314	-	-	162	151	115	70	129	182	132	141	173	70	42	62
	32%	33%	31%	100% de	-	-	30%	35%	35%	28%	32%	34%	29%	45% n	26%	27%	34%	26%
35-54	329	163	166	-	329	-	190	140	109	85	135	273	57	168	161	76	50	128
	34%	34%	33%	-	100% ce	-	35%	32%	33%	35%	33%	51% l	13%	54% n	24%	29%	41% o	53% o
55+	336	154	182	-	-	336	191	145	104	91	141	76	260	5	330	115	31	50
	34%	32%	36%	-	-	100% cd	35%	33%	32%	37%	35%	14%	58% k	2%	50% m	44% pq	25%	21%
SOCIAL GRADE																		
ABC1	543	263	280	162	190	191	543	-	170	133	240	314	229	164	379	105	61	177
	55%	55%	56%	52%	58%	57%	100% g	-	52%	54%	59%	59% l	51%	52%	57%	40%	50%	74% op
C2DE	436	214	222	151	140	145	-	436	157	114	165	216	220	151	285	155	62	63
	45%	45%	44%	48%	42%	43%	-	100% f	48%	46%	41%	41%	49% k	48%	43%	60% q	50% q	26%
STANDARD REGION																		
NORTH	327	159	169	115	109	104	170	157	327	-	-	181	146	101	226	86	44	62
	33%	33%	34%	37%	33%	31%	31%	36%	100% ij	-	-	34%	33%	32%	34%	33%	36%	26%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 16
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
WEIGHTED BASE	979 100%	476 49%	503 51%	314 32%	329 34%	336 34%	543 55%	436 45%	327 33%	246 25%	405 41%	530 54%	449 46%	315 32%	664 68%	261 27%	122* 13%*	240 25%
MIDLANDS	246 25%	120 25%	126 25%	70 22%	85 26%	91 27%	133 24%	114 26%	- -	246 100%hj	- -	119 22%	127 28%	82 26%	164 25%	69 27%	26 21%	55 23%
SOUTH	405 41%	197 41%	208 41%	129 41%	135 41%	141 42%	240 44%	165 38%	- -	- -	405 100%hi	230 43%	176 39%	132 42%	273 41%	106 41%	52 43%	123 51%o
WORKING STATUS																		
WORKING	530 54%	293 62%b	237 47%	182 58%e	273 83%ce	76 23%	314 58%g	216 50%	181 55%	119 48%	230 57%	530 100%l	- -	217 69%n	313 47%	93 36%	87 71%o	195 81%o
NOT WORKING	449 46%	183 38%	266 53%a	132 42%d	57 17%	260 77%cd	229 42%	220 50%f	146 45%	127 52%	176 43%	- -	449 100%k	98 31%	351 53%m	168 64%pq	36 29%	45 19%
CHILDREN IN HOUSEHOLD																		
YES	315 32%	138 29%	177 35%	141 45%e	168 51%e	5 2%	164 30%	151 35%	101 31%	82 33%	132 33%	217 41%l	98 22%	315 100%n	- -	68 26%	47 38%o	97 40%o
NO	664 68%	338 71%	326 65%	173 55%	161 49%	330 98%cd	379 70%	285 65%	226 69%	164 67%	273 67%	313 59%	351 78%k	- -	664 100%m	193 74%pq	75 62%	143 60%
INCOME																		
£17499 AND UNDER	261 27%	105 22%	156 31%a	70 22%	76 23%	115 34%cd	105 19%	155 36%f	86 26%	69 28%	106 26%	93 18%	168 37%k	68 21%	193 29%m	261 100%pq	- -	- -
£17500 - 24999	122 13%	63 13%	59 12%	42 13%	50 15%e	31 9%	61 11%	62 14%	44 14%	26 10%	52 13%	87 16%l	36 8%	47 15%	75 11%	- -	122 100%oq	- -
£25000 PLUS	240 25%	140 29%b	100 20%	62 20%	128 39%ce	50 15%	177 33%g	63 14%	62 19%	55 22%	123 30%h	195 37%l	45 10%	97 31%n	143 22%	- -	- -	240 100%op

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

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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 16
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE		STANDARD REGION			WORKING STATUS		CHILDREN IN HOUSEHOLD		INCOME		
		MALE (a)	FE- MALE (b)	15-34 (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)	£17499 AND UNDER (o)	£17500 - 29999 (p)	£30000 PLUS (q)
<i>WEIGHTED BASE</i>	979 100%	476 49%	503 51%	314 32%	329 34%	336 34%	543 55%	436 45%	327 33%	246 25%	405 41%	530 54%	449 46%	315 32%	664 68%	261 27%	122* 13%*	240 25%
GRADUATE DEGREE/MASTERS/PhD	237 24%	126 26%	111 22%	68 22%	100 30%ce	69 21%	209 38%g	28 6%	60 18%	61 25%	115 28%h	163 31%i	73 16%	80 26%	156 24%	45 17%	31 25%	97 40%op
CHANGE IN BUSINESS TRANSPARENCY MORE OPEN/HONEST	84 9%	42 9%	42 8%	29 9%	32 10%	23 7%	42 8%	42 10%	30 9%	25 10%	29 7%	44 8%	40 9%	32 10%	52 8%	25 10%	9 7%	29 12%
LESS OPEN/HONEST	235 24%	114 24%	121 24%	82 26%	68 21%	85 25%	125 23%	110 25%	73 22%	52 21%	110 27%	121 23%	114 25%	81 26%	154 23%	66 25%	31 25%	53 22%
NO DIFFERENCE	578 59%	293 62%	285 57%	179 57%	207 63%	192 57%	328 60%	251 57%	205 63%j	156 63%j	217 54%	332 63%i	246 55%	182 58%	396 60%	147 57%	80 65%	142 59%
BUSINESS DON'T EXPLAIN CLEARLY/HONESTLY AGREE	609 62%	291 61%	318 63%	182 58%	199 60%	228 68%cd	335 62%	274 63%	220 67%j	153 62%	237 58%	321 60%	288 64%	180 57%	429 65%	173 66%	82 67%	140 58%
DISAGREE	100 10%	52 11%	48 10%	28 9%	44 13%	29 9%	57 11%	43 10%	23 7%	40 16%hj	37 9%	57 11%	43 10%	40 13%	60 9%	25 10%	7 5%	37 15%p
BANKS HAVE DAMAGED TRUST IN BUSINESS AGREE	489 50%	235 49%	254 50%	142 45%	153 46%	194 58%cd	265 49%	224 51%	163 50%	135 55%	191 47%	251 47%	238 53%	140 44%	349 53%am	139 53%	63 51%	121 50%
DISAGREE	247 25%	126 27%	120 24%	72 23%	91 27%	85 25%	163 30%g	84 19%	78 24%	49 20%	120 30%i	139 26%	108 24%	87 28%	160 24%	65 25%	29 23%	74 31%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 17
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
UNWEIGHTED BASE	981	175	85	244	573	636	98	503	232
WEIGHTED BASE	979	237	84*	235	578	609	100*	489	247
	100%	24%	9%*	24%	59%	62%	10%*	50%	25%
SEX									
MALE	476	126	42	114	293	291	52	235	126
	49%	53%	50%	48%	51%	48%	52%	48%	51%
FEMALE	503	111	42	121	285	318	48	254	120
	51%	47%	50%	52%	49%	52%	48%	52%	49%
AGE									
15-34	314	68	29	82	179	182	28	142	72
	32%	29%	35%	35%	31%	30%	28%	29%	29%
35-54	329	100	32	68	207	199	44	153	91
	34%	42%	38%	29%	36%	33%	44%	31%	37%
55+	336	69	23	85	192	228	29	194	85
	34%	29%	28%	36%	33%	37%	29%	40%	34%
SOCIAL GRADE									
ABC1	543	209	42	125	328	335	57	265	163
	55%	88%	50%	53%	57%	55%	57%	54%	66%g
C2DE	436	28	42	110	251	274	43	224	84
	45%	12%	50%	47%	43%	45%	43%	46%h	34%
STANDARD REGION									
NORTH	327	60	30	73	205	220	23	163	78
	33%	25%	36%	31%	35%	36%f	23%	33%	32%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 17
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	TOTAL	GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
		DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF -ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
<i>WEIGHTED BASE</i>	979 100%	237 24%	84* 9%*	235 24%	578 59%	609 62%	100* 10%*	489 50%	247 25%
MIDLANDS	246 25%	61 26%	25 30%	52 22%	156 27%	153 25%	40 40%e	135 28%h	49 20%
SOUTH	405 41%	115 49%	29 34%	110 47%d	217 38%	237 39%	37 37%	191 39%	120 49%g
WORKING STATUS									
WORKING	530 54%	163 69%	44 52%	121 52%	332 57%	321 53%	57 57%	251 51%	139 56%
NOT WORKING	449 46%	73 31%	40 48%	114 48%	246 43%	288 47%	43 43%	238 49%	108 44%
CHILDREN IN HOUSEHOLD									
YES	315 32%	80 34%	32 38%	81 35%	182 31%	180 30%	40 40%	140 29%	87 35%
NO	664 68%	156 66%	52 62%	154 65%	396 69%	429 70%	60 60%	349 71%	160 65%
INCOME									
£17499 AND UNDER	261 27%	45 19%	25 30%	66 28%	147 25%	173 28%	25 25%	139 29%	65 27%
£17500 - 24999	122 13%	31 13%	9 10%	31 13%	80 14%	82 14%	7 7%	63 13%	29 12%
£25000 PLUS	240 25%	97 41%	29 34%	53 23%	142 25%	140 23%	37 37%e	121 25%	74 30%

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



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CENTRICA TRANSPARENCY QUESTIONS (ON CR STUDY J NUMBER 36850)

Table 17
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

		GRADUATE	CHANGE IN BUSINESS TRANSPARENCY			BUSINESSES DON'T EXPLAIN CLEARLY/ HONESTLY		BANKS HAVE DAMAGED TRUST IN BUSINESS	
	TOTAL	DEGREE/ MASTERS/ PhD (a)	MORE OPEN/ HONEST (b)	LESS OPEN/ HONEST (c)	NO DIFF ERENCE (d)	AGREE (e)	DISAGREE (f)	AGREE (g)	DISAGREE (h)
<i>WEIGHTED BASE</i>	979 100%	237 24%	84* 9%*	235 24%	578 59%	609 62%	100* 10%*	489 50%	247 25%
GRADUATE DEGREE/MASTERS/PhD	237 24%	237 100%	19 23%	52 22%	147 25%	128 21%	24 24%	96 20%	79 32%g
CHANGE IN BUSINESS TRANSPARENCY									
MORE OPEN/HONEST	84 9%	19 8%	84 100%cd	- -	- -	44 7%	13 13%	40 8%	27 11%
LESS OPEN/HONEST	235 24%	52 22%	- -	235 100%bd	- -	176 29%	28 28%	146 30%h	51 21%
NO DIFFERENCE	578 59%	147 62%	- -	- -	578 100%bc	359 59%	55 54%	278 57%	146 59%
BUSINESS DON'T EXPLAIN CLEARLY/HONESTLY									
AGREE	609 62%	128 54%	44 53%	176 75%bd	359 62%	609 100%f	- -	369 76%h	132 54%
DISAGREE	100 10%	24 10%	13 16%	28 12%	55 9%	- -	100 100%e	49 10%	36 15%
BANKS HAVE DAMAGED TRUST IN BUSINESS									
AGREE	489 50%	96 41%	40 48%	146 62%bd	278 48%	369 61%	49 49%	489 100%h	- -
DISAGREE	247 25%	79 33%	27 32%	51 22%	146 25%	132 22%	36 36%e	- -	247 100%g

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



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	Page	Table	Title	Base Description	Base
●	1	1	Q.JD01 COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?	BASE: ALL ADULTS AGED 15+	981
●	2	1	Q.JD01 COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?	BASE: ALL ADULTS AGED 15+	979
●	3	2	Q.JD01 COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?	BASE: ALL ADULTS AGED 15+	981
	4	2	Q.JD01 COMPARED TO A YEAR AGO, DO YOU THINK COMPANIES ARE NOW BEING MORE OPEN AND HONEST, LESS OPEN AND HONEST, OR IS THERE NO DIFFERENCE?	BASE: ALL ADULTS AGED 15+	979
	5	3	Q.JD02 AGREEMENT SUMMARY TABLE	BASE: ALL ADULTS AGED 15+	979
●	6	4	Q.JD02_1 I DON'T THINK BUSINESSES EXPLAIN THE WAY THEY CONDUCT THEIR BUSINESS CLEARLY OR HONESTLY ENOUGH	BASE: ALL ADULTS AGED 15+	981
●	7	5	Q.JD02_1 I DON'T THINK BUSINESSES EXPLAIN THE WAY THEY CONDUCT THEIR BUSINESS CLEARLY OR HONESTLY ENOUGH	BASE: ALL ADULTS AGED 15+	981
●	8	6	Q.JD02_2 COMPANIES SHOULD HAVE TO EXPLAIN HOW THEY MAKE AND SPEND MONEY TO THE GENERAL PUBLIC NOT JUST THEIR INVESTORS	BASE: ALL ADULTS AGED 15+	981
●	9	7	Q.JD02_2 COMPANIES SHOULD HAVE TO EXPLAIN HOW THEY MAKE AND SPEND MONEY TO THE GENERAL PUBLIC NOT JUST THEIR INVESTORS	BASE: ALL ADULTS AGED 15+	981
●	10	8	Q.JD02_3 THE CONDUCT OF BANKS LINKED TO THE FINANCIAL CRISIS HAS DAMAGED MY TRUST IN ALL BUSINESSES	BASE: ALL ADULTS AGED 15+	981
●	11	9	Q.JD02_3 THE CONDUCT OF BANKS LINKED TO THE FINANCIAL CRISIS HAS DAMAGED MY TRUST IN ALL BUSINESSES	BASE: ALL ADULTS AGED 15+	981
●	12	10	Q.JD02_4 MOST LARGE COMPANIES WILL NOT BE OPEN AND HONEST ABOUT THEIR BEHAVIOUR UNLESS THEY ARE FORCED TO BE	BASE: ALL ADULTS AGED 15+	981
●	13	11	Q.JD02_4 MOST LARGE COMPANIES WILL NOT BE OPEN AND HONEST ABOUT THEIR BEHAVIOUR UNLESS THEY ARE FORCED TO BE	BASE: ALL ADULTS AGED 15+	981
●	14	12	Q.JD02_5 MOST LARGE COMPANIES ARE OPEN AND HONEST - IT IS ONLY A FEW THAT ARE NOT	BASE: ALL ADULTS AGED 15+	981
●	15	13	Q.JD02_5 MOST LARGE COMPANIES ARE OPEN AND HONEST - IT IS ONLY A FEW THAT ARE NOT	BASE: ALL ADULTS AGED 15+	981

	Page	Table	Title	Base Description	Base
●	16	14	Q.JD03 IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?	BASE: ALL ADULTS AGED 15+	981
●	17	14	Q.JD03 IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?	BASE: ALL ADULTS AGED 15+	979
●	18	15	Q.JD03 IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?	BASE: ALL ADULTS AGED 15+	981
●	19	15	Q.JD03 IF A LARGE COMPANY WERE TO ANNOUNCE INCREASED PROFITS DURING THE CURRENT ECONOMIC DOWNTURN, WHICH IF ANY OF THE FOLLOWING WOULD YOU THINK ARE THE MOST LIKELY REASONS FOR ITS INCREASED PROFITS?	BASE: ALL ADULTS AGED 15+	979
●	20	16	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	981
●	21	16	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	979
●	22	16	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	979
●	23	17	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	981
●	24	17	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	979
●	25	17	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	979