

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 1

**Q.1 Which of the following statements do you think most applies to you? Even if none apply completely, please select the statement that applies most.**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
I have no idea how big businesses operate. They feel like they exist in a different world to me.	1383	568	815	139	242	241	266	211	283	248	354	340	441	132	56	160	121	122	77	84	135	153	210	133	210	521
	34%	29%	40% <sup>a</sup>	29%	36%	36%	37% <sup>d</sup>	35%	32%	23%	32% <sup>j</sup>	39% <sup>jk</sup>	46% <sup>ijkl</sup>	37% <sup>s</sup>	35%	36% <sup>s</sup>	33%	34%	27%	42% <sup>sv</sup>	34%	29%	37% <sup>sv</sup>	37% <sup>s</sup>	39% <sup>B</sup>	30%
I have some idea of how big businesses operate but always feel I could do with more information	1957	942	1014	284	338	330	333	275	397	572	574	409	401	167	78	221	165	180	147	89	196	273	269	172	263	885
	49%	48%	50%	60% <sup>efg</sup>	50% <sup>hi</sup>	49%	47%	46%	45%	53% <sup>lm</sup>	52% <sup>m</sup>	47%	42%	46%	49%	50%	46%	50%	52%	44%	49%	52%	48%	47%	49%	52%
I feel I have a good understanding of how big businesses operate	678	459	219	54	97	105	116	111	195	255	185	125	113	63	27	61	76	60	57	28	71	97	83	56	65	306
	17%	23% <sup>b</sup>	11%	11%	14%	16%	16%	19% <sup>d</sup>	22% <sup>def</sup>	24% <sup>klm</sup>	17% <sup>m</sup>	14%	12%	17%	17%	14%	21% <sup>pw</sup>	16%	20% <sup>p</sup>	14%	18%	19%	15%	16%	12%	18% <sup>A</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
I have no idea how big businesses operate. They feel like they exist in a different world to me.	1383 34%	249 30% <sup>b</sup>	43 9%	382 46% <sup>abd</sup> f	283 31% <sup>b</sup>	269 48% <sup>abd</sup> f	157 38% <sup>abd</sup>	299 26%	418 36% <sup>g</sup>	80 30%	238 43% <sup>ghi</sup> k	67 32%	75 36% <sup>g</sup>	171 44% <sup>ghi</sup> k	381 33%	508 36%	495 34%
I have some idea of how big businesses operate but always feel I could do with more information	1957 49%	439 53% <sup>ef</sup>	254 54% <sup>cef</sup>	390 47% <sup>ef</sup>	487 53% <sup>cef</sup>	224 40%	163 40%	616 53% <sup>jm</sup>	574 50% <sup>jm</sup>	129 48%	230 42%	113 54% <sup>jm</sup>	95 46%	151 39%	622 54% <sup>op</sup>	663 48%	671 46%
I feel I have a good understanding of how big businesses operate	678 17%	144 17% <sup>ce</sup>	176 37% <sup>acde</sup> f	60 7%	144 16% <sup>c</sup>	65 12% <sup>c</sup>	89 22% <sup>cde</sup>	244 21% <sup>hj</sup>	156 14%	60 22% <sup>hj</sup>	83 15%	29 14%	37 18%	63 16%	151 13%	222 16%	306 21% <sup>no</sup>

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 2

**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Summary Table****Base: All respondents**

	Organisations						
	Small and medium sized businesses (SMEs)	Big business	Entrepreneurs	Multinational corporations	Social enterprises	Publically-listed companies	Family-owned firms
Unweighted base	4018	4018	4018	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018	4018	4018	4018
10 - Extremely positive	176 4%	69 2%	206 5%	65 2%	156 4%	75 2%	358 9%
9	233 6%	108 3%	299 7%	96 2%	200 5%	112 3%	515 13%
8	668 17%	268 7%	615 15%	217 5%	479 12%	317 8%	988 25%
7	883 22%	428 11%	727 18%	371 9%	625 16%	517 13%	808 20%
6	592 15%	441 11%	553 14%	395 10%	598 15%	588 15%	468 12%
5 - Neutral	1171 29%	1265 31%	1120 28%	1278 32%	1523 38%	1712 43%	710 18%
4	137 3%	412 10%	183 5%	409 10%	160 4%	269 7%	63 2%
3	69 2%	342 9%	105 3%	381 9%	111 3%	170 4%	47 1%
2	51 1%	264 7%	85 2%	274 7%	71 2%	106 3%	25 1%
1	20 1%	174 4%	57 1%	222 6%	34 1%	59 1%	12 *
0 - Extremely negative	18 *	247 6%	69 2%	309 8%	62 2%	92 2%	25 1%
Mean	6.39	4.77	6.21	4.52	5.95	5.44	7.11
Standard deviation	1.74	2.28	2.06	2.33	1.88	1.84	1.81
Standard error	0.03	0.04	0.03	0.04	0.03	0.03	0.03
NET: 7-10	1960 49%	874 22%	1847 46%	749 19%	1460 36%	1022 25%	2668 66%

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	Organisations						
	Small and medium sized businesses (SMEs)	Big business	Entrepreneurs	Multinational corporations	Social enterprises	Publically-listed companies	Family-owned firms
Weighted base	4018	4018	4018	4018	4018	4018	4018
NET: 4-6	1900 47%	2117 53%	1856 46%	2082 52%	2280 57%	2569 64%	1240 31%
NET: 0-3	158 4%	1027 26%	315 8%	1187 30%	278 7%	427 11%	109 3%

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**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	176 4%	78 4%	98 5%	24 5%	44 7% <sup>i</sup>	29 4%	27 4%	22 4%	30 3%	57 5%	38 3%	47 5%	34 4%	17 5%	9 6%	18 4%	12 3%	14 4%	13 5%	12 6%	16 4%	30 6%	24 4%	10 3%	31 6%	91 5%
9	233 6%	117 6%	116 6%	27 6%	30 4%	33 5%	32 4%	35 6%	76 9% <sup>efg</sup>	79 7% <sup>l</sup>	68 6%	38 4%	48 5%	13 4%	15 9% <sup>npw</sup>	19 4%	25 7%	25 7%	19 7%	9 4%	20 5%	33 6%	24 4%	32 9% <sup>npw</sup>	34 6%	86 5%
8	668 17%	349 18%	319 16%	97 20% <sup>f</sup>	105 16%	88 13%	111 16%	99 17%	168 19% <sup>f</sup>	217 20% <sup>lm</sup>	186 17%	131 15%	133 14%	64 18% <sup>u</sup>	23 14%	67 15%	75 21% <sup>u</sup>	69 19% <sup>u</sup>	51 18% <sup>u</sup>	30 15%	44 11%	96 18% <sup>u</sup>	90 16%	59 16%	63 12%	316 18% <sup>A</sup>
7	883 22%	400 20%	483 24% <sup>a</sup>	116 24%	163 24%	144 21%	150 21%	119 20%	191 22%	252 23%	239 21%	194 22%	198 21%	87 24%	30 19%	100 23%	78 22%	79 22%	65 23%	44 22%	101 25%	109 21%	110 20%	80 22%	142 26% <sup>B</sup>	361 21%
6	592 15%	317 16% <sup>b</sup>	275 13%	54 11%	70 10%	109 16% <sup>e</sup>	133 19% <sup>dei</sup>	108 18% <sup>dei</sup>	117 13%	156 15%	143 13%	152 17% <sup>k</sup>	139 15%	66 18%	22 14%	67 15%	56 16%	48 13%	34 12%	34 17%	65 16%	68 13%	88 16%	44 12%	77 14%	248 15%
5 - Neutral	1171 29%	551 28%	620 30%	125 26%	221 33% <sup>i</sup>	230 34% <sup>dgi</sup>	193 27%	170 28%	232 27%	252 23%	358 32% <sup>j</sup>	250 29% <sup>j</sup>	311 33% <sup>j</sup>	88 24%	47 29%	133 30%	97 27%	96 27%	79 28%	58 29%	128 32%	145 28%	189 34% <sup>nr</sup>	113 31%	156 29%	474 28%
4	137 3%	70 4%	67 3%	16 3%	27 4%	17 2%	25 3%	16 3%	37 4%	32 3%	42 4%	28 3%	35 4%	10 3%	8 5%	23 5%	8 2%	13 4%	9 3%	6 3%	10 2%	23 4%	16 3%	11 3%	13 2%	61 4%
3	69 2%	41 2%	28 1%	9 2%	9 1%	11 2%	20 3% <sup>i</sup>	10 2%	9 1%	13 1%	19 2%	13 2%	24 2%	6 2%	3 2%	8 2%	5 1%	8 2%	6 2%	2 1%	7 2%	6 1%	14 2%	4 1%	8 1%	38 2%
2	51 1%	25 1%	26 1%	6 1%	5 1%	12 2%	12 2%	9 1%	8 1%	7 1%	10 1%	15 2%	18 2% <sup>j</sup>	10 3% <sup>pq</sup>	2 1%	2 1%	1 *	7 2%	3 1%	4 2%	4 1%	9 2%	6 1%	3 1%	6 1%	27 2%
1	20 1%	11 1%	9 *	2 *	1 *	3 *	7 1%	3 *	5 1%	7 1%	6 1%	2 *	6 1%	1 *	* *	1 *	5 1%	1 *	1 *	* *	5 1%	1 *	1 *	2 1%	3 1%	7 *
0 - Extremely negative	18 *	10 1%	8 *	* *	1 *	2 *	5 1%	8 1% <sup>ei</sup>	1 *	2 *	4 *	4 *	9 1% <sup>j</sup>	* 1% <sup>j</sup>	* *	3 1%	- *	1 *	1 *	2 1%	3 1%	4 1%	2 *	3 1%	4 1%	4 *
Mean	6.39	6.37	6.40	6.55 <sup>fg</sup>	6.46 <sup>g</sup>	6.24	6.22	6.31	6.54 <sup>fg</sup> h	6.67 <sup>kl</sup> m	6.34 <sup>m</sup>	6.37 <sup>m</sup>	6.14	6.41	6.45	6.28	6.54 <sup>u</sup>	6.45	6.51	6.36	6.21	6.47	6.27	6.41	6.42	6.43

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Prepared by Populus

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Table 3

**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Small and medium sized businesses (SMEs)**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard deviation	1.74	1.76	1.73	1.73	1.70	1.70	1.80	1.80	1.70	1.70	1.70	1.73	1.80	1.72	1.84	1.70	1.67	1.77	1.72	1.79	1.74	1.83	1.68	1.75	1.79	1.77
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.06	0.09	0.14	0.08	0.09	0.09	0.10	0.12	0.09	0.09	0.07	0.09	0.09	0.05
NET: 7-10	1960	944	1016	264	343	294	320	274	465	606	531	411	412	181	77	204	190	187	149	95	181	268	247	181	270	854
	49%	48%	50%	55% <sup>fgh</sup>	51% <sup>f</sup>	43%	45%	46%	53% <sup>fgh</sup>	56% <sup>klm</sup>	48%	47%	43%	50%	48%	46%	52% <sup>w</sup>	52% <sup>w</sup>	53% <sup>w</sup>	47%	45%	51% <sup>w</sup>	44%	50%	50%	50%
NET: 4-6	1900	938	962	195	318	355	352	294	386	440	544	430	486	163	77	223	161	158	123	98	202	235	293	168	247	783
	47%	48%	47%	41%	47%	53% <sup>di</sup>	49% <sup>d</sup>	49% <sup>d</sup>	44%	41%	49% <sup>j</sup>	49% <sup>j</sup>	51% <sup>j</sup>	45%	48%	50%	44%	44%	44%	49%	50%	45%	52% <sup>rs</sup>	46%	46%	46%
NET: 0-3	158	88	70	18	15	28	44	29	24	29	39	34	57	17	6	15	11	17	10	8	19	19	23	12	21	75
	4%	4%	3%	4%	2%	4%	6% <sup>ei</sup>	5% <sup>e</sup>	3%	3%	3%	4%	6% <sup>jk</sup>	5%	4%	3%	3%	5%	4%	4%	5%	4%	4%	3%	4%	4%

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9	233 6%	114 14% cde f	51 11% cdef	1 *	54 6% cef	5 1%	7 2% c	92 8% m	64 6% m	18 7% m	35 6% m	8 4%	7 3%	7 2%	58 5%	65 5%	110 7% no
8	668 17%	206 25% cde f	181 38% acde f	34 4%	160 18% cef	54 10% c	32 8% c	259 22% hij km	167 15%	39 14%	82 15%	29 14%	35 17%	50 13%	202 17%	199 14%	267 18% o
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6	592 15%	100 12%	52 11%	144 17% ab	139 15%	89 16% b	67 16% b	154 13%	162 14%	40 15%	106 19% ghm	30 14%	38 18%	47 12%	124 11%	242 17% n	225 15% n
5 - Neutral	1171 29%	71 8%	26 6%	498 60% abd ef	217 24% ab	232 42% abd f	127 31% abd	258 22%	355 31% g	78 29% g	141 26%	65 31% g	55 26%	174 45% ghi jkl	346 30%	423 30%	402 27%
4	137 3%	17 2% b	1 *	20 2% b	20 2% b	40 7% abc d	40 10% abcd	25 2%	50 4% g	7 3%	19 3%	8 4%	6 3%	22 6% g	43 4%	42 3%	53 4%
3	69 2%	-	-	9 1% a	11 1% ab	28 5% abcd	21 5% abcd	13 1%	25 2%	5 2%	12 2%	7 3% gm	4 2%	2 1%	18 2%	31 2%	19 1%
2	51 1%	3 *	-	8 1%	3 *	15 3% abcd	21 5% abcd	6 1%	24 2% g	2 1%	11 2% g	1 *	2 1%	4 1%	11 1%	23 2%	17 1%

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Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
1	20 1%	1 *	-	5 1%	-	5 1% <sup>d</sup>	10 2% <sup>abcd</sup>	2 *	9 1%	2 1%	3 *	1 *	4 1%	3 *	9 1%	8 1%	
0 - Extremely negative	18 *	-	-	-	-	9 2% <sup>abcd</sup>	10 2% <sup>abcd</sup>	3 *	7 1%	-	6 1%	-	-	2 1%	1 *	8 1%	9 1%
Mean	6.39	7.46 <sup>cd</sup> <sub>ef</sub>	7.59 <sup>cd</sup> <sub>ef</sub>	5.49	6.65 <sup>ce</sup> <sub>f</sub>	5.45	5.33	6.81 <sup>hi</sup> <sub>ijklm</sub>	6.18	6.46 <sup>hm</sup>	6.24 <sup>m</sup>	6.30	6.42 <sup>m</sup>	5.97	6.50 <sup>o</sup>	6.23	6.45 <sup>o</sup>
Standard deviation	1.74	1.53	1.22	1.08	1.49	1.70	1.99	1.67	1.80	1.65	1.77	1.67	1.57	1.74	1.72	1.75	1.75
Standard error	0.03	0.06	0.06	0.04	0.05	0.07	0.10	0.05	0.05	0.10	0.08	0.12	0.11	0.09	0.05	0.05	0.04
NET: 7-10	1960 49%	639 77% <sup>cde</sup> <sub>f</sub>	393 83% <sup>acd</sup> <sub>ef</sub>	149 18%	525 57% <sup>cef</sup>	140 25% <sup>c</sup>	114 28% <sup>c</sup>	697 60% <sup>hij</sup> <sub>klm</sub>	515 45% <sup>m</sup>	136 51% <sup>m</sup>	253 46% <sup>m</sup>	96 46% <sup>m</sup>	103 50% <sup>m</sup>	131 34%	607 53% <sup>o</sup>	614 44%	739 50% <sup>o</sup>
NET: 4-6	1900 47%	188 23% <sup>b</sup>	80 17%	662 80% <sup>abd</sup> <sub>ef</sub>	375 41% <sup>ab</sup>	361 65% <sup>abd</sup> <sub>f</sub>	234 57% <sup>abd</sup>	438 38%	567 49% <sup>g</sup>	125 46% <sup>g</sup>	266 48% <sup>g</sup>	104 50% <sup>g</sup>	98 47% <sup>g</sup>	242 63% <sup>ghi</sup> <sub>ijkl</sub>	513 44%	707 51% <sup>np</sup>	680 46%
NET: 0-3	158 4%	4 1%	-	21 3% <sup>ab</sup>	14 2% <sup>b</sup>	57 10% <sup>abc</sup> <sub>d</sub>	61 15% <sup>abcd</sup>	25 2%	65 6% <sup>g</sup>	8 3%	32 6% <sup>g</sup>	9 4%	6 3%	12 3%	34 3%	72 5% <sup>n</sup>	53 4%

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 4  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Big business**  
**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	69 2%	36 2%	33 2%	20 4% fghi	19 3% hi	10 1%	9 1%	4 1%	8 1%	25 2% m	14 1%	21 2% m	8 1%	3 1%	5 3%	5 1%	5 2%	8 2%	4 2%	2 1%	6 1%	12 2%	13 2%	7 2%	13 2%	39 2%
9	108 3%	56 3%	52 3%	5 1%	30 4% dgh	31 5% dghi	9 1%	11 2%	21 2%	34 3% k	19 2%	30 3% k	25 3%	4 1%	3 2%	10 2%	8 2%	17 5% nuwx	16 6% npux	8 4% u	3 1%	22 4% nu	12 2%	6 2%	22 4%	41 2%
8	268 7%	145 7%	123 6%	23 5%	69 10% dfgh	36 5%	38 5%	28 5%	73 8% fgh	82 8%	67 6%	67 8%	51 5%	24 7%	11 7%	23 5%	33 9%	29 8%	16 6%	12 6%	20 5%	41 8%	36 6%	24 7%	27 5%	121 7%
7	428 11%	216 11%	212 10%	65 14%	63 9%	86 13%	71 10%	54 9%	89 10%	144 13% m	128 12% m	89 10%	67 7%	37 10%	19 12%	44 10%	34 9%	60 16% npq tuwx	40 14% tuwx	15 7%	29 7%	78 15% tuw	37 7%	35 10%	61 11%	185 11%
6	441 11%	222 11%	219 11%	64 13% e	50 7%	82 12% e	78 11%	68 11% e	97 11% e	129 12% l	126 11%	73 8%	112 12%	35 10%	17 11%	45 10%	49 14%	32 9%	28 10%	29 15%	39 10%	58 11%	72 13%	36 10%	50 9%	209 12%
5 - Neutral	1265 31%	528 27%	737 36% a	141 30%	228 34%	214 32%	233 33%	195 33%	253 29%	272 25%	378 34% j	288 33% j	328 34% j	93 26%	54 34%	160 36% nrs	120 33%	98 27%	75 27%	63 32%	133 33%	155 30%	191 34% nr	121 34%	167 31%	527 31%
4	412 10%	196 10%	216 11%	54 11%	64 9%	54 8%	77 11%	66 11%	97 11%	127 12% m	129 12% m	78 9%	78 10%	31 9%	19 12%	52 12% r	40 11%	23 6%	28 10%	22 11%	59 15% nr	40 8%	62 11% r	37 10%	58 11%	177 10%
3	342 9%	190 10% b	152 7%	44 9%	53 8%	42 6%	65 9%	54 9%	83 10% f	106 10%	82 7%	83 10%	70 7%	36 10% v	15 9%	43 10% v	24 7%	38 10% v	22 8%	19 10%	34 9%	28 5%	48 8%	34 9%	53 10%	127 7%
2	264 7%	153 8% b	112 5%	27 6%	35 5%	53 8%	48 7%	43 7%	59 7%	59 6%	71 6%	51 6%	83 9% j	27 7%	6 4%	24 5%	21 6%	23 6%	27 10%	12 6%	26 6%	40 8%	35 6%	24 7%	30 6%	112 7%
1	174 4%	97 5%	77 4%	18 4%	21 3%	32 5%	38 5%	28 5%	37 4%	45 4%	42 4%	38 4%	49 5%	29 8% opq vwx	3 2%	14 3%	12 3%	19 5%	19 7% w	10 5%	21 5%	18 3%	18 3%	11 3%	29 5%	71 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 4  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Big business**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	247 6%	131 7%	117 6%	16 3%	43 6%	35 5%	51 7% <sup>d</sup>	45 8% <sup>d</sup>	57 6%	50 5%	58 5%	56 6%	83 9% <sup>jk</sup>	43 12% <sup>opqr</sup>	8 5%	21 5%	17 5%	15 4%	6 2%	9 4%	33 8% <sup>s</sup>	31 6% <sup>s</sup>	39 7% <sup>s</sup>	26 7% <sup>s</sup>	28 5%	103 6%
Mean	4.77	4.71	4.82	5.02 <sup>gh</sup>	5.04 <sup>gh</sup>	4.91 <sup>gh</sup>	4.52	4.47	4.71	4.99 <sup>m</sup>	4.79 <sup>m</sup>	4.83 <sup>m</sup>	4.43	4.15	5.03 <sup>nu</sup>	4.77 <sup>nu</sup>	4.98 <sup>nu</sup>	5.07 <sup>nu</sup>	4.94 <sup>nu</sup>	4.78 <sup>n</sup>	4.35	5.09 <sup>nu</sup>	4.71 <sup>nu</sup>	4.68 <sup>n</sup>	4.81	4.84
Standard deviation	2.28	2.38	2.18	2.18	2.41	2.31	2.22	2.20	2.28	2.30	2.13	2.37	2.32	2.48	2.15	2.06	2.15	2.40	2.31	2.16	2.20	2.38	2.25	2.27	2.32	2.30
Standard error	0.04	0.05	0.05	0.10	0.10	0.10	0.08	0.09	0.07	0.07	0.06	0.09	0.07	0.13	0.16	0.09	0.12	0.12	0.15	0.12	0.12	0.12	0.09	0.12	0.11	0.06
NET: 7-10	874 22%	454 23%	420 21%	113 24% <sup>gh</sup>	182 27% <sup>gh</sup>	164 24% <sup>gh</sup>	126 18%	97 16%	192 22% <sup>h</sup>	287 27% <sup>km</sup>	229 21% <sup>m</sup>	208 24% <sup>m</sup>	151 16%	67 18%	38 24% <sup>u</sup>	83 19%	80 22% <sup>u</sup>	114 31% <sup>npq</sup>	76 27% <sup>np</sup>	36 18%	57 14%	153 29% <sup>np</sup>	98 17%	72 20%	123 23%	385 23%
NET: 4-6	2117 53%	945 48%	1172 57% <sup>a</sup>	260 54%	342 51%	350 52%	389 54%	329 55%	447 51%	528 49%	633 57% <sup>jl</sup>	439 50%	518 54% <sup>j</sup>	160 44%	91 56% <sup>nr</sup>	257 58% <sup>nrs</sup>	209 58% <sup>nrs</sup>	152 42%	131 47%	115 57% <sup>nr</sup>	230 57% <sup>nrs</sup>	252 48%	325 58% <sup>nrs</sup>	194 54% <sup>nr</sup>	275 51%	913 53%
NET: 0-3	1027 26%	570 29% <sup>b</sup>	457 22%	105 22%	152 23%	162 24%	202 28%	170 29% <sup>e</sup>	236 27%	260 24%	253 23%	229 26%	286 30% <sup>jk</sup>	135 37% <sup>opq</sup>	32 20%	102 23%	73 20%	96 26%	74 26%	50 25%	114 28% <sup>q</sup>	117 22%	140 25%	95 26%	140 26%	413 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 4  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Big business**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	69 2%	59 7% bcde f	5 1% d	2 *	*	2 *	1 *	30 3% ij	19 2%	1 *	4 1%	1 *	1 *	12 3% ij	39 3% op	19 1%	12 1%
9	108 3%	90 11% bcde f	15 3% cdef	2 *	1 *	1 *	-	46 4% jkm	38 3% j	3 1%	7 1%	*	3 1%	5 1%	35 3%	40 3%	33 2%
8	268 7%	156 19% cde f	86 18% cdef	14 2% f	8 1%	3 1%	-	114 10% ijklm	86 8% km	15 5% k	27 5%	2 1%	8 4%	15 4%	92 8% o	74 5%	102 7%
7	428 11%	209 25% cde f	135 28% cdef	40 5% ef	40 4% ef	4 1%	-	176 15% hiklm	98 9%	25 9%	66 12% m	12 6%	15 7%	27 7%	128 11%	157 11%	143 10%
6	441 11%	149 18% cde f	102 22% cde f	90 11% ef	80 9% ef	18 3% f	1 *	155 13% h	112 10%	24 9%	60 11%	15 7%	20 10%	38 10%	114 10%	161 12%	166 11%
5 - Neutral	1265 31%	118 14% f	96 20% af	543 65% abd ef	334 37% abe f	151 27% abf	22 5%	382 33% hlm	320 28%	81 30%	171 31%	56 27%	48 23%	168 44% ghi jkl	370 32%	447 32%	448 30%
4	412 10%	35 4%	29 6% f	82 10% abf	158 17% abc f	97 17% abcf	10 3%	112 10%	122 11%	35 13%	61 11%	19 9%	28 14%	32 8%	118 10%	131 9%	162 11%
3	342 9%	9 1%	5 1%	42 5% ab	144 16% abc f	101 18% abc f	41 10% abc	64 6%	125 11% gm	39 14% gjkm	46 8%	14 7%	23 11% g	25 6%	96 8%	108 8%	138 9%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 4  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Big business**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	264 7%	1 *	* *	9 1%	80 9%abc	88 16%abc	85 21%abcd	34 3%	85 7%g	20 7%g	42 8%g	34 16%ghij lm	15 7%g	31 8%g	62 5%	100 7%	102 7%
1	174 4%	1 *	- -	4 *	39 4%abc	41 7%abc	88 21%abcd e	22 2%	66 6%gm	16 6%gm	24 4%g	18 9%gm	18 9%gm	8 2%	39 3%	70 5%	65 4%
0 - Extremely negative	247 6%	3 *	- -	3 *	28 3%abc	51 9%abc	161 39%abcd e	25 2%	77 7%g	11 4%	41 7%g	37 18%ghi jm	29 14%ghij m	25 7%g	60 5%	86 6%	102 7%
Mean	4.77	6.94abc def	6.42cd ef	5.01de f	4.13ef	3.32f	1.33	5.54hi jklm	4.60kl	4.44kl	4.54kl	3.30	3.83	4.69kl	5.03op	4.71	4.62
Standard deviation	2.28	1.68	1.36	1.07	1.64	1.79	1.48	2.01	2.39	2.05	2.22	2.31	2.40	2.15	2.32	2.27	2.25
Standard error	0.04	0.06	0.06	0.04	0.05	0.07	0.07	0.06	0.07	0.12	0.10	0.17	0.17	0.11	0.07	0.06	0.06
NET: 7-10	874 22%	514 62%bcd ef	240 51%cdef	59 7%ef	50 5%ef	10 2%f	1 *	365 31%hij klm	242 21%klm	44 16%k	105 19%k	16 8%	27 13%	59 15%k	295 26%op	290 21%	289 20%
NET: 4-6	2117 53%	302 36%f	227 48%af	715 86%abd ef	573 63%abe f	266 48%af	33 8%	649 56%hkl	554 48%	140 52%	293 53%	90 43%	97 47%	238 62%hij kl	602 52%	739 53%	776 53%
NET: 0-3	1027 26%	15 2%	5 1%	59 7%ab	292 32%abc	281 50%abc d	375 92%abc de	146 13%	353 31%gm	85 31%gm	153 28%g	103 49%ghi jm	84 40%ghj m	89 23%g	257 22%	364 26%	406 28%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 5  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Entrepreneurs**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	206	102	104	34	34	30	37	31	41	72	57	52	26	17	7	21	17	17	8	13	21	39	33	15	35	94
	5%	5%	5%	7%	5%	4%	5%	5%	5%	7% <sup>m</sup>	5% <sup>m</sup>	6% <sup>m</sup>	3%	5%	4%	5%	5%	5%	3%	6%	5%	7% <sup>s</sup>	6%	4%	7%	5%
9	299	157	142	34	57	43	42	41	82	99	84	51	66	23	16	30	32	27	22	19	23	43	31	33	29	140
	7%	8%	7%	7%	8%	6%	6%	7%	9% <sup>g</sup>	9% <sup>l</sup>	8%	6%	7%	6%	10%	7%	9%	8%	8%	9%	6%	8%	5%	9%	5%	8%
8	615	312	302	75	112	107	107	82	132	210	170	127	107	67	11	61	55	77	49	25	40	84	89	57	86	271
	15%	16%	15%	16%	17%	16%	15%	14%	15%	20% <sup>k</sup>	15% <sup>m</sup>	15%	11%	19% <sup>ou</sup>	7%	14% <sup>o</sup>	15% <sup>o</sup>	21% <sup>opt</sup>	17% <sup>ou</sup>	13%	10%	16% <sup>ou</sup>	16% <sup>ou</sup>	16% <sup>ou</sup>	16%	16%
7	727	361	365	92	107	130	133	119	146	203	197	159	168	54	27	69	82	55	53	41	65	115	104	62	106	319
	18%	18%	18%	19%	16%	19%	19%	20%	17%	19%	18%	18%	18%	15%	17%	16%	23% <sup>n</sup>	15%	19%	21%	16%	22% <sup>n</sup>	18%	17%	20%	19%
6	553	274	279	51	91	84	125	86	115	141	153	135	124	49	24	71	56	43	38	23	65	50	80	53	84	227
	14%	14%	14%	11%	14%	12%	17% <sup>d</sup>	14%	13%	13%	14%	15%	13%	13%	15%	16% <sup>v</sup>	15% <sup>v</sup>	12%	14%	12%	16% <sup>v</sup>	10%	14%	15%	16%	13%
5 - Neutral	1120	485	636	144	224	210	183	140	221	237	335	246	302	93	55	128	78	98	81	50	130	139	161	106	144	473
	28%	25%	31% <sup>a</sup>	30% <sup>h</sup>	33% <sup>ghi</sup>	31% <sup>hi</sup>	25%	23%	25%	22%	30% <sup>j</sup>	28% <sup>j</sup>	32% <sup>j</sup>	26%	35% <sup>q</sup>	29%	22%	27%	29%	25%	32% <sup>q</sup>	27%	29% <sup>q</sup>	29%	27%	28%
4	183	99	84	15	22	30	32	38	46	43	53	32	56	27	9	23	15	20	10	8	23	13	22	13	22	62
	5%	5%	4%	3%	3%	5%	5%	6% <sup>e</sup>	5%	4%	5%	4%	6%	7% <sup>v</sup>	5%	5%	4%	5%	4%	4%	6%	3%	4%	4%	4%	4%
3	105	54	50	8	15	16	20	13	33	22	28	15	40	9	6	14	7	7	6	6	12	12	17	8	12	38
	3%	3%	2%	2%	2%	2%	3%	2%	4%	2%	3%	2%	4% <sup>ij</sup>	3%	4%	3%	2%	2%	2%	3%	3%	2%	3%	2%	2%	2%
2	85	61	24	7	5	12	13	23	24	25	15	24	21	9	3	6	4	7	8	8	9	13	12	5	10	37
	2%	3% <sup>b</sup>	1%	2%	1%	2%	2%	4% <sup>e</sup>	3% <sup>e</sup>	2%	1%	3%	2%	3%	2%	1%	1%	2%	3%	4%	2%	3%	2%	1%	2%	2%
1	57	25	32	13	4	7	9	8	16	13	11	16	17	3	1	8	12	9	2	2	7	6	2	5	3	23
	1%	1%	2%	3% <sup>e</sup>	1%	1%	1%	1%	2%	1%	1%	2%	2%	3%	1%	2%	3% <sup>w</sup>	2% <sup>w</sup>	1%	1%	2%	1%	*	1%	1%	1%
0 - Extremely negative	69	38	30	5	5	7	14	18	19	10	12	19	29	12	1	10	4	2	4	4	7	7	12	5	6	27
	2%	2%	1%	1%	1%	1%	2%	3% <sup>ef</sup>	2%	1%	1%	2%	3% <sup>jk</sup>	3% <sup>r</sup>	*	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 5  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Entrepreneurs**  
**Base: All respondents**

	Gender		Age					Social Grade					Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	6.21	6.21	6.21	6.33	6.38h	6.22	6.19	6.06	6.13	6.56klm	6.28m	6.15m	5.80	6.08	6.06	6.06	6.34u	6.31u	6.22	6.23	5.93	6.46np	6.21	6.28	6.34	6.30
Standard deviation	2.06	2.13	1.99	2.09	1.86	1.92	2.03	2.21	2.20	2.03	1.94	2.11	2.11	2.18	1.92	2.09	2.06	2.04	2.22	2.03	2.08	2.03	1.98	1.94	2.05	
Standard error	0.03	0.05	0.04	0.10	0.08	0.08	0.07	0.09	0.07	0.06	0.06	0.08	0.07	0.12	0.15	0.09	0.11	0.10	0.15	0.11	0.10	0.08	0.10	0.09	0.06	
NET: 7-10	1847 46%	933 47%	914 45%	235 49%	310 46%	310 46%	320 45%	272 46%	400 46%	584 54%klm	508 46%lm	389 44%lm	366 38%	160 44%	61 38%	182 41%	186 51%opu	176 49%ou	132 47%u	98 49%u	148 37%	281 54%nop	256 46%u	166 46%u	256 48%	825 48%
NET: 4-6	1856 46%	858 44%	998 49%a	210 44%	338 50%i	324 48%	340 47%	263 44%	382 44%	421 39%	541 49%j	413 47%j	482 50%j	168 47%	88 55%qt	222 50%qt	149 41%	161 45%	130 46%	82 41%	219 55%q	203 39%	263 47%v	172 48%v	251 47%	762 44%
NET: 0-3	315 8%	178 9%b	137 7%	33 7%	29 4%	42 6%	57 8%e	61 10%ef	92 11%ef	69 6%	65 6%	74 8%	106 11%jk	33 9%	12 7%	38 9%	27 7%	25 7%	20 7%	21 10%	34 9%	38 7%	44 8%	23 6%	32 6%	125 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 5  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Entrepreneurs**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	206 5%	91 11% f	46 10% cdef	3 *	50 5% cef	10 2% c	7 2% c	93 8% hijkl	42 4%	11 4%	26 5%	5 2%	6 3%	22 6%	68 6%	67 5%	71 5%
9	299 7%	119 14% f	88 18% cdef	7 1%	61 7% cef	14 3% c	11 3% c	127 11% hikl m	72 6%	10 4%	43 8%	10 5%	9 4%	23 6%	91 8%	86 6%	123 8%
8	615 15%	208 25% cdef f	142 30% cdef	46 6%	135 15% cef	46 8%	38 9% c	199 17% m	159 14%	46 17% m	93 17% m	27 13%	41 20% m	39 10%	186 16%	214 15%	214 15%
7	727 18%	195 23% cef	115 24% cef	92 11%	218 24% cef	70 12%	37 9%	227 20% m	211 18% m	51 19%	106 19% m	48 23% m	28 13%	49 13%	199 17%	263 19%	264 18%
6	553 14%	88 11%	49 10%	129 15% ab	166 18% abe	65 12%	57 14%	157 14%	156 14%	54 20% ghj m	71 13%	35 17%	26 13%	51 13%	143 12%	209 15%	201 14%
5 - Neutral	1120 28%	98 12% b	22 5%	492 59% abcd ef	205 22% ab	196 35% abcd f	108 26% ab	262 23%	322 28% g	73 27%	140 25%	49 23%	61 29%	162 42% ghi jkl	368 32% p	392 28%	360 24%
4	183 5%	18 2%	9 2%	29 3%	34 4%	58 10% abcd	35 9% abcd	43 4%	72 6% gi	7 2%	22 4%	7 3%	17 8% gij	14 4%	37 3%	63 5%	83 6% n
3	105 3%	12 1%	1 *	14 2% b	17 2% b	35 6% abcd	25 6% abcd	18 2%	40 3% g	5 2%	13 2%	6 3%	8 4%	8 2%	22 2%	37 3%	46 3%
2	85 2%	1 *	1 *	10 1% a	15 2% a	28 5% abcd	29 7% abcd	15 1%	27 2%	8 3%	17 3% gm	7 3%	6 3%	3 1%	12 1%	25 2%	47 3% no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 5  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Entrepreneurs**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Opti- mists (3) (a)	Busi- ness Advoc- ates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
1	57 1%	2 *	- -	7 1%	11 1%b	17 3%abcd	20 5%abcd	12 1%	17 1%	1 *	4 1%	11 5%ghij l	1 *	11 3%gij	17 2%	16 1%	23 2%
0 - Extremely negative	69 2%	- -	- -	5 1%	2 *	19 3%abcd d	42 10%abcd e	7 1%	31 3%gm	3 1%	16 3%gm	5 2%	4 2%	2 1%	10 1%	21 2%	37 3%n
Mean	6.21	7.37cd ef	7.69ac def	5.42ef	6.46ce f	5.13f	4.66	6.70hi jklm	5.96	6.22	6.22h	5.79	5.95	5.97	6.36p	6.20	6.10
Standard deviation	2.06	1.67	1.42	1.27	1.82	2.09	2.53	1.97	2.11	1.83	2.16	2.21	2.03	1.96	1.96	1.98	2.20
Standard error	0.03	0.06	0.06	0.04	0.06	0.08	0.12	0.06	0.06	0.11	0.09	0.16	0.15	0.10	0.06	0.05	0.05
NET: 7-10	1847 46%	612 74%cde f	391 83%acd ef	147 18%	464 51%cef	140 25% c	93 23%	645 56%hij klm	484 42% m	117 44% m	268 49% hm	89 43%	84 40%	133 35%	545 47%	630 45%	673 46%
NET: 4-6	1856 46%	205 25% b	80 17%	649 78%abd ef	405 44% ab	318 57% abd f	200 49% ab	461 40%	550 48% g	134 50% g	232 42%	90 43%	105 51% g	227 59% ghi jk	547 47%	664 48%	645 44%
NET: 0-3	315 8%	15 2%	2 *	36 4% ab	46 5% ab	99 18% abc d	117 28% abcd e	53 5%	115 10% g	17 6%	50 9% g	29 14% gim	19 9% g	25 6%	62 5%	99 7%	154 10% no

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 6  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Multinational corporations**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	65 2%	29 1%	36 2%	20 4% <i>fg</i> hi	22 3% <i>fg</i> hi	7 1%	6 1%	6 1%	3 *	19 2% <i>m</i>	13 1%	29 3% <i>km</i>	4 *	2 1%	10 6% <i>npqr</i> <i>suwx</i>	5 1%	4 1%	3 1%	5 2%	2 1%	17 3% <i>nux</i>	10 2%	2 1%	15 3%	37 2%	
9	96 2%	67 3% <i>b</i>	29 1%	15 3% <i>g</i>	27 4% <i>ghi</i>	25 4% <i>ghi</i>	6 1%	9 1%	14 2%	39 4% <i>kl</i>	21 2%	14 2%	21 2%	3 1%	2 1%	9 2%	7 2%	17 5% <i>nsuwx</i>	1 *	8 4% <i>nsuw</i> <i>x</i>	2 *	35 7% <i>nopq</i> <i>suwx</i>	8 1%	4 1%	18 3%	53 3%
8	217 5%	102 5%	115 6%	27 6%	59 9% <i>ghi</i>	40 6% <i>h</i>	32 4%	17 3%	42 5%	68 6% <i>m</i>	59 5%	57 6% <i>m</i>	34 4%	19 5%	8 5%	21 5%	18 5%	21 6%	28 10% <i>ppquwx</i>	10 5%	17 4%	33 6%	28 5%	16 4%	26 5%	109 6%
7	371 9%	184 9%	187 9%	49 10%	63 9%	79 12% <i>gh</i>	50 7%	42 7%	89 10% <i>g</i>	127 12% <i>lm</i>	103 9%	61 7%	80 8%	29 8%	17 11%	37 8%	27 8%	41 11% <i>w</i>	24 8%	15 8%	38 10%	62 12% <i>w</i>	37 7%	42 12% <i>w</i>	43 8%	164 10%
6	395 10%	179 9%	216 11%	65 14% <i>fg</i>	70 10%	56 8%	64 9%	54 9%	86 10%	129 12% <i>lm</i>	112 10%	71 8%	82 9%	32 9%	7 4%	39 9%	47 13% <i>o</i>	43 12% <i>o</i>	30 11% <i>o</i>	22 11% <i>o</i>	42 10% <i>o</i>	43 8%	60 11% <i>o</i>	30 8%	55 10%	174 10%
5 - Neutral	1278 32%	542 28%	736 36% <i>a</i>	165 34% <i>hi</i>	236 35% <i>hi</i>	241 36% <i>hi</i>	235 33% <i>i</i>	162 27%	239 27%	268 25%	404 36% <i>j</i>	292 33% <i>j</i>	314 33% <i>j</i>	98 27%	59 37%	148 34%	127 35%	101 28%	76 27%	63 31%	129 32%	157 30%	197 35% <i>nrs</i>	122 34%	175 33%	565 33%
4	409 10%	203 10%	207 10%	51 11%	51 8%	52 8%	89 12% <i>ef</i>	70 12% <i>ef</i>	96 11%	105 10%	117 10%	99 11%	89 9%	27 8%	16 10%	53 12%	45 12%	28 8%	31 11%	22 11%	49 12%	47 9%	54 10%	37 10%	49 9%	171 10%
3	381 9%	211 11% <i>b</i>	170 8%	40 8%	34 5%	43 6%	76 11% <i>ef</i>	84 14% <i>def</i>	104 12% <i>ef</i>	117 11%	105 9%	69 8%	90 9%	42 12%	13 8%	46 11%	28 8%	29 8%	35 13%	19 10%	37 9%	44 8%	60 11%	28 8%	51 10%	133 8%
2	274 7%	155 8% <i>b</i>	119 6%	13 3%	33 5%	52 8% <i>d</i>	55 8% <i>d</i>	53 9% <i>de</i>	68 8% <i>d</i>	73 7%	61 5%	67 8%	74 8%	30 8%	10 6%	32 7%	23 6%	28 8%	18 6%	15 8%	32 8%	26 5%	32 6%	29 8%	37 7%	95 6%
1	222 6%	130 7% <i>b</i>	92 4%	14 3%	32 5%	34 5%	47 7% <i>d</i>	43 7% <i>d</i>	52 6% <i>d</i>	55 5%	52 5%	50 6%	65 7%	34 9% <i>pquv</i>	7 5%	20 4%	12 3%	23 6%	21 7%	9 5%	14 4%	20 4%	34 6%	26 7%	36 7%	83 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 6

**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Multinational corporations**

**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	716	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	309 8%	168 9%	142 7%	18 4%	49 7%	47 7%	56 8% <sup>d</sup>	56 9% <sup>d</sup>	82 9% <sup>d</sup>	73 7%	69 6%	66 8%	102 11% <sup>jk</sup>	44 12% <sup>qst</sup>	11 7%	32 7%	22 6%	27 7%	16 6%	11 5%	40 10%	38 7%	44 8%	26 7%	33 6%	129 8%
Mean	4.52	4.40	4.63 <sup>a</sup>	5.19 <sup>fg</sup> hi	5.00 <sup>gh</sup> i	4.71 <sup>gh</sup> i	4.22	4.00	4.24	4.72 <sup>m</sup>	4.62 <sup>m</sup>	4.54 <sup>m</sup>	4.15	3.94	4.77 <sup>n</sup>	4.45 <sup>n</sup>	4.66 <sup>n</sup>	4.68 <sup>n</sup>	4.51 <sup>n</sup>	4.72 <sup>n</sup>	4.29	5.01 <sup>np</sup> suwx	4.42 <sup>n</sup>	4.37 <sup>n</sup>	4.62	4.72
Standard deviation	2.33	2.43	2.22	2.17	2.45	2.33	2.18	2.26	2.30	2.40	2.16	2.40	2.33	2.43	2.46	2.20	2.12	2.45	2.28	2.31	2.20	2.52	2.25	2.23	2.37	2.36
Standard error	0.04	0.05	0.05	0.10	0.10	0.10	0.08	0.09	0.07	0.07	0.06	0.09	0.07	0.13	0.19	0.10	0.11	0.12	0.13	0.16	0.12	0.13	0.09	0.12	0.12	0.06
NET: 7-10	749 19%	382 19%	367 18%	112 23% <sup>ghi</sup>	171 25% <sup>ghi</sup>	151 22% <sup>ghi</sup>	94 13%	74 12%	147 17% <sup>h</sup>	254 24% <sup>klm</sup>	195 17%	161 18%	140 15%	54 15%	37 23% <sup>w</sup>	72 16%	57 16%	83 23% <sup>npq</sup> uw	55 20%	39 19%	60 15%	147 28% <sup>npq</sup> stuw	82 15%	64 18%	102 19%	363 21%
NET: 4-6	2082 52%	923 47%	1159 57% <sup>ca</sup>	280 59% <sup>hi</sup>	357 53%	349 52%	388 54% <sup>i</sup>	286 48%	421 48%	503 47%	633 57% <sup>jm</sup>	462 53% <sup>j</sup>	484 51%	157 43%	82 51%	240 54% <sup>n</sup>	219 60% <sup>nrs</sup> v	173 48%	136 48%	107 53%	220 55% <sup>n</sup>	247 47%	311 55% <sup>nrv</sup>	189 52%	280 52%	910 53%
NET: 0-3	1187 30%	664 34% <sup>cb</sup>	523 26%	85 18%	148 22%	176 26% <sup>d</sup>	234 33% <sup>def</sup>	236 40% <sup>def</sup>	306 35% <sup>def</sup>	317 30%	286 26%	252 29%	331 35% <sup>kl</sup> rstuvw x	150 42% <sup>opq</sup>	42 26%	130 29%	86 24%	106 29%	90 32%	55 27%	122 30%	129 25%	169 30%	109 30%	156 29%	440 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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### ONLINE Fieldwork: 20th-25th May 2015

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**Multinational corporations**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	65 2%	60 7%bcde f	5 1%cde	-	*	-	-	25 2%	24 2%	5 2%	3 1%	-	2 1%	3 1%	42 4%op	13 1%	9 1%
9	96 2%	83 10%bcde f	6 1%def	7 1%df	1 *	-	-	31 3%	42 4%jk	6 2%	8 1%	*	3 1%	7 2%	42 4%p	32 2%	22 2%
8	217 5%	137 16%cde f	63 13%cdef	8 1%	7 1%	2 *	-	83 7%hil	55 5%	7 3%	29 5%	7 3%	3 1%	25 6%l	86 7%p	72 5%	59 4%
7	371 9%	194 23%cde f	113 24%cdef	34 4%ef	27 3%ef	4 1%	-	163 14%hijkl lm	89 8%	22 8%	43 8%	8 4%	16 8%	24 6%	112 10%	128 9%	131 9%
6	395 10%	151 18%cde f	106 22%cdef	70 8%ef	59 6%ef	7 1%	1 *	151 13%jkm	120 10%j	26 10%	37 7%	11 5%	20 10%	28 7%	135 12%o	119 9%	141 10%
5 - Neutral	1278 32%	157 19% f	124 26% af	550 66% abd ef	309 34% abe f	124 22% f	14 3%	370 32%	341 30%	75 28%	176 32%	49 23%	50 24%	170 44% ghi jkl	400 35% p	476 34% p	401 27%
4	409 10%	29 3%	32 7% af	102 12% abf	162 18% abc f	75 13% abf	10 2%	127 11%	110 10%	33 12%	58 11%	28 13%	20 9%	31 8%	102 9%	142 10%	165 11%
3	381 9%	13 2%	22 5% a	38 5% a	168 18% abc f	104 19% abc f	36 9% abc	84 7%	116 10% g	36 13% g	52 9%	26 13% g	25 12%	36 9%	74 6%	119 9%	188 13% no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 6  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Multinational corporations**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	274 7%	2 *	3 1%	19 2%ab	82 9%abc	116 21%abc	54 13%abc	66 6%	87 8%	24 9%	45 8%	13 6%	19 9%	18 5%	46 4%	107 8%n	121 8%n
1	222 6%	6 1%	-	4 *	56 6%abc	66 12%abc	90 22%abcd	29 3%	69 6%g	21 8%g	34 6%g	17 8%g	23 11%gh	21 5%g	46 4%	81 6%	95 6%n
0 - Extremely negative	309 8%	-	-	1 *	44 5%abc	58 10%abc	206 50%abcd	31 3%	95 8%g	14 5%	67 12%ghi	48 23%ghi	29 14%ghim	22 6%g	68 6%	103 7%	139 9%n
Mean	4.52	6.79bc def	6.02cd ef	4.92de f	3.85ef	2.92f	1.03	5.18hi jklm	4.47jk l	4.28kl	4.07k	3.17	3.63	4.59jk l	5.08op	4.46p	4.14
Standard deviation	2.33	1.73	1.45	1.03	1.69	1.73	1.35	2.07	2.43	2.23	2.37	2.36	2.39	2.10	2.34	2.27	2.29
Standard error	0.04	0.06	0.07	0.04	0.06	0.07	0.07	0.06	0.07	0.13	0.10	0.17	0.17	0.10	0.07	0.06	0.06
NET: 7-10	749 19%	473 57%bcd ef	187 39%cdef	48 6%ef	35 4%ef	7 1%	-	302 26%hij klm	210 18%kl	39 15%	82 15%k	16 8%	23 11%	59 15%k	283 25%op	245 18%	221 15%
NET: 4-6	2082 52%	337 41%f	261 55%aef	722 87%abd ef	529 58%aef	207 37%f	25 6%	647 56%hjk l	571 50%	134 50%	271 49%	87 42%	89 43%	229 59%hij kl	637 55%p	737 53%p	707 48%
NET: 0-3	1187 30%	22 3%	25 5%a	62 7%a	350 38%abc	344 62%abc	385 94%abc de	211 18%	368 32%gm	95 35%gm	198 36%gm	105 51%ghi jm	96 46%ghj m	97 25%g	234 20%	410 29%n	543 37%no

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 7  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Social enterprises**  
**Base: All respondents**

	Gender		Age					Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	156 4%	61 3%	95 5%a	35 7%ghi	41 6%ghi	27 4%i	21 3%	16 3%	17 2%	47 4%am	41 4%	45 5%am	24 2%	17 5%	11 7%u	15 3%	13 4%	11 3%	10 4%	12 6%	9 2%	25 5%	21 4%	12 3%	29 5%	84 5%
9	200 5%	99 5%	101 5%	27 6%	47 7%i	37 5%	32 4%	26 4%	31 4%	71 7%l	54 5%	30 3%	44 5%	15 4%	7 5%	27 6%	25 7%	22 6%	11 4%	8 4%	17 4%	26 5%	27 5%	14 4%	34 6%	93 5%
8	479 12%	240 12%	240 12%	55 12%	86 13%	101 15%gi	72 10%	69 12%	96 11%	168 16%lm	145 13%lm	84 10%	83 9%	36 10%	15 10%	59 13%u	43 12%	45 12%	29 10%	21 10%	31 8%	88 17%nsu	64 11%	47 13%u	68 13%	224 13%
7	625 16%	316 16%	309 15%	88 18%	91 14%	114 17%	120 17%	90 15%	121 14%	190 18%am	181 16%	132 15%	122 13%	66 18%p	26 16%	49 11%	55 15%	44 12%	46 16%	48 24%pq	57 14%	98 19%prw	73 13%	62 17%p	89 17%	269 16%
6	598 15%	292 15%	306 15%	69 14%	110 16%f	78 12%	103 14%	98 16%f	140 16%f	158 15%	145 13%	143 16%	152 16%	55 15%	21 13%	64 15%	63 17%v	59 16%v	48 17%v	28 14%	71 18%v	56 11%	74 13%	59 16%	83 15%	252 15%
5 - Neutral	1523 38%	694 35%	828 40%a	170 36%	253 37%	263 39%	277 39%	210 35%	350 40%	334 31%	443 40%j	353 40%j	393 41%j	122 34%	67 42%	193 44%ntv	133 37%	132 37%	110 39%	65 32%	164 41%	184 35%	225 40%	127 35%	187 35%	601 35%
4	160 4%	92 5%	67 3%	18 4%	19 3%	14 2%	36 5%f	27 4%f	46 5%f	39 4%	49 4%	24 3%	47 5%	17 5%	5 3%	11 3%	9 3%	12 3%	10 3%	10 5%	20 5%	25 5%	26 5%	16 4%	20 4%	60 4%
3	111 3%	64 3%	46 2%	11 2%	11 2%	19 3%	24 3%	21 3%	25 3%	29 3%	31 3%	22 3%	29 3%	7 2%	6 4%	9 2%	6 2%	11 3%	5 2%	6 3%	17 4%	8 2%	21 4%	15 4%	12 2%	59 3%
2	71 2%	55 3%b	16 1%	2 *	10 1%	14 2%	13 2%	11 2%	21 2%cd	16 1%	15 1%	23 3%	17 2%	8 2%	1 1%	6 1%	8 2%	9 3%	8 3%	1 *	9 2%	7 1%	12 2%	4 1%	11 2%	25 1%
1	34 1%	19 1%	15 1%	3 1%	2 *	2 *	6 1%	10 2%ef	11 1%	10 1%	6 1%	2 *	17 2%kl	5 1%	- -	2 *	5 1%	6 2%	3 1%	1 *	4 1%	1 *	5 1%	1 *	- -	15 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 7  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Social enterprises**  
**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	62 2%	36 2%	26 1%	* *	7 1%	7 1%	11 2% <sup>d</sup>	19 3% <sup>def</sup>	18 2% <sup>d</sup>	12 1%	5 *	17 2% <sup>k</sup>	27 3% <sup>jk</sup>	13 4% <sup>pqsv</sup>	1 *	5 1%	1 *	12 3% <sup>pqsv</sup>	2 1%	2 1%	4 1%	5 1%	13 2% <sup>q</sup>	5 1%	5 1%	31 2%
Mean	5.95	5.86	6.04 <sup>a</sup>	6.33 <sup>gh</sup> <sub>i</sub>	6.23 <sup>gh</sup> <sub>i</sub>	6.11 <sup>gh</sup> <sub>i</sub>	5.83	5.72	5.67	6.23 <sup>kl</sup> <sub>m</sub>	6.04 <sup>m</sup>	5.88 <sup>m</sup>	5.61	5.84	6.14 <sup>u</sup>	6.01 <sup>u</sup>	6.10 <sup>uw</sup>	5.76	5.91	6.18 <sup>ru</sup> <sub>w</sub>	5.69	6.25 <sup>nr</sup> <sub>suw</sub>	5.78	5.98	6.20	6.04
Standard deviation	1.88	1.94	1.82	1.78	1.86	1.85	1.84	2.01	1.84	1.91	1.75	1.89	1.94	2.10	1.79	1.79	1.80	2.09	1.77	1.79	1.74	1.81	1.98	1.79	1.85	1.96
Standard error	0.03	0.04	0.04	0.08	0.08	0.08	0.07	0.08	0.06	0.06	0.05	0.07	0.06	0.11	0.14	0.08	0.10	0.10	0.12	0.09	0.09	0.08	0.09	0.09	0.09	0.05
NET: 7-10	1460 36%	716 36%	744 36%	205 43% <sup>ghi</sup>	265 39% <sup>i</sup>	279 41% <sup>ghi</sup>	246 34%	201 34%	265 30%	476 44% <sup>klm</sup>	420 38% <sup>m</sup>	290 33%	273 29%	135 37% <sup>u</sup>	60 38%	151 34%	137 38% <sup>u</sup>	121 33%	96 34%	88 44% <sup>pru</sup> <sub>w</sub>	114 28%	236 45% <sup>prs</sup> <sub>uw</sub>	186 33%	136 37% <sup>u</sup>	220 41%	670 39%
NET: 4-6	2280 57%	1079 55%	1201 59% <sup>a</sup>	257 54%	382 57%	355 52%	416 58%	335 56%	536 61% <sup>df</sup>	531 49%	637 57% <sup>j</sup>	521 60% <sup>j</sup>	592 62% <sup>j</sup>	194 54%	93 58%	269 61% <sup>v</sup>	205 57%	203 56%	167 60%	104 52%	254 63% <sup>ntv</sup>	265 51%	325 58%	202 56%	290 54%	913 53%
NET: 0-3	278 7%	174 9% <sup>b</sup>	104 5%	15 3%	30 4%	43 6%	55 8% <sup>de</sup>	61 10% <sup>def</sup>	74 9% <sup>de</sup>	67 6%	57 5%	65 7%	89 9% <sup>jk</sup>	33 9% <sup>v</sup>	8 5%	22 5%	20 5%	38 11% <sup>pqt</sup>	18 6%	9 5%	33 8% <sup>v</sup>	21 4%	52 9% <sup>pv</sup>	24 7%	28 5%	129 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 7  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Social enterprises**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	156 4%	67 8%bcde	14 3%c	3 *	46 5%ce	8 1%c	19 5%ce	40 3%	50 4%j	13 5%j	8 2%	20 9%ghjm	15 7%gjm	9 2%	75 7%op	48 3%	32 2%
9	200 5%	85 10%bcde	25 5%ce	1 *	49 5%ce	10 2%c	29 7%ce	40 3%	85 7%gjm	16 6%gjm	15 3%	16 7%gjm	15 7%gjm	8 2%	74 6%p	69 5%	57 4%
8	479 12%	176 21%cde f	79 17%ce	21 3%	121 13%ce	31 5%ce	51 13%ce	153 13%g	141 12%g	44 16%g	61 11%g	33 16%g	21 10%	23 6%	141 12%	173 12%	165 11%
7	625 16%	193 23%cde f	100 21%cef	69 8%	161 18%ce	48 9%	52 13%ce	189 16%j	202 18%gjm	44 16%	62 11%	38 18%	38 18%j	47 12%	179 16%	234 17%	211 14%
6	598 15%	137 17%f	80 17%f	107 13%	168 18%cef	70 13%	36 9%	186 16%	169 15%	35 13%	83 15%	24 11%	31 15%	55 14%	179 16%	181 13%	238 16%o
5 - Neutral	1523 38%	155 19%	133 28%a	565 68%abd ef	314 34%abf	243 44%abd f	113 28%a	425 37%	389 34%	94 35%	231 42%ghkl	64 31%	65 31%	198 51%ghi jkl	423 37%	540 39%	560 38%
4	160 4%	12 1%	19 4%a	33 4%a	25 3%	51 9%abcd f	19 5%a	41 4%	45 4%	8 3%	30 5%	4 2%	6 3%	22 6%	37 3%	50 4%	72 5%
3	111 3%	4 *	13 3%a	22 3%a	15 2%	35 6%abcd	22 5%acd	39 3%	28 2%	7 3%	16 3%	4 2%	2 1%	13 3%	22 2%	43 3%	46 3%
2	71 2%	1 *	3 1%	6 1%	13 1%a	26 5%abcd	22 5%abcd	20 2%	17 1%	4 2%	16 3%	5 2%	5 3%	4 1%	11 1%	27 2%	32 2%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 7

**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Social enterprises**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
1	34 1%	* *	5 1%ad	4 *	2 *	16 3%acd	7 2%acd	11 1%	6 *	2 1%	11 2%h	-	2 1%	2 1%	4 *	9 1%	21 1%n
0 - Extremely negative	62 2%	- -	1 *	2 *	1 *	18 3%abc d	40 10%abcd e	15 1%	15 1%	1 1%	18 3%ghi	2 1%	7 4%i	4 1%	7 1%	19 1%	36 2%n
Mean	5.95	7.05bc def	6.28ce f	5.25e f	6.28ce f	4.97	5.35e	5.94jm m	6.17gj m	6.24gj m	5.46	6.54gh jm	6.12jm	5.54	6.27op	5.96p	5.69
Standard deviation	1.88	1.58	1.72	1.03	1.67	1.92	2.71	1.83	1.89	1.86	1.94	1.99	2.20	1.56	1.83	1.85	1.91
Standard error	0.03	0.06	0.08	0.04	0.06	0.08	0.13	0.05	0.06	0.11	0.08	0.14	0.16	0.08	0.06	0.05	0.05
NET: 7-10	1460 36%	522 63%bcd ef	219 46%cef	94 11%	377 41%ce	97 17%c	151 37%ce	423 36%jm	479 42%gjm	117 43%jm	147 27%	105 51%gjm	89 43%jm	88 23%	470 41%p	525 38%p	465 32%
NET: 4-6	2280 57%	304 37%	232 49%af	705 85%abd ef	507 55%abf	365 65%abd f	168 41%	652 56%k	604 53%	137 51%	344 62%ghi kl	93 44%	102 49%	274 71%ghi jkl	639 55%	770 55%	871 59%
NET: 0-3	278 7%	5 1%	23 5%a	33 4%a	31 3%a	96 17%abc d	91 22%abcd	84 7%	66 6%	15 6%	60 11%ghim	10 5%	17 8%	23 6%	45 4%	97 7%n	136 9%n

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 8  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Publicly-listed companies**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	75 2%	36 2%	39 2%	13 3%	24 4%ghi	14 2%	8 1%	7 1%	9 1%	26 2%am	13 1%	27 3%km	9 1%	6 2%	6 4%pu	2 1%	6 2%	5 1%	8 3%pu	3 2%	1 *	19 4%pu	13 2%pu	6 2%	16 3%	40 2%
9	112 3%	56 3%	57 3%	9 2%	28 4%h	24 4%	19 3%	10 2%	23 3%	50 5%km	19 2%	22 3%	21 2%	11 3%	2 1%	6 1%	13 3%	21 6%opuw x	7 2%	6 3%	8 2%	20 4%	10 2%	8 2%	20 4%	47 3%
8	317 8%	178 9%b	140 7%	35 7%	71 10%gh	50 7%	42 6%	38 6%	82 9%g	109 10%lm	95 8%	57 6%	57 6%	17 5%	11 7%	36 8%	35 10%n	33 9%n	27 10%n	10 5%	25 6%	53 10% n	41 7%	29 8%	39 7%	132 8%
7	517 13%	253 13%	265 13%	80 17%h	78 12%	81 12%	86 12%	66 11%	127 15%	176 16%klm	138 12%	105 12%	98 10%	39 11%	19 12%	58 13%	48 13%	49 14%	37 13%	27 13%	49 12%	75 14%	68 12%	48 13%	61 11%	229 13%
6	588 15%	293 15%	295 14%	90 19%fi	106 16%	88 13%	99 14%	92 15%	112 13%	172 16% m	185 17% m	119 14%	112 12%	59 16%	26 16%	61 14%	53 15%	50 14%	50 18% v	37 18% v	62 15%	60 12%	81 14%	50 14%	68 13%	292 17%
5 - Neutral	1712 43%	754 38%	958 47% a	210 44%	290 43%	302 45% i	341 48% hi	239 40%	330 38%	368 34%	498 45% j	387 44% j	459 48% j	157 43%	69 43%	194 44%	159 44%	139 39%	108 38%	82 41%	174 43%	216 41%	258 46%	157 43%	246 46%	719 42%
4	269 7%	151 8%	119 6%	21 4%	26 4%	45 7%	46 6%	60 10% deg	71 8% de	77 7%	64 6%	64 8%	69 6%	58 5%	19 8%	13 9%	38 5%	19 5%	18 6%	13 6%	30 7%	29 6%	47 8%	26 7%	46 9%	102 6%
3	170 4%	100 5% b	70 3%	11 2%	18 3%	23 3%	30 4%	36 4%	52 6% de	53 6% de	38 5%	39 4%	40 4%	27 8% rrw	10 6%	19 4%	14 4%	12 3%	9 3%	8 4%	18 4%	18 3%	19 3%	15 4%	18 3%	56 3%
2	106 3%	66 3% b	40 2%	5 1%	15 2%	21 3%	15 2%	21 4% d	29 3% d	12 1%	29 3% j	20 2%	45 5% jkl	5 1%	2 1%	6 1%	9 2%	12 3%	11 4%	8 4%	12 3%	19 4%	9 2%	14 4% p	13 2%	41 2%
1	59 1%	36 2%	23 1%	1 *	2 *	14 2% de	15 2% de	10 2% e	17 2% de	12 1%	15 1%	9 1%	22 2%	7 2%	* 2%	8 2%	4 1%	11 3% vx	5 2%	4 2%	7 2%	3 *	9 2%	1 *	8 2%	19 1%
0 - Extremely negative	92 2%	47 2%	44 2%	3 1%	18 3% d	14 2%	15 2%	17 3% d	24 3% d	18 2%	19 2%	21 2%	34 4% jk	14 4% qw	4 2%	13 3%	3 1%	11 3%	3 1%	3 1%	15 4% q	10 2%	8 1%	7 2%	5 1%	35 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 8

**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Publically-listed companies**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	362	538	1712
Mean	5.44	5.41	5.48	5.80 <sub>ghi</sub>	5.74 <sub>ghi</sub>	5.41 <sub>h</sub>	5.31	5.15	5.34	5.76 <sub>klm</sub>	5.45 <sub>m</sub>	5.43 <sub>m</sub>	5.08	5.20	5.49	5.30	5.63 <sub>npu</sub>	5.50 <sub>u</sub>	5.59 <sub>nu</sub>	5.38	5.17	5.69 <sub>npu</sub>	5.46 <sub>u</sub>	5.42	5.53	5.55	
Standard deviation	1.84	1.92	1.75	1.50	1.90	1.88	1.75	1.84	1.92	1.86	1.69	1.85	1.88	1.92	1.77	1.76	1.70	2.06	1.84	1.78	1.82	1.93	1.70	1.77	1.78	1.79	
Standard error	0.03	0.04	0.04	0.07	0.08	0.08	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.13	0.08	0.09	0.10	0.11	0.12	0.10	0.10	0.07	0.09	0.09	0.05	
NET: 7-10	1022	522	500	137	201	169	154	121	240	361	265	212	184	73	38	103	101	109	78	46	84	167	132	91	135	448	
	25%	27%	24%	29% <sub>gh</sub>	30% <sub>gh</sub>	25%	21%	20%	27% <sub>gh</sub>	34% <sub>klm</sub>	24% <sub>m</sub>	24% <sub>m</sub>	19%	20%	24%	23%	28%	30% <sub>n</sub>	28%	23%	21%	32% <sub>nptuw</sub>	24%	25%	25%	26%	
NET: 4-6	2569	1197	1372	321	422	435	486	392	513	618	747	575	629	234	107	293	231	207	176	132	266	305	386	233	359	1113	
	64%	61%	67% <sub>a</sub>	67% <sub>i</sub>	62%	64%	68% <sub>i</sub>	66% <sub>i</sub>	59%	58%	67% <sub>j</sub>	66% <sub>j</sub>	66% <sub>j</sub>	65%	67%	66% <sub>rv</sub>	64%	57%	62%	66%	66% <sub>r</sub>	58%	69% <sub>rv</sub>	64%	67%	65%	
NET: 0-3	427	250	177	19	53	73	76	84	121	96	102	89	141	54	15	46	30	46	28	23	52	50	45	38	44	152	
	11%	13% <sub>b</sub>	9%	4%	8% <sub>d</sub>	11% <sub>d</sub>	11% <sub>d</sub>	14% <sub>de</sub>	14% <sub>de</sub>	9%	9%	10%	15% <sub>kl</sub>	15% <sub>qw</sub>	9%	10%	8%	13% <sub>w</sub>	10%	12%	13% <sub>w</sub>	10%	8%	11%	8%	9%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 8  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Publically-listed companies**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	75 2%	60 7%bcdef	9 2%cde	1 *	2 *	2 *	2 1%	34 3%j	18 2%	4 1%	5 1%	3 2%	2 1%	8 2%	37 3%op	22 2%	16 1%
9	112 3%	85 10%bcdef	21 4%cdef	-	6 1%c	-	*	50 4%ijm	38 3%jm	4 1%	5 1%	2 1%	5 2%	3 1%	37 3%	43 3%	33 2%
8	317 8%	170 20%cdef	96 20%cdef	13 2%	30 3%ef	5 1%	3 1%	124 11%jklm	98 9%k	22 8%	36 6%	7 3%	9 4%	21 5%	106 9%	92 7%	119 8%
7	517 13%	218 26%cde	133 28%cdef	39 5%ef	107 12%cef	12 2%	8 2%	190 16%hm	132 12%	32 12%	72 13%	21 10%	26 12%	39 10%	158 14%	166 12%	193 13%
6	588 15%	131 16%ef	109 23%acd	112 13%ef	163 18%cef	46 8%	26 6%	187 16%j	178 15%	41 15%	63 11%	29 14%	35 17%	48 12%	196 17%o	187 13%	204 14%
5 - Neutral	1712 43%	154 19%	95 20%	599 72%abd	471 52%abf	267 48%abf	125 31%ab	428 37%	467 41%	120 45%g	256 46%g	93 44%	85 41%	206 53%ghl	500 43%p	643 46%p	569 39%
4	269 7%	11 1%	8 2%	37 4%ab	76 8%abc	87 16%abc	51 12%abcd	74 6%	69 6%	21 8%	47 9%	21 10%	16 8%	19 5%	46 4%	91 7%n	132 9%no
3	170 4%	2 *	2 *	17 2%ab	33 4%ab	73 13%abc	42 10%abcd	42 4%	51 4%	15 6%	19 4%	14 7%	13 6%	12 3%	29 3%	54 4%	88 6%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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**Publically-listed companies**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	106 3%	* *	- -	7 1%a	11 1%ab	36 6%abcd	52 13%abcd	14 1%	39 3%g	7 3%	14 2%	8 4%g	3 2%	17 4%g	20 2%	36 3%	50 3%n
1	59 1%	- -	- -	5 1%	6 1%	12 2%abcd	35 9%abcd	7 1%	24 2%g	3 1%	13 2%g	1 1%	6 3%g	4 1%	* *	29 2%n	27 2%n
0 - Extremely negative	92 2%	- -	1 *	1 *	9 1%a	17 3%abcd	64 16%abcd	9 1%	33 3%gi	1 *	22 4%gi	9 4%gi	8 4%gi	9 2%g	21 2%	30 2%	41 3%
Mean	5.44	7.04bc def	6.64cd ef	5.14ef	5.28ce f	4.32f	3.31	5.89hi jklm	5.37jk	5.42k	5.13	4.97	5.13	5.23	5.77op	5.36	5.27
Standard deviation	1.84	1.53	1.31	0.91	1.30	1.50	2.12	1.74	1.94	1.60	1.84	1.83	1.88	1.72	1.75	1.81	1.89
Standard error	0.03	0.06	0.06	0.03	0.04	0.06	0.10	0.05	0.06	0.10	0.08	0.13	0.14	0.09	0.05	0.05	0.05
NET: 7-10	1022 25%	532 64%bcd ef	258 55%cd	53 6%e	145 16%cef	19 3%	13 3%	398 34%hij klm	286 25%km	61 23%	117 21%	33 16%	42 20%	71 18%	338 29%op	322 23%	361 25%
NET: 4-6	2569 64%	296 36%	212 45%a	748 90%abd ef	710 78%abe f	400 72%abf	202 49%a	689 59%	714 62%	181 68%g	366 66%g	143 68%	136 65%	272 71%gh	743 64%	921 66%p	905 62%
NET: 0-3	427 11%	3 *	3 1%	31 4%ab	58 6%abc	138 25%abc d	194 47%abcd e	72 6%	148 13%g	26 10%	68 12%g	33 16%g	30 15%g	42 11%g	72 6%	149 11%n	205 14%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 9  
**Q.2 How positively or negatively do you feel about the following? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Family-owned firms**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	358 9%	164 8%	194 9%	46 10%	76 11%	51 8%	64 9%	49 8%	71 8%	101 9%	84 8%	89 10%	83 9%	26 7%	22 14% <sub>n</sub>	34 8%	35 10%	33 9%	27 10%	15 7%	32 8%	42 8%	62 11%	31 8%	45 8%	175 10%
9	515 13%	240 12%	274 13%	56 12%	78 12%	68 10%	81 11%	89 15% <sub>f</sub>	143 16% <sub>efg</sub>	162 15% <sub>fm</sub>	144 13%	99 11%	109 11%	50 14%	23 15%	46 11%	48 13%	44 12%	39 14%	33 16%	45 11%	66 13%	74 13%	45 13%	66 12%	203 12%
8	988 25%	489 25%	498 24%	112 24%	146 22%	171 25%	195 27% <sub>ee</sub>	144 24%	220 25%	267 25%	271 24%	228 26%	222 23%	94 26%	30 18%	108 24%	110 30% <sub>otv</sub>	105 29% <sub>ovw</sub>	80 29% <sub>ovw</sub>	42 21%	96 24%	106 20%	114 20%	104 29% <sub>ovw</sub>	131 24%	421 25%
7	808 20%	392 20%	416 20%	97 20%	141 21%	140 21%	132 18%	119 20%	179 20%	227 21%	206 18%	196 22%	180 19%	78 22%	29 18%	87 20%	62 17%	70 19%	49 18%	54 27% <sub>qsx</sub>	94 23% <sub>xx</sub>	105 20%	124 22% <sub>xx</sub>	55 15%	95 18%	341 20%
6	468 12%	243 12%	225 11%	64 13%	69 10%	60 9%	82 11%	92 15% <sub>ef</sub>	101 12%	123 11%	146 13% <sub>l</sub>	72 8%	126 13% <sub>l</sub>	42 12%	21 13%	56 13%	41 11%	33 9%	39 14%	18 9%	50 13%	66 13%	61 11%	39 11%	81 15% <sub>B</sub>	183 11%
5 - Neutral	710 18%	355 18%	354 17%	84 18%	147 22% <sub>hi</sub>	149 22% <sub>ghi</sub>	120 17%	80 13%	130 15%	151 14%	216 19% <sub>j</sub>	152 17%	191 20% <sub>j</sub>	56 15%	31 19%	82 19%	53 15%	58 16%	38 14%	32 16%	65 16%	117 22% <sub>nqs</sub>	109 19%	69 19%	103 19%	305 18%
4	63 2%	28 1%	35 2%	4 1%	9 1%	16 2%	13 2%	8 1%	13 1%	19 2%	21 2%	10 1%	13 1%	4 1%	1 1%	13 3%	5 2%	6 2%	4 1%	1 1%	6 1%	6 1%	8 1%	9 2%	6 1%	31 2%
3	47 1%	29 1%	18 1%	6 1%	4 1%	12 2%	13 2% <sub>h</sub>	2 *	10 1%	11 1%	7 1%	14 2%	15 2%	4 1%	4 2%	5 1%	3 1%	8 2%	2 1%	2 1%	5 1%	5 1%	7 1%	3 1%	5 1%	21 1%
2	25 1%	12 1%	13 1%	2 1%	4 1%	5 1%	2 *	4 1%	6 1%	6 1%	8 1%	5 1%	6 1%	* *	- -	1 *	1 *	2 1%	* *	3 2% <sub>w</sub>	4 1%	8 1% <sub>w</sub>	1 *	4 1%	3 1%	11 1%
1	12 *	5 *	7 *	2 *	2 *	1 *	5 1%	1 *	1 *	4 *	4 *	* *	4 *	2 -	- -	2 *	2 1%	- -	1 *	1 *	2 *	- -	1 *	1 *	2 *	7 *
0 - Extremely negative	25 1%	11 1%	14 1%	3 1%	1 *	3 *	8 1% <sub>i</sub>	9 1% <sub>ei</sub>	1 *	4 *	6 1%	10 1%	5 1%	6 2% <sub>qw</sub>	- -	6 1%	- -	2 1%	1 *	1 *	3 1%	1 *	1 *	2 1%	2 *	14 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 9

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**Family-owned firms**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	955	402	522	563	362	538	1712
Mean	7.11	7.07	7.15	7.09	7.13	6.94	7.05	7.16	7.27 <sup>fg</sup>	7.27 <sup>km</sup>	7.03	7.15	6.99	7.09	7.26	6.91	7.32 <sup>pv</sup>	7.18	7.32 <sup>pv</sup>	7.14	7.02	6.96	7.17 <sup>p</sup>	7.09	7.05	7.11	
Standard deviation	1.81	1.79	1.82	1.83	1.78	1.80	1.92	1.84	1.69	1.74	1.79	1.86	1.84	1.87	1.80	1.90	1.71	1.80	1.70	1.81	1.82	1.79	1.77	1.85	1.77	1.87	
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.06	0.10	0.14	0.09	0.09	0.09	0.10	0.12	0.10	0.09	0.07	0.10	0.09	0.05	
NET: 7-10	2668 66%	1285 65%	1383 68%	311 65%	440 65%	431 64%	473 66%	400 67%	613 70% <sup>fg</sup>	757 70% <sup>km</sup>	706 63%	612 70% <sup>km</sup>	594 62%	247 68%	104 65%	276 62%	255 70% <sup>pv</sup>	252 70% <sup>pv</sup>	196 70%	143 71% <sup>v</sup>	267 66%	319 61%	375 67%	235 65%	336 62%	1140 67%	
NET: 4-6	1240 31%	626 32%	614 30%	152 32%	225 33%	225 33% <sup>i</sup>	215 30%	180 30%	243 28%	293 27%	383 34% <sup>jl</sup>	234 27%	330 35% <sup>jl</sup>	102 28%	53 33%	151 34% <sup>ft</sup>	100 28%	97 27%	82 29%	51 25%	121 30%	189 36% <sup>qrt</sup>	178 32%	116 32%	190 35%	519 30%	
NET: 0-3	109 3%	58 3%	52 3%	14 3%	11 2%	21 3%	29 4% <sup>ei</sup>	17 3%	18 2%	24 2%	25 2%	29 3%	31 3%	12 3%	4 2%	15 3%	7 2%	12 3%	4 1%	7 4%	14 4%	14 3%	10 2%	10 3%	12 2%	53 3%	

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Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
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10 - Extremely positive	358 9%	137 16%cde f	67 14%cdef	3 *	91 10%cef	36 7%c	24 6%c	116 10%	87 8%	17 6%	60 11%	19 9%	17 8%	35 9%	122 11%	116 8%	120 8%
9	515 13%	169 20%cde f	118 25%cdef	23 3%	138 15%cef	33 6%c	33 8%	183 16%hkm	118 10%	43 16%hm	87 16%hkm	17 8%	34 16%hm	27 7%	134 12%	149 11%	231 16%no
8	988 25%	245 29%cef	183 39%acd ef	100 12%	284 31%cef	99 18%c	79 19%c	342 29%hij km	285 25%	59 22%	126 23%	39 19%	45 22%	77 20%	258 22%	366 26%	364 25%
7	808 20%	157 19%	67 14%	156 19%	229 25%abc	116 21%b	83 20%b	212 18%	248 22%	59 22%	115 21%	51 24%	44 21%	66 17%	237 21%	273 20%	298 20%
6	468 12%	72 9%	26 5%	129 16%abd	87 9%b	93 17%abd	60 15%abd	116 10%	134 12%	40 15%g	70 13%	31 15%	26 12%	38 10%	133 12%	142 10%	192 13%o
5 - Neutral	710 18%	40 5%	12 3%	372 45%abde f	75 8%ab	134 24%abd	76 19%abd	161 14%	213 19%gj	41 15%	75 14%	41 20%	32 16%	110 29%ghi jl	232 20%p	268 19%p	210 14%
4	63 2%	3 *	* *	22 3%abd	7 1%	15 3%abd	16 4%abd	15 1%	18 2%	3 1%	7 1%	6 3%	2 1%	13 3%g	13 1%	29 2%	21 1%
3	47 1%	7 1%	- *	14 2%bd	2 *	11 2%bd	13 3%abd	8 1%	20 2%g	4 2%	4 1%	2 1%	5 3%g	3 1%	10 1%	25 2%	13 1%
2	25 1%	- -	- -	6 1%	* *	12 2%abcd	7 2%abd	4 *	9 1%	1 *	2 *	- -	- -	10 3%ghj	7 1%	8 1%	11 1%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

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**Family-owned firms**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
1	12 *	-	-	6 1%d	-	4 1%ad	2 1%	1 *	3 *	1 *	1 *	1 *	1 *	4 1%g	4 *	5 *	2 *
0 - Extremely negative	25 1%	2 *	-	2 *	1 *	4 1%	16 4%abcd e	3 *	12 1%	-	3 1%	1 1%	2 1%	2 *	4 *	12 1%	9 1%
Mean	7.11	7.95cd ef	8.20ac def	5.90	7.61ce f	6.47c	6.38c	7.43hi km	6.95m	7.13m	7.34hk m	6.90	7.15m	6.58	7.11	7.00	7.22o
Standard deviation	1.81	1.51	1.18	1.43	1.42	1.90	2.22	1.67	1.85	1.65	1.74	1.75	1.83	2.02	1.80	1.86	1.75
Standard error	0.03	0.06	0.05	0.05	0.05	0.08	0.11	0.05	0.05	0.10	0.07	0.13	0.13	0.10	0.06	0.05	0.04
NET: 7-10	2668 66%	708 85%cef	434 92%acd ef	282 34%	742 81%cef	284 51%c	219 53%c	852 73%hik m	738 64%m	178 66%m	389 71%hkm	127 61%	141 68%m	205 53%	752 65%	903 65%	1013 69%o
NET: 4-6	1240 31%	114 14%b	39 8%	523 63%abd ef	169 18%ab	242 43%abd	153 37%abd	291 25%	366 32%g	85 32%	152 28%	78 37%gj	60 29%	161 42%ghi jl	377 33%	440 32%	423 29%
NET: 0-3	109 3%	9 1%	-	27 3%abd	3 *	32 6%abd	38 9%abcd	16 1%	44 4%g	6 2%	10 2%	4 2%	8 4%	19 5%gj	25 2%	50 4%	35 2%

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 10

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

#### Summary Table

Base: All respondents

	Company types									
	High-street banks	Accountancy firms	Supermarkets	Tobacco companies	Energy companies	High-street fashion chains	Private healthcare companies	Train companies	Pharmaceutical companies	Car manufacturers
Unweighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018
10 - Extremely positive	50 1%	58 1%	111 3%	38 1%	36 1%	75 2%	55 1%	61 2%	76 2%	68 2%
9	102 3%	70 2%	200 5%	51 1%	69 2%	102 3%	82 2%	90 2%	120 3%	96 2%
8	209 5%	197 5%	480 12%	105 3%	142 4%	339 8%	228 6%	213 5%	328 8%	345 9%
7	356 9%	341 8%	676 17%	145 4%	313 8%	525 13%	391 10%	380 9%	453 11%	515 13%
6	450 11%	443 11%	715 18%	176 4%	396 10%	624 16%	441 11%	472 12%	563 14%	615 15%
5 - Neutral	1077 27%	1551 39%	1091 27%	854 21%	1014 25%	1367 34%	1320 33%	1258 31%	1133 28%	1494 37%
4	409 10%	404 10%	306 8%	273 7%	488 12%	362 9%	368 9%	465 12%	419 10%	344 9%
3	392 10%	327 8%	217 5%	399 10%	502 12%	238 6%	356 9%	422 11%	346 9%	229 6%
2	327 8%	247 6%	101 3%	438 11%	396 10%	169 4%	281 7%	248 6%	216 5%	147 4%
1	227 6%	165 4%	44 1%	402 10%	284 7%	85 2%	174 4%	171 4%	148 4%	60 1%
0 - Extremely negative	420 10%	216 5%	77 2%	1137 28%	376 9%	132 3%	323 8%	237 6%	216 5%	107 3%
Mean	4.32	4.69	5.81	2.88	4.06	5.28	4.57	4.66	4.97	5.35
Standard deviation	2.44	2.10	1.98	2.55	2.31	2.02	2.30	2.20	2.27	1.91
Standard error	0.04	0.03	0.03	0.04	0.04	0.03	0.04	0.03	0.04	0.03
NET: 7-10	717 18%	666 17%	1467 37%	340 8%	561 14%	1041 26%	756 19%	744 19%	977 24%	1023 25%

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 10

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Summary Table****Base: All respondents**

	Company types									
	High-street banks	Accountancy firms	Supermarkets	Tobacco companies	Energy companies	High-street fashion chains	Private healthcare companies	Train companies	Pharmaceutical companies	Car manufacturers
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018
NET: 4-6	1936 48%	2397 60%	2112 53%	1303 32%	1898 47%	2353 59%	2129 53%	2195 55%	2115 53%	2453 61%
NET: 0-3	1366 34%	955 24%	439 11%	2375 59%	1559 39%	624 16%	1134 28%	1079 27%	926 23%	542 13%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 11

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street banks**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	50 1%	22 1%	28 1%	9 2% <sup>i</sup>	21 3% <sup>ghi</sup>	10 2% <sup>i</sup>	5 1%	2 *	3 *	14 1%	11 1%	21 2% <sup>m</sup>	5 1%	4 1%	4 2% <sup>u</sup>	3 1%	4 1%	4 1%	2 1%	1 *	15 3% <sup>pux</sup>	10 2%	2 1%	15 3%	29 2%	
9	102 3%	50 3%	52 3%	22 5% <sup>ghi</sup>	26 4% <sup>hi</sup>	21 3%	12 2%	8 1%	13 2%	31 3%	23 2%	20 2%	28 3%	4 1%	6 4%	7 2%	10 3%	14 4% <sup>nu</sup>	6 2%	8 4%	4 1%	25 5% <sup>npuwx</sup>	12 2%	6 2%	21 4%	48 3%
8	209 5%	101 5%	108 5%	18 4%	53 8% <sup>dfh</sup>	27 4%	35 5%	18 3%	56 6% <sup>h</sup>	71 7% <sup>m</sup>	51 5%	46 5%	41 4%	18 5%	9 5%	27 6% <sup>s</sup>	25 7% <sup>s</sup>	23 6% <sup>s</sup>	6 2%	8 4%	12 3%	36 7% <sup>su</sup>	28 5%	16 4%	31 6%	90 5%
7	356 9%	172 9%	184 9%	51 11%	49 7%	85 13% <sup>eghi</sup>	50 7%	45 7%	78 9%	108 10%	93 8%	73 8%	82 9%	30 8%	11 7%	48 11%	33 9%	29 8%	29 10%	23 12%	29 7%	49 9%	43 8%	31 8%	37 7%	160 9%
6	450 11%	197 10%	252 12%	63 13%	89 13%	68 10%	77 11%	61 10%	91 10%	135 13% <sup>l</sup>	138 12% <sup>l</sup>	74 9%	102 11%	37 10%	17 11%	51 12%	38 11%	40 11%	28 10%	20 10%	57 14%	63 12%	56 10%	41 11%	58 11%	212 12%
5 - Neutral	1077 27%	438 22%	639 31% <sup>a</sup>	172 36% <sup>fghi</sup>	210 31% <sup>gi</sup>	180 27% <sup>i</sup>	180 25%	154 26%	183 21%	254 24%	330 30% <sup>j</sup>	235 27%	259 27%	91 25%	47 29%	117 26%	91 25%	95 26%	81 29%	52 26%	102 25%	141 27%	168 30%	92 25%	163 30%	456 27%
4	409 10%	212 11%	197 10%	50 10%	59 9%	68 10%	80 11%	68 11%	84 10%	120 11% <sup>m</sup>	135 12% <sup>m</sup>	76 9%	78 8%	28 8%	9 5%	54 12% <sup>o</sup>	28 8%	36 10%	35 12% <sup>o</sup>	23 11%	39 10%	54 10%	65 12% <sup>o</sup>	39 11%	52 10%	170 10%
3	392 10%	198 10%	194 9%	38 8%	48 7%	67 10%	68 10%	48 8%	121 14% <sup>defgh</sup>	110 10%	103 9%	88 10%	90 9%	28 8%	23 14% <sup>v</sup>	49 11% <sup>v</sup>	33 9%	29 8%	33 12% <sup>v</sup>	21 11% <sup>v</sup>	50 13% <sup>v</sup>	27 5%	62 11% <sup>v</sup>	37 10% <sup>v</sup>	48 9%	150 9%
2	327 8%	177 9%	150 7%	19 4%	43 6%	54 8% <sup>d</sup>	74 10% <sup>de</sup>	48 8% <sup>d</sup>	88 10% <sup>de</sup>	84 8%	75 7%	86 10% <sup>k</sup>	82 9%	23 6%	13 8%	28 6%	43 12% <sup>nps</sup>	32 9%	15 5%	17 8%	34 8%	44 9%	43 8%	35 10%	41 8%	127 7%
1	227 6%	137 7% <sup>b</sup>	89 4%	13 3%	20 3%	35 5%	47 7% <sup>de</sup>	57 10% <sup>defi</sup>	54 6% <sup>de</sup>	42 4%	67 6% <sup>j</sup>	48 5%	71 7% <sup>j</sup>	37 10% <sup>pruv</sup>	9 6%	23 5%	21 6%	15 4%	16 6%	12 6%	17 4%	22 4%	27 5%	27 8%	21 4%	91 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 11

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street banks**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	420 10%	263 13%b	157 8%	22 5%	57 8%	61 9% <i>d</i>	88 12% <i>d</i>	87 15% <i>def</i>	105 12% <i>d</i>	106 10%	89 8%	109 12% <i>k</i>	116 12% <i>k</i>	63 17% <i>opqs</i>	13 8%	37 8%	35 10%	44 12%	29 10%	16 8%	56 14% <i>pw</i>	45 9%	47 8%	35 10%	52 10%	178 10%
Mean	4.32	4.06	4.57a	5.00f <i>g</i> <i>hi</i>	4.85f <i>g</i> <i>hi</i>	4.47g <i>h</i> <i>i</i>	4.01	3.79	4.03	4.50l <i>m</i>	4.41m	4.19	4.12	3.82	4.45n	4.45n <i>u</i>	4.33n	4.38n <i>u</i>	4.23	4.44n <i>u</i>	3.97	4.79n <i>q</i> <i>suwx</i>	4.40n <i>u</i>	4.12	4.58	4.43
Standard deviation	2.44 0.04	2.55 0.06	2.29 0.05	2.12 0.10	2.46 0.10	2.42 0.10	2.42 0.09	2.42 0.10	2.44 0.08	2.44 0.07	2.27 0.07	2.56 0.10	2.48 0.08	2.62 0.14	2.48 0.19	2.29 0.10	2.50 0.13	2.55 0.13	2.30 0.13	2.37 0.16	2.33 0.12	2.55 0.13	2.32 0.09	2.35 0.12	2.50 0.12	2.47 0.07
NET: 7-10	717 18%	345 18%	371 18%	100 21% <i>gh</i>	149 22% <i>ghi</i>	143 21% <i>gh</i>	103 14%	73 12%	149 17% <i>h</i>	223 21% <i>km</i>	178 16%	159 18%	157 16%	56 15%	29 18%	84 19% <i>u</i>	73 20% <i>u</i>	71 20% <i>u</i>	44 16%	41 20% <i>u</i>	46 12%	125 24% <i>nsu</i> <i>wx</i>	94 17%	55 15%	104 19%	327 19%
NET: 4-6	1936 48%	848 43%	1088 53% <i>a</i>	284 60% <i>fgh</i> <i>i</i>	358 53% <i>i</i>	316 47%	337 47% <i>i</i>	283 47% <i>i</i>	358 41%	508 47%	603 54% <i>ijm</i>	385 44%	439 46%	156 43%	73 45%	222 50%	157 44%	171 47%	144 51%	95 47%	198 49%	258 49%	290 51% <i>n</i>	172 48%	273 51%	839 49%
NET: 0-3	1366 34%	776 39% <i>b</i>	590 29%	93 20%	170 25%	218 32% <i>de</i>	277 39% <i>def</i>	241 40% <i>def</i>	367 42% <i>def</i>	342 32%	333 30%	331 38% <i>jk</i>	359 38% <i>jk</i>	150 41% <i>prv</i> <i>w</i>	58 36% <i>v</i>	136 31%	132 36% <i>v</i>	119 33%	94 33%	66 33%	157 39% <i>pv</i>	139 27%	179 32%	135 37% <i>v</i>	161 30%	547 32%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 11

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street banks**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mistrustful Regulators (d)	Disillusioned Critics (e)	Dis-senting Interventionists (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	50 1%	44 5%bcdef	2 *	3 *	-	2 *	-	18 2%	12 1%	5 2%	2 *	2 1%	2 1%	7 2%	30 3%op	15 1%p	5 *
9	102 3%	89 11%bcdef	4 1%	7 1%	1 *	1 *	-	34 3%j	37 3%ij	2 1%	5 1%	4 2%	6 3%	11 3%	48 4%op	33 2%	21 1%
8	209 5%	156 19%bcdef	20 4%cd	15 2%	12 1%	4 1%	1 *	87 8%iklm	62 5%kl	9 3%	28 5%kl	2 1%	3 1%	12 3%	72 6%	63 5%	74 5%
7	356 9%	204 25%bcd	69 15%cd	48 6%def	26 3%ef	9 2%ef	-	147 13%hijlm	93 8%	21 8%	38 7%	14 7%	9 5%	30 8%	99 9%	134 10%	122 8%
6	450 11%	152 18%cd	89 19%cd	100 12%ef	92 10%ef	12 2%	5 1%	164 14%hijk	105 9%	46 17%hijkl	43 8%	12 6%	19 9%	52 14%hijk	152 13%	145 10%	152 10%
5 - Neutral	1077 27%	124 15%f	131 28%aef	470 56%abd	241 26%aef	97 17%ef	15 4%	307 26%	293 26%	57 21%	141 26%	55 26%	59 28%	128 33%ghi	381 33%op	359 26%	337 23%
4	409 10%	26 3%	64 14%af	89 11%af	142 16%acf	66 12%af	22 5%	113 10%	140 12%j	39 15%gjm	40 7%	18 9%	19 9%	34 9%	109 9%	148 11%	152 10%
3	392 10%	16 2%	51 11%ac	58 7%a	144 16%abc	94 17%abc	29 7%a	96 8%	117 10%	30 11%	63 11%	26 13%	23 11%	28 7%	87 8%	136 10%	169 12%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 11

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street banks**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	327 8%	8 1%	25 5%a	26 3%a	115 13%abc	105 19%abc	49 12%abc	67 6%	106 9%g	26 10%g	56 10%g	29 14%glm	11 5%	28 7%	63 5%	128 9%n	136 9%n
1	227 6%	5 1%	10 2%	11 1%	64 7%abc	61 11%abc	76 19%abcd	54 5%	58 5%	17 6%	45 8%gh	13 6%	19 9%g	18 5%	34 3%	82 6%n	111 8%n
0 - Extremely negative	420 10%	7 1%	8 2%	7 1%	78 8%abc	108 19%abc	212 52%abcd	73 6%	125 11%gi	16 6%	90 16%ghi	32 15%gi	39 19%ghi	37 10%	80 7%	149 11%n	191 13%n
Mean	4.32	6.76bc def	4.99de f	4.90de f	3.65ef	2.68f	1.13	4.88hi jklm	4.25jk l	4.33jk l	3.69	3.56	3.60	4.45jk l	4.91op	4.23p	3.93
Standard deviation	2.44	1.82	1.79	1.34	1.92	1.98	1.56	2.33	2.45	2.21	2.48	2.37	2.49	2.36	2.33	2.43	2.43
Standard error	0.04	0.07	0.08	0.05	0.06	0.08	0.08	0.07	0.07	0.13	0.11	0.17	0.18	0.12	0.07	0.07	0.06
NET: 7-10	717 18%	493 59%bcd ef	95 20%cd	72 9%def	39 4%f	16 3%f	1 *	286 25%hij klm	204 18%l	37 14%	74 13%	22 11%	19 9%	59 15%	248 22%p	246 18%	223 15%
NET: 4-6	1936 48%	301 36%f	284 60%ade f	659 79%abd ef	475 52%aef	174 31%f	42 10%	584 50%j	538 47%j	143 53%jk	224 41%	85 41%	97 47%	214 55%hjk	642 56%op	652 47%	641 44%
NET: 0-3	1366 34%	37 4%	94 20%ac	101 12%a	401 44%abc	367 66%abc	366 89%abc de	289 25%	406 35%g	89 33%g	253 46%ghi	101 48%ghi	92 44%gim	113 29%	263 23%	495 36%n	608 41%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 12

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Accountancy firms**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	58 1%	24 1%	33 2%	8 2%	22 3%ghi	11 2%	6 1%	5 1%	6 1%	16 1%	12 1%	24 3%km	7 1%	5 1%	4 2%u	2 1%	4 1%	7 2%	2 1%	4 2%	1 *	10 2%	11 2%	8 2%	13 2%	30 2%
9	70 2%	31 2%	39 2%	10 2%	19 3%hi	18 3%i	10 1%	6 1%	8 1%	20 2%	25 2%	15 2%	10 1%	3 1%	5 3%sx	8 2%	5 1%	9 2%	1 *	6 3%sx	7 2%	16 3%sx	8 1%	2 *	11 2%	42 2%
8	197 5%	105 5%	93 5%	30 6%gh	39 6%h	45 7%gh	22 3%	17 3%	44 5%	65 6%	51 5%	38 4%	43 4%	19 5%u	6 4%u	19 4%u	30 8%uw	25 7%u	11 4%u	10 5%u	3 1%	32 6%u	24 4%u	18 5%u	28 5%	100 6%
7	341 8%	171 9%	170 8%	62 13%fghi	69 10%	51 8%	54 8%	40 7%	64 7%	120 11%klm	90 8%	67 8%	64 7%	28 8%	18 11%	46 10%w	31 9%	34 9%	17 6%	19 10%	36 9%	52 10%	37 7%	23 6%	51 9%	168 10%
6	443 11%	191 10%	252 12%a	57 12%	84 12%g	93 14%g	55 8%	65 11%	89 10%	144 13%k	110 10%	92 10%	97 10%	46 13%	20 12%	51 12%	38 11%	35 10%	38 13%	23 11%	41 10%	50 10%	64 11%	36 10%	50 9%	196 11%
5 - Neutral	1551 39%	690 35%	862 42%a	192 40%	275 41%	263 39%	284 40%	219 37%	319 36%	385 36%	483 43%jlm	318 36%	365 38%	140 39%	66 41%	156 35%	127 35%	126 35%	111 40%	77 38%	162 40%	210 40%	221 39%	155 43%r	214 40%	637 37%
4	404 10%	205 10%	198 10%	59 12%ef	42 6%	44 6%	78 11%ef	73 12%ef	108 12%ef	96 9%	111 10%	100 11%	96 10%	21 6%	9 6%	48 11%n	35 10%	38 10%	35 13%no	18 9%	41 10%	52 10%	74 13%no	33 9%	48 9%	151 9%
3	327 8%	181 9%b	146 7%	23 5%	52 8%	50 7%	74 10%d	54 9%d	73 8%	85 8%	78 7%	81 9%	83 9%	27 8%	14 9%	53 12%rtv	46 13%rtw	21 6%	24 9%	12 6%	32 8%	33 6%	36 6%	28 8%	39 7%	138 8%
2	247 6%	141 7%b	107 5%	16 3%	27 4%	40 6%	60 8%de	42 7%de	62 7%de	58 5%	72 6%	53 6%	65 7%	23 6%	7 4%	29 7%	24 7%	23 6%	10 3%	13 6%	28 7%	32 6%	38 7%	21 6%	45 8%B	88 5%
1	165 4%	109 6%b	55 3%	13 3%	16 2%	29 4%	25 4%	36 6%de	46 5%e	40 4%	38 3%	37 4%	50 5%	27 7%ppqw	5 3%	13 3%	11 3%	16 5%	16 6%v	11 5%	23 6%v	12 2%	20 4%	11 3%	21 4%	65 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 12

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Accountancy firms**

**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	716	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	216 5%	122 6%	94 5%	7 1%	33 5% <sup>d</sup>	32 5% <sup>d</sup>	48 7% <sup>d</sup>	39 7% <sup>d</sup>	56 6% <sup>d</sup>	47 4%	44 4%	50 6%	75 8% <sup>jk</sup>	23 6%	7 4%	16 4%	11 3%	28 8% <sup>pq</sup>	16 6%	8 4%	26 6%	24 5%	30 5%	27 7% <sup>pq</sup>	18 3%	97 6%
Mean	4.69	4.52	4.85 <sup>a</sup>	5.23 <sup>fg</sup> <sub>hi</sub>	5.10 <sup>gh</sup> <sub>i</sub>	4.88 <sup>gh</sup> <sub>i</sub>	4.38	4.32	4.43	4.91 <sup>lm</sup>	4.77 <sup>m</sup>	4.65 <sup>m</sup>	4.37	4.52 <sub>u</sub>	5.00 <sup>ns</sup>	4.71 <sup>u</sup>	4.82 <sup>u</sup>	4.70	4.51	4.86 <sup>u</sup>	4.37	4.96 <sup>ns</sup> <sub>uw</sub>	4.65	4.59	4.83	4.84
Standard deviation	2.10	2.19	1.99	1.83	2.15	2.15	2.06	2.07	2.09	2.08	1.98	2.18	2.14	2.20	2.10	1.96	2.03	2.34	1.97	2.17	2.02	2.10	2.06	2.12	2.10	2.18
Standard error	0.03	0.05	0.04	0.09	0.09	0.09	0.07	0.08	0.07	0.06	0.06	0.09	0.07	0.12	0.16	0.09	0.11	0.12	0.11	0.15	0.11	0.10	0.08	0.11	0.10	0.06
NET: 7-10	666 17%	331 17%	335 16%	110 23% <sup>ghi</sup>	148 22% <sup>ghi</sup>	125 19% <sup>ghi</sup>	93 13%	68 11%	121 14%	220 20% <sup>km</sup>	178 16%	144 16%	124 13%	54 15%	33 20% <sup>su</sup>	76 17%	70 19% <sup>su</sup>	75 21% <sup>suw</sup>	31 11%	39 20% <sup>su</sup>	48 12%	110 21% <sup>suw</sup> <sub>x</sub>	79 14%	50 14%	103 19%	340 20%
NET: 4-6	2397 60%	1085 55%	1312 64% <sup>aa</sup>	308 65%	400 59%	400 59%	417 58%	357 60%	516 59%	625 58%	704 63% <sup>j</sup>	510 58%	559 59%	207 57%	95 59%	255 58%	200 55%	198 55%	184 65% <sup>qr</sup>	118 59%	244 61%	312 60%	359 64% <sup>qr</sup>	225 62%	312 58%	984 57%
NET: 0-3	955 24%	553 28% <sup>b</sup>	402 20%	59 12%	128 19% <sup>d</sup>	151 22% <sup>d</sup>	207 29% <sup>def</sup>	172 29% <sup>def</sup>	238 27% <sup>de</sup>	229 21%	232 21%	221 25%	272 29% <sup>ijk</sup>	100 28% <sup>v</sup>	33 21%	111 25%	91 25%	88 24%	66 23%	43 22%	110 27% <sup>v</sup>	101 19%	124 22%	87 24%	123 23%	388 23%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 12

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**Accountancy firms**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	58 1%	50 6% f	3 bcde 1%	2 *	1 *	1 *	-	28 2% hj	13 1%	4 1%	3 *	3 1%	3 1%	4 1%	30 3% op	17 1%	11 1%
9	70 2%	60 7% f	5 bcde 1% de	4 *	1 *	-	24 2% j	30 3% j	2 1%	1 *	-	4 2% j	7 2% j	29 3% p	28 2% p	13 1%	
8	197 5%	147 18% f	25 bcde 5% cdef	8 1%	12 1%	2 *	1 *	86 7% ijlm	63 5% im	5 2%	22 4%	7 3%	3 2%	7 2%	68 6%	68 5%	61 4%
7	341 8%	201 24% ef	67 bcd 14% cdef	25 3% ef	44 5% ef	3 1%	1 *	128 11% hlm	81 7%	22 8%	49 9%	21 10%	10 5%	25 6%	131 11% op	106 8%	104 7%
6	443 11%	173 21% f	93 cde 20% cdef	79 9% ef	75 8% ef	18 3%	5 1%	156 13% jm	127 11% j	32 12% j	38 7%	17 8%	26 12%	34 9%	140 12%	148 11%	154 10%
5 - Neutral	1551 39%	162 20% f	184 39% af	560 67% abd ef	409 45% aef	180 32% af	56 14%	426 37%	447 39%	96 36%	189 34%	75 36%	89 43%	185 48% ghi jk	467 40%	547 39%	538 37%
4	404 10%	24 3%	45 9% a	88 11% a	150 16% abc f	71 13% af	27 7% a	115 10%	109 9%	36 13% l	68 12% l	20 9%	10 5%	39 10%	101 9%	122 9%	181 12% no
3	327 8%	6 1%	34 7% a	40 5% a	106 12% abc	91 16% abc d	51 12% abc	71 6%	111 10% g	27 10%	41 7%	21 10%	18 9%	29 8%	75 7%	124 9%	127 9%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 12

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Accountancy firms**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	247 6%	3 *	9 2%a	16 2%a	67 7%abc	88 16%abc	64 16%abcd	40 3%	62 5%	19 7%g	65 12%ghm	20 9%g	17 8%g	21 5%	43 4%	100 7%n	105 7%n
1	165 4%	3 *	5 1%	7 1%	29 3%abc	51 9%abc	70 17%abcd	37 3%	44 4%	14 5%	31 6%g	9 4%	17 8%ghm	12 3%	29 3%	54 4%	82 6%n
0 - Extremely negative	216 5%	2 *	4 1%	4 *	20 2%ac	53 9%abc	134 33%abcd	47 4%	62 5%	12 5%	45 8%g	16 8%	10 5%	23 6%	41 4%	80 6%n	96 6%n
Mean	4.69	6.73bc def	5.35cd ef	4.90de f	4.38ef	3.31f	1.93	5.13hi jklm	4.70j	4.46	4.14	4.33	4.37	4.57j	5.15op	4.62p	4.39
Standard deviation	2.10	1.63	1.54	1.07	1.55	1.82	1.87	2.09	2.10	1.99	2.15	2.15	2.08	1.93	2.02	2.12	2.08
Standard error	0.03	0.06	0.07	0.04	0.05	0.07	0.09	0.06	0.06	0.12	0.09	0.15	0.15	0.10	0.06	0.06	0.05
NET: 7-10	666 17%	458 55%bcd ef	101 21%cd	39 5%ef	58 6%ef	7 1%	3 1%	266 23%hij klm	186 16%lm	33 12%	74 13%	31 15%	20 10%	43 11%	258 22%op	218 16%	189 13%
NET: 4-6	2397 60%	359 43%f	321 68%aef	727 87%abd ef	634 69%aef	269 48%f	88 22%	698 60%j	683 59%	164 61%	295 54%	113 54%	125 60%	258 67%ghj k	708 61%	816 59%	873 59%
NET: 0-3	955 24%	14 2%	51 11%a	67 8%a	222 24%abc	282 51%abc	319 78%abc de	195 17%	279 24%g	72 27%g	182 33%ghm	65 31%g	62 30%g	84 22%	187 16%	358 26%n	409 28%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 13  
**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Supermarkets**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	111 3%	51 3%	60 3%	18 4% <sup>i</sup>	32 5% <sup>hi</sup>	21 3% <sup>i</sup>	18 2%	12 2%	9 1%	22 2%	23 2%	33 4%	33 3%	6 2%	7 4%	11 2%	8 2%	14 4%	4 1%	8 4%	6 2%	23 4%	18 3%	7 2%	24 5%	57 3%
9	200 5%	83 4%	117 6%	34 7% <sup>gh</sup>	50 7% <sup>ghi</sup>	37 6% <sup>h</sup>	26 4%	15 3%	38 4%	56 5%	50 5%	45 5%	49 5%	17 5%	11 7% <sup>s</sup>	22 5%	23 6% <sup>s</sup>	27 8% <sup>su</sup>	6 2%	9 4%	13 3%	31 6% <sup>s</sup>	27 5%	14 4%	32 6%	91 5%
8	480 12%	227 12%	253 12%	56 12%	77 11%	85 13%	82 12%	77 13%	102 12%	144 13%	127 11%	107 12%	102 11%	31 9%	23 14%	62 14% <sup>n</sup>	37 10%	44 12%	32 12%	26 13%	42 10%	77 15% <sup>n</sup>	66 12%	41 11%	63 12%	216 13%
7	676 17%	325 17%	351 17%	82 17%	93 14%	113 17%	121 17%	102 17%	163 19% <sup>e</sup>	193 18%	193 17%	135 15%	154 16%	80 22% <sup>px</sup>	23 14%	68 15%	72 20% <sup>x</sup>	62 17%	43 15%	39 19% <sup>x</sup>	64 16%	92 18%	93 16%	42 12%	79 15%	272 16%
6	715 18%	354 18%	361 18%	92 19%	129 19%	104 15%	134 19%	109 18%	147 17%	194 18%	203 18%	142 16%	175 18%	46 13%	28 17%	83 19% <sup>n</sup>	65 18%	63 17%	63 22% <sup>nt</sup>	27 13%	93 23% <sup>ntv</sup>	84 16%	96 17%	67 18%	85 16%	330 19%
5 - Neutral	1091 27%	519 26%	572 28%	123 26%	186 28%	178 26%	197 27%	163 27%	244 28%	278 26%	308 28%	240 27%	266 28%	94 26%	43 27%	127 29%	102 28%	91 25%	66 23%	56 28%	97 24%	132 25%	174 31%	110 30%	166 31% <sup>B</sup>	425 25%
4	306 8%	167 9%	139 7%	26 5%	43 6%	54 8%	51 7%	59 10% <sup>d</sup>	73 8%	75 7%	85 8%	74 8%	72 8%	33 9%	14 9%	26 6%	21 6%	24 7%	27 10%	18 9%	29 7%	28 5%	45 8%	43 12% <sup>ppqr</sup>	34 6%	127 7%
3	217 5%	123 6%	94 5%	24 5%	24 4%	48 7% <sup>e</sup>	42 6%	28 5%	51 6%	52 5%	59 5%	48 5%	58 6%	23 6%	9 6%	21 5%	15 4%	19 5%	25 9% <sup>w</sup>	10 5%	29 7%	25 5%	22 4%	20 5%	35 6%	90 5%
2	101 3%	60 3%	41 2%	7 1%	15 2%	16 2%	22 3%	18 3%	24 3%	31 3%	33 3%	17 2%	19 2%	12 3%	3 2%	10 2%	8 2%	8 2%	7 3%	5 3%	14 4%	12 2%	12 2%	9 2%	11 2%	42 2%
1	44 1%	19 1%	26 1%	3 1%	11 2%	6 1%	7 1%	6 1%	12 1%	13 1%	11 1%	11 1%	10 1%	4 1%	- -	4 1%	5 1%	3 1%	5 2%	2 1%	6 1%	7 1%	4 1%	4 1%	4 1%	20 1%
0 - Extremely negative	77 2%	41 2%	36 2%	12 3%	15 2%	13 2%	17 2%	8 1%	11 1%	17 2%	20 2%	23 3%	16 2%	17 5% <sup>opst</sup>	1 1%	7 2%	6 2%	7 2%	3 1%	1 1%	9 2%	14 3%	6 1%	6 2%	5 1%	42 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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**Supermarkets**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	5.81	5.71	5.91a	6.01gi	5.96i	5.83	5.70	5.73	5.72	5.87	5.76	5.80	5.82	5.50	6.09ns ux	5.90ns ux	5.90n	6.01ns ux	5.56	5.94n	5.57	6.00ns ux	5.90ns ux	5.57	5.94	5.85
Standard deviation	1.98	1.99	1.97	2.03	2.11	2.03	1.99	1.86	1.88	1.95	1.94	2.08	1.98	2.16	1.91	1.91	1.92	2.05	1.88	1.92	1.97	2.14	1.86	1.89	1.96	2.06
Standard error	0.03	0.04	0.04	0.10	0.09	0.08	0.07	0.07	0.06	0.06	0.06	0.08	0.06	0.12	0.14	0.09	0.10	0.10	0.13	0.10	0.11	0.08	0.10	0.10	0.10	0.06
NET: 7-10	1467	686	781	190	253	257	247	206	313	414	395	320	338	134	63	163	139	147	85	81	124	222	204	104	198	636
	37%	35%	38%	40%	37%	38%	35%	35%	36%	39%	35%	37%	35%	37%	39% x	37% x	39% x	41% sux	30%	40% sx	31%	42% sux	36% x	29%	37%	37%
NET: 4-6	2112	1041	1071	241	358	337	381	331	464	547	596	456	513	173	84	237	188	178	156	101	219	243	315	219	285	882
	53%	53%	52%	51%	53%	50%	53%	55%	53%	51%	54%	52%	54%	48%	52%	54%	52%	49%	55% v	50%	54%	47%	56% nv	61% nrt	53%	52%
NET: 0-3	439	242	196	46	66	82	88	59	98	113	123	99	103	55	13	42	34	37	40	18	58	58	44	38	55	194
	11%	12% b	10%	10%	10%	12%	12%	10%	11%	11%	11%	11%	11%	15% pw	8%	10%	9%	10%	14% w	9%	15% w	11%	8%	11%	10%	11%

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**Supermarkets**

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	Total	Segment						Election Vote						Grouped ages				
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)	
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612	
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471	
10 - Extremely positive	111 3%	91 11% f	1 bcde *	3 *	9 1%	6 1%	1 *	35 3%	39 3%	5 2%	12 2%	2 1%	5 2%	11 3%	51 4%p	39 3%p	21 1%	
9	200 5%	141 17% f	23 bcde	12 cdef	1% f	20 2%f	4 1%	- -	52 4%	63 5%	12 4%	31 6%	9 4%	5 2%	19 5%	83 7% op	63 5%	53 4%
8	480 12%	253 30% bcd ef	72 15% cdef	63 8% ef	74 8% ef	17 3% f	1 *	171 15% ijkl m	154 13% k	25 9% k	56 10% k	7 3%	20 9% k	38 10% k	133 12%	168 12%	179 12%	
7	676 17%	209 25% cde f	125 26% cde f	113 14% f	150 16% ef	60 11% f	18 4%	231 20% hik	185 16%	33 12%	100 18% k	21 10%	41 20% k	60 16%	175 15%	235 17%	266 18%	
6	715 18%	104 13% f	111 23% aef	160 19% aef	240 26% ace f	74 13% f	26 6%	227 20% l	216 19%	52 19%	83 15%	36 17%	25 12%	64 17%	221 19%	238 17%	256 17%	
5 - Neutral	1091 27%	26 3%	100 21% a	419 50% abd ef	260 28% abf	209 37% abd f	78 19% a	291 25%	276 24%	82 31%	147 27%	66 32%	61 29%	131 34% ghj	309 27%	375 27%	407 28%	
4	306 8%	7 1%	24 5% a	31 4% a	87 9% abc	85 15% abc d	72 18% abcd	69 6%	85 7%	31 11% gm	53 10% gm	28 13% ghm	19 9%	18 5%	69 6%	105 8%	132 9% n	
3	217 5%	- -	13 3% a	21 2% a	55 6% abc	51 9% abc	76 19% abcd e	45 4%	67 6%	17 6%	36 7% g	15 7%	12 6%	20 5%	49 4%	89 6%	79 5%	

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 13

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Supermarkets**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	101 3%	-	4 1%a	4 *	11 1%a	25 5%abc d	56 14%abcd e	16 1%	33 3%g	9 3%	18 3%g	11 5%gm	6 3%	5 1%	22 2%	37 3%	41 3%
1	44 1%	-	-	4 1%	3 *	11 2%abcd e	26 6%abcd e	7 1%	11 1%	2 1%	8 1%	8 4%gh	4 2%	5 1%	14 1%	13 1%	17 1%
0 - Extremely negative	77 2%	-	-	2 *	5 1%	15 3%abc d	55 13%abcd e	15 1%	20 2%	2 1%	7 1%	7 3%	11 5%ghij	15 4%ghij	27 2%	30 2%	20 1%
Mean	5.81	7.76bc def	6.28cd ef	5.64ef	5.68ef	4.84f	3.28	6.09hi jklm	5.90ik l	5.57k	5.71k	4.96	5.38	5.68k	5.98op	5.76	5.72
Standard deviation	1.98	1.31	1.44	1.29	1.56	1.76	1.97	1.83	2.03	1.82	1.98	2.02	2.18	2.06	2.08	2.01	1.87
Standard error	0.03	0.05	0.07	0.04	0.05	0.07	0.10	0.05	0.06	0.11	0.09	0.14	0.16	0.10	0.06	0.05	0.05
NET: 7-10	1467 37%	695 84%bcd ef	220 47%cde f	192 23%ef	253 28%ef	87 16%f	20 5%	488 42%ikm	440 38%ik	74 28%	199 36%ik	39 19%	71 34%k	127 33%k	443 38%	505 36%	520 35%
NET: 4-6	2112 53%	137 16%	235 50%a	610 73%abd ef	587 64%abf	368 66%abf	176 43%a	588 51%	578 50%	165 61%ghj l	282 51%	130 62%ghj	104 50%	213 55%	599 52%	718 52%	795 54%
NET: 0-3	439 11%	-	18 4%a	31 4%a	74 8%abc	102 18%abc d	214 52%abcd e	83 7%	131 11%g	30 11%	69 13%g m	40 19%ghi	33 16%g	44 12%g	112 10%	170 12%	157 11%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 14

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Tobacco companies**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	38	16	22	8	13	6	5	4	2	6	8	22	2	*	4	1	5	1	1	1	4	8	9	3	13	18
	1%	1%	1%	2%i	2%i	1%	1%	1%	*	1%	1%	3%ijkm	*	*	2%np	*	1%	*	1%	1%	2%	2%	2%p	1%	2%	1%
9	51	31	20	7	21	11	6	3	3	12	19	7	13	4	3	4	6	14	2	1	4	6	4	2	9	33
	1%	2%	1%	1%	3%ghi	2%i	1%	1%	*	1%	2%	1%	1%	4	2%	1%	2%	4%pstu	1%	*	1%	1%	1%	1%	2%	2%
8	105	50	55	16	40	22	12	9	7	35	16	31	24	8	3	7	6	4	10	14	7	30	15	1	10	64
	3%	3%	3%	3%i	6%ghi	3%i	2%	2%	1%	3%k	1%	4%k	3%	2%	2%	2%	2%	1%	4%x	7%nopq	2%	6%ppqr	3%x	*	2%	4%
7	145	71	75	24	38	30	21	15	19	45	32	32	36	12	2	21	13	9	15	10	15	26	16	8	11	96
	4%	4%	4%	5%i	6%ghi	4%i	3%	2%	2%	4%	3%	4%	4%	3%	1%	5%	3%	3%	5%	5%	4%	5%	3%	2%	2%	6%A
6	176	89	87	32	31	50	25	20	18	47	53	34	41	16	7	18	18	19	10	6	14	35	18	14	18	102
	4%	5%	4%	7%ghi	5%i	7%ghi	3%	3%	2%	4%	5%	4%	4%	4%	4%	4%	5%	5%	4%	3%	3%	7%w	3%	4%	3%	6%
5 - Neutral	854	398	457	101	163	163	180	103	146	183	248	191	233	59	42	108	79	76	65	37	79	117	108	85	108	382
	21%	20%	22%	21%	24%hi	24%hi	25%hi	17%	17%	17%	22%j	22%j	24%j	16%	26%n	24%n	22%	21%	23%	18%	20%	22%	19%	23%n	20%	22%
4	273	124	148	44	36	43	42	38	69	79	71	60	63	23	10	38	35	24	16	7	24	36	29	31	28	109
	7%	6%	7%	9%	5%	6%	6%	6%	8%	7%	6%	7%	7%	6%	6%	9%t	10%tw	7%	6%	4%	6%	7%	5%	9%t	5%	6%
3	399	186	213	42	62	69	68	59	97	111	102	98	87	26	16	51	41	29	29	25	47	32	57	45	43	171
	10%	9%	10%	9%	9%	10%	10%	10%	11%	10%	9%	11%	9%	7%	10%	12%v	11%v	8%	10%	13%v	12%v	6%	10%v	13%nv	8%	10%
2	438	239	199	59	55	75	80	60	108	120	130	98	90	45	16	44	27	54	27	15	43	68	70	29	58	182
	11%	12%b	10%	12%	8%	11%	11%	10%	12%e	11%	12%	11%	9%	12%	10%	10%	8%	15%pqt	10%	7%	11%	13%q	12%	8%	11%	11%
1	402	203	199	32	55	50	73	67	124	122	96	99	86	38	13	43	47	35	32	27	39	44	54	31	63	123
	10%	10%	10%	7%	8%	7%	10%	11%df	14%def	11%	9%	11%	9%	11%	8%	10%	13%	10%	11%	13%	10%	8%	10%	9%	12%B	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 14

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Tobacco companies**

**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
0 - Extremely negative	1137 28%	563 29%	574 28%	113 24%	161 24%	158 23%	204 28%	218 37%defg	282 32%defg	315 29%l	338 30%l	205 23%	280 29%l	130 36%pqrs	46 28%	110 25%	84 23%	95 26%	74 26%	59 29%	127 32%qvw	120 23%	180 32%pqvw	112 31%v	175 32%B	432 25%
Mean	2.88	2.84	2.93	3.30gh i	3.56gh i	3.30gh i	2.79hi	2.33	2.26	2.76	2.80	3.12jk	2.91	2.44	3.02n	2.99n	3.08n	2.93n	2.96n	2.89	2.67	3.40np ruwx	2.66	2.68	2.69	3.28A
Standard deviation	2.55 0.04	2.55 0.06	2.55 0.06	2.63 0.12	2.85 0.12	2.58 0.11	2.44 0.09	2.40 0.09	2.18 0.07	2.54 0.07	2.52 0.07	2.63 0.10	2.52 0.08	2.49 0.13	2.65 0.20	2.38 0.11	2.53 0.14	2.56 0.13	2.52 0.14	2.70 0.19	2.50 0.13	2.72 0.14	2.57 0.10	2.36 0.12	2.68 0.13	2.67 0.07
NET: 7-10	340 8%	167 8%	173 8%	54 11%ghi	112 17%fghi	69 10%ghi	44 6%i	31 5%	31 3%	97 9%	76 7%	91 10%k	76 8%	25 7%	12 7%	32 7%	30 8%x	28 8%x	27 10%x	26 13%np	30 7%	70 13%np ruwx	45 8%x	14 4%	44 8%	210 12%A
NET: 4-6	1303 32%	610 31%	692 34%	177 37%hi	230 34%hi	256 38%hi	247 34%hi	161 27%	232 27%	309 29%	373 33%j	285 33%	336 35%j	98 27%	59 37%t	163 37%ntu	132 37%ntw	120 33%	92 33%	50 25%	117 29%	188 36%ntw	156 28%	129 36%ntw	155 29%	594 35%
NET: 0-3	2375 59%	1192 61%	1184 58%	247 52%	334 49%	352 52%	426 59%defg	405 68%defg	612 70%defg	668 62%mg	666 60%	500 57%	543 57%	238 66%pqv	90 56%	247 56%	200 55%	214 59%v	162 58%	125 62%v	256 64%v	264 51%	362 64%pqv	218 60%v	339 63%B	908 53%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 14

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Tobacco companies**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	38 1%	33 4% f	2 bcde *	1 *	1 *	2 *	-	17 1%	9 1%	6 2% hj	2 *	1 *	-	3 1%	21 2% p	11 1%	6 *
9	51 1%	41 5% f	1 bcde *	1 *	3 *	5 1%	-	17 1%	18 2%	3 1%	5 1%	-	3 1%	6 2%	28 2% p	17 1% p	6 *
8	105 3%	85 10% f	3 bcde 1%	8 1%	6 1%	2 *	-	47 4% ijklm	33 3%	1 1%	8 2%	-	6 3%	5 1%	56 5% op	34 2% p	15 1%
7	145 4%	97 12% f	15 bcde 3% def	18 2% ef	11 1%	2 *	2 *	36 3%	48 4%	5 2%	38 7% ghik l	2 1%	2 1%	14 4%	61 5% p	51 4%	33 2%
6	176 4%	93 11% f	21 bcde 5% def	47 6% def	9 1%	2 *	3 1%	52 5%	58 5% j	8 3%	13 2%	12 6%	8 4%	22 6% j	63 5% p	75 5% p	38 3%
5 - Neutral	854 21%	161 19% def	85 18% f	380 46% abcd ef	126 14% f	79 14% f	24 6%	244 21%	212 18%	41 15%	128 23% i	49 24%	35 17%	114 30% ghi l	264 23% p	342 25% p	248 17%
4	273 7%	50 6% f	38 8% f	89 11% adef	56 6% f	33 6% f	7 2%	76 7%	88 8%	13 5%	38 7%	6 3%	14 7%	30 8%	80 7%	86 6%	107 7%
3	399 10%	69 8%	54 11% f	95 11% f	109 12% af	46 8%	25 6%	134 12% k	129 11% k	21 8%	44 8%	10 5%	19 9%	30 8%	105 9%	137 10%	157 11%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 14

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Tobacco companies**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Dis-illuminated Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	438 11%	59 7%	69 15% <sup>acf</sup>	73 9%	111 12% <sup>a</sup>	93 17% <sup>acdf</sup>	33 8%	142 12%	108 9%	38 14% <sup>h</sup>	67 12%	17 8%	27 13%	33 9%	115 10%	154 11%	169 11%
1	402 10%	54 6%	55 12% <sup>ac</sup>	35 4%	124 14% <sup>ac</sup>	91 16% <sup>acf</sup>	43 11% <sup>ac</sup>	114 10%	125 11%	37 14% <sup>jm</sup>	46 8%	20 9%	24 11%	30 8%	87 8%	124 9%	191 13% <sup>no</sup>
0 - Extremely negative	1137 28%	90 11%	129 27% <sup>ac</sup>	85 10%	357 39% <sup>abc</sup>	203 36% <sup>abc</sup>	273 67% <sup>abc</sup>	281 24%	321 28%	95 35% <sup>ghm</sup>	162 29%	92 44% <sup>ghj</sup>	71 34% <sup>g</sup>	98 25%	274 24%	362 26%	501 34% <sup>no</sup>
Mean	2.88	4.81 <sup>bc</sup> <sub>def</sub>	2.59 <sup>de</sup> <sub>f</sub>	3.87 <sup>bd</sup> <sub>ef</sub>	1.91 <sup>f</sup>	1.88 <sup>f</sup>	0.87	3.09 <sup>ik</sup>	2.90 <sup>ik</sup>	2.30	2.86 <sup>ik</sup>	2.14	2.40	3.20 <sup>ik</sup>	3.45 <sup>op</sup>	3.04 <sup>p</sup>	2.29
Standard deviation	2.55	2.83	2.26	1.89	2.06	2.03	1.53	2.60	2.57	2.51	2.50	2.36	2.40	2.51	2.76	2.52	2.27
Standard error	0.04	0.10	0.10	0.07	0.07	0.08	0.07	0.08	0.08	0.15	0.11	0.17	0.17	0.13	0.09	0.07	0.06
NET: 7-10	340 8%	256 31% <sup>bcde</sup> <sub>f</sub>	22 5% <sup>def</sup>	29 3% <sup>f</sup>	21 2% <sup>f</sup>	11 *	2	117 10% <sup>k</sup>	107 9% <sup>k</sup>	16 6% <sup>k</sup>	53 10% <sup>k</sup>	3 1%	11 5%	28 7% <sup>k</sup>	166 14% <sup>op</sup>	113 8% <sup>p</sup>	61 4%
NET: 4-6	1303 32%	304 37% <sup>def</sup>	145 31% <sup>def</sup>	516 62% <sup>abd</sup> <sub>ef</sub>	192 21% <sup>f</sup>	114 20% <sup>f</sup>	33 8%	372 32% <sup>i</sup>	357 31% <sup>i</sup>	62 23%	179 32% <sup>i</sup>	67 32%	57 27%	166 43% <sup>ghi</sup> <sub>jkl</sub>	407 35% <sup>p</sup>	503 36% <sup>p</sup>	393 27%
NET: 0-3	2375 59%	272 33%	307 65% <sup>ac</sup>	288 35%	701 77% <sup>abc</sup>	433 78% <sup>abc</sup>	375 92% <sup>abc</sup>	670 58% <sup>m</sup>	684 60% <sup>m</sup>	191 71% <sup>ghj</sup>	319 58% <sup>m</sup>	138 66% <sup>m</sup>	140 67% <sup>gm</sup>	191 50%	581 50%	777 56% <sup>n</sup>	1017 69% <sup>no</sup>

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 15  
**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Energy companies**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	36 1%	18 1%	18 1%	8 2%h	13 2%hi	6 1%	4 1%	* *	5 1%	10 1%	3 *	18 2%km	5 1%	3 1%	5 3%pqsu	- -	1 *	5 1%p	1 *	* *	1 *	9 2%p	10 2%p	2 1%	10 2%	18 1%
9	69 2%	40 2%	29 1%	6 1%	21 3%hi	16 2%h	12 2%	3 1%	10 1%	23 2%	17 2%	7 1%	22 2%l	4 1%	2 1%	6 1%u	5 1%	10 3%uwx	5 2%u	8 4%uwx	- -	24 5%npqu	2 *	2 1%	20 4%B	30 2%
8	142 4%	64 3%	78 4%	25 5%gh	31 5%h	33 5%gh	17 2%	8 1%	29 3%h	43 4%	34 3%	33 4%	32 3%	13 4%	8 5%	17 4%	11 3%	12 3%	4 1%	8 4%	9 2%	34 7%suwx	18 3%	8 2%	25 5%	60 4%
7	313 8%	148 8%	165 8%	53 11%gh	51 8%	53 8%	49 7%	35 6%	72 8%	110 10%klm	78 7%	61 7%	64 7%	32 9%	11 7%	42 9%uw	33 9%w	35 10%uw	24 9%	16 8%	19 5%	51 10%uw	29 5%	21 6%	29 5%	157 9%A
6	396 10%	166 8%	230 11%a	68 14%fi	65 10%	63 9%	72 10%	58 10%	69 8%	102 10%	115 10%	74 8%	105 11%	34 9%	20 12%	51 11%	35 10%	32 9%	24 8%	18 9%	37 9%	55 11%	55 10%	36 10%	48 9%	183 11%
5 - Neutral	1014 25%	443 23%	570 28%a	137 29%gi	204 30%gi	166 25%	158 22%	151 25%	198 23%	249 23%	326 29%ijlm	208 24%	231 24%	85 23%	30 19%	114 26%	75 21%	98 27%	78 28%	48 24%	106 26%	142 27%	143 25%	96 27%	156 29%	419 24%
4	488 12%	237 12%	251 12%	52 11%	86 13%	78 12%	89 12%	66 11%	117 13%	145 13%	137 12%	97 11%	110 12%	38 10%	24 15%v	47 11%	39 11%	42 12%	35 13%	26 13%	52 13%v	40 8%	91 16%npv	53 15%v	52 10%	213 12%
3	502 12%	248 13%	254 12%	37 8%	62 9%	95 14%de	88 12%	84 14%de	136 15%de	136 13%	144 13%	110 13%	112 12%	36 10%	14 9%	56 13%	58 16%v	40 11%	37 13%	29 15%v	72 18%norv	42 8%	72 13%v	45 13%	69 13%	191 11%
2	396 10%	228 12%b	168 8%	38 8%	50 7%	68 10%	87 12%e	61 10%	92 10%	108 10%	118 11%	82 9%	88 9%	44 12%	17 11%	36 8%	41 11%	32 9%	29 10%	18 9%	34 9%	55 10%	49 9%	40 11%	58 11%	161 9%
1	284 7%	161 8%b	123 6%	28 6%	51 7%	31 5%	59 8%f	51 8%f	64 7%	62 6%	66 6%	77 9%j	79 8%j	28 8%	11 7%	31 7%	35 10%	20 6%	17 6%	14 7%	30 8%	28 5%	40 7%	28 8%	34 6%	125 7%
0 - Extremely negative	376 9%	214 11%b	162 8%	24 5%	43 6%	66 10%cd	81 11%de	78 13%de	84 10%cd	87 8%	78 7%	107 12%jk	105 11%jk	44 12%	19 12%	42 10%	28 8%	35 10%	27 10%	14 7%	41 10%	41 8%	54 10%	30 8%	36 7%	156 9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 15

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Energy companies**

**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	4.06	3.87	4.24a	4.66fgh hi	4.46gh i	4.16gh i	3.77	3.58	3.89h	4.23lm	4.12	3.87	3.95	3.88	4.08	4.11u	3.88	4.24u	3.97	4.22u	3.71	4.60np qsuw	3.96	3.88	4.32	4.14
Standard deviation	2.31	2.38	2.22	2.22	2.33	2.35	2.32	2.19	2.25	2.31	2.12	2.45	2.37	2.42	2.55	2.27	2.25	2.39	2.19	2.31	2.06	2.51	2.23	2.12	2.37	2.34
Standard error	0.04	0.05	0.05	0.10	0.10	0.10	0.08	0.09	0.07	0.07	0.06	0.10	0.07	0.13	0.19	0.10	0.12	0.12	0.13	0.16	0.11	0.12	0.09	0.11	0.11	0.06
NET: 7-10	561 14%	271 14%	290 14%	92 19%ghi	116 17%gh	108 16%gh	82 11%	47 8%	116 13%h	186 17%km	131 12%	120 14%	124 13%	53 15%u	26 16%u	65 15%ux	50 14%u	62 17%uwx	34 12%	33 16%uwx	29 7%	118 23%npq suwx	58 10%	33 9%	84 16%	265 15%
NET: 4-6	1898 47%	847 43%	1051 51%a	257 54%fgh i	355 52%fgh i	307 45%	319 45%	275 46%	385 44%	496 46%	577 52%jlm	379 43%	446 47%	156 43%	73 46%	212 48%	149 41%	171 47%	137 49%	92 46%	196 49%	238 45%	290 52%nq	184 51%q	256 48%	815 48%
NET: 0-3	1559 39%	851 43%b	707 35%	128 27%	205 30%	261 39%de	315 44%de	275 46%def	374 43%de	392 36%	406 36%	376 43%jk	385 40%	153 42%v	62 39%	165 37%	163 45%rv	128 35%	110 39%	76 38%	177 44%rv	167 32%	214 38%	144 40%	197 37%	632 37%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 15

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Energy companies**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	36 1%	36 4% f	1 bcde *	-	-	-	-	16 1%	9 1%	4 1%	3 *	-	1 *	3 1%	21 2% op	10 1%	6 *
9	69 2%	63 8% f	1 bcde *	2 *	3 *	-	-	24 2%	27 2% j	1 *	4 1%	2 1%	6 3% j	5 1%	28 2% p	28 2% p	13 1%
8	142 4%	119 14% f	5 1% e	12 1% ef	5 1%	1 *	-	60 5% jklm	51 4% kl	6 2%	15 3%	1 *	*	7 2%	55 5% p	50 4%	37 3%
7	313 8%	209 25% bcd ef	49 10% cdef	34 4% ef	20 2% ef	1 *	-	105 9% k	95 8%	22 8%	39 7%	7 3%	16 8%	24 6%	105 9%	101 7%	107 7%
6	396 10%	166 20% bcd ef	70 15% def	94 11% def	53 6% ef	12 2% f	1 *	137 12% j	108 9%	27 10%	35 6%	19 9%	15 7%	39 10%	133 12% p	136 10%	127 9%
5 - Neutral	1014 25%	122 15% f	138 29% ade f	465 56% abd ef	203 22% aef	80 14% f	7 2%	312 27% h	248 22%	72 27%	121 22%	50 24%	49 24%	122 32% hj	341 30% op	323 23%	349 24%
4	488 12%	54 6% f	92 19% ace f	106 13% af	152 17% af	69 12% af	15 4%	148 13%	132 12%	34 13%	66 12%	23 11%	25 12%	49 13%	137 12%	167 12%	184 12%
3	502 12%	30 4%	55 12% ac	64 8% a	180 20% abc f	131 23% abc f	42 10% a	128 11%	142 12%	50 18% ghl m	76 14%	32 15%	21 10%	46 12%	99 9%	183 13% n	220 15% n

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 15

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Energy companies**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	396 10%	14 2%	37 8%ac	27 3%	127 14%abc	110 20%abc	82 20%abcd	93 8%	137 12%gm	20 7%	66 12%g	23 11%	24 12%	29 8%	88 8%	155 11%n	153 10%n
1	284 7%	9 1%	14 3%a	25 3%a	106 12%abc	65 12%abc	65 16%abc	70 6%	83 7%	17 6%	44 8%	28 13%ghim	15 7%	23 6%	79 7%	91 7%	115 8%
0 - Extremely negative	376 9%	8 1%	13 3%c	3 *	65 7%abc	89 16%abc	197 48%abcd	65 6%	117 10%g	16 6%	83 15%ghi	24 11%g	33 16%gi	36 9%g	67 6%	148 11%n	162 11%n
Mean	4.06	6.37bc def	4.49de f	4.73bd ef	3.34ef	2.58f	1.12	4.49hj klm	4.01jk l	4.15jk	3.51	3.35	3.62	4.08jk	4.54op	3.96p	3.77
Standard deviation	2.31	1.93	1.72	1.30	1.82	1.70	1.33	2.25	2.41	2.09	2.32	2.11	2.43	2.16	2.29	2.34	2.23
Standard error	0.04	0.07	0.08	0.05	0.06	0.07	0.06	0.07	0.07	0.13	0.10	0.15	0.17	0.11	0.07	0.06	0.06
NET: 7-10	561 14%	428 51%bcd ef	56 12%cd	48 6%def	28 3%ef	2 *	-	204 18%jkm	182 16%jkm	33 12%k	60 11%k	10 5%	24 12%k	40 10%	209 18%op	190 14%	163 11%
NET: 4-6	1898 47%	341 41%ef	299 63%ade f	665 80%abd ef	408 45%ef	161 29%ef	24 6%	598 52%hj	488 43%	133 50%j	222 40%	92 44%	90 43%	211 55%hjk l	612 53%op	626 45%	660 45%
NET: 0-3	1559 39%	62 7%	119 25%ac	119 14%a	478 52%abc	395 71%abc	386 94%abc de	357 31%	478 42%gm	102 38%g	269 49%ghi	107 51%ghi	94 45%gm	134 35%	333 29%	577 41%n	649 44%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 16

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street fashion chains**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	75 2%	24 1%	51 2%a	14 3%i	22 3%gi	16 2%i	8 1%	11 2%i	4 1%	15 1%	15 1%	33 4%jkm	12 1%	8 2%	6 4%	6 1%	3 1%	13 3%qx	3 1%	1 1%	5 1%	12 2%	15 3%	3 1%	19 3%	30 2%
9	102 3%	46 2%	56 3%	20 4%hi	27 4%hi	19 3%i	17 2%	9 1%	10 1%	33 3%	24 2%	29 3%	16 2%	10 3%	5 3%	12 3%	9 3%	13 3%	3 1%	7 3%	6 2%	24 5%suwx	9 2%	5 1%	17 3%	55 3%
8	339 8%	111 6%	228 11%a	59 12%ghi	72 11%ghi	78 12%ghi	49 7%	35 6%	46 5%	88 8%	91 8%	81 9%	79 8%	16 5%	15 9%	38 9%	34 9%n	27 8%	19 7%	27 14%nrsw	21 5%	66 13%nrsw	43 8%	32 9%	41 8%	180 10%
7	525 13%	222 11%	303 15%a	79 17%hi	112 17%hi	94 14%	88 12%	58 10%	94 11%	142 13%	153 14%	105 12%	125 13%	46 13%	31 19%vw	59 13%	60 17%wx	57 16%wx	39 14%	30 15%	48 12%	61 12%	61 11%	33 9%	55 10%	259 15%A
6	624 16%	263 13%	361 18%a	86 18%i	105 18%	117 17%i	111 16%	91 15%	114 13%	192 18%lm	193 17%lm	124 14%	115 12%	62 17%	25 15%	69 16%	60 17%	47 13%	50 18%	27 13%	76 19%	81 16%	78 14%	50 14%	107 20%	267 16%
5 - Neutral	1367 34%	667 34%	699 34%	149 31%	213 32%	208 31%	263 37%	225 38%f	308 35%	328 31%	386 35%	305 35%	347 36%j	110 30%	51 32%	152 34%	130 36%	110 30%	95 34%	69 34%	136 34%	171 33%	208 37%	133 37%	199 37%B	527 31%
4	362 9%	219 11%b	144 7%	33 7%	52 8%	51 8%	73 10%	59 10%	95 11%	101 9%	99 9%	78 9%	84 9%	35 10%	12 7%	43 10%	24 7%	29 8%	31 11%tv	10 5%	43 11%tv	32 6%	58 10%tv	45 13%qt	45 8%	151 9%
3	238 6%	163 8%b	75 4%	16 3%	26 4%	32 5%	50 7%de	39 6%	76 9%def	61 6%	63 6%	48 5%	67 7%	23 6%	8 5%	29 7%	15 4%	25 7%	14 5%	11 6%	18 4%	32 6%	30 5%	32 9%qu	28 5%	89 5%
2	169 4%	119 6%b	50 2%	10 2%	18 3%	24 4%	22 3%	33 5%de	63 7%defg	53 5%	41 4%	29 3%	47 5%	21 6%ov	2 1%	20 4%	14 4%	20 6%ov	13 5%	5 2%	19 5%	12 2%	31 5%ov	13 4%	15 3%	66 4%
1	85 2%	60 3%b	25 1%	7 2%	7 1%	17 2%	13 2%	11 2%	29 3%e	29 3%	21 2%	16 2%	19 2%	10 3%	2 1%	5 1%	4 1%	6 2%	10 4%p	8 4%p	12 3%	10 2%	13 2%	5 1%	4 1%	35 2%
0 - Extremely negative	132 3%	76 4%	56 3%	5 1%	21 3%	22 3%cd	21 3%	27 5%cd	35 4%cd	31 3%	27 2%	28 3%	44 5%k	20 6%pq	4 2%	9 2%	7 2%	15 4%	4 2%	5 3%	18 4%	20 4%	16 3%	11 3%	8 1%	53 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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**High-street fashion chains**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	5.28	4.91	5.64a	5.89fg hi	5.70gh i	5.49gh i	5.20i	4.98i	4.74	5.27m	5.34m	5.45m	5.07	4.99	5.72ns uw	5.35n	5.51nu wx	5.32	5.18	5.48nu x	5.03	5.54nu wx	5.17	5.06	5.56	5.44
Standard deviation	2.02	2.05	1.93	1.85	2.04	2.08	1.89	2.02	1.98	2.04	1.90	2.11	2.06	2.19	1.96	1.90	1.82	2.23	1.85	2.06	2.00	2.14	2.02	1.88	1.84	2.05
Standard error	0.03	0.05	0.04	0.09	0.08	0.09	0.07	0.08	0.06	0.06	0.06	0.08	0.06	0.12	0.15	0.09	0.10	0.11	0.11	0.14	0.10	0.11	0.08	0.10	0.09	0.06
NET: 7-10	1041 26%	403 20%	638 31%a	172 36%ghi	233 35%ghi	206 30%ghi	162 23%i	113 19%	154 18%	278 26%	283 25%	248 28%	232 24%	80 22%	56 16%	115 26%	106 29%ux	110 30%nuw x	64 23%	66 33%nsu wx	80 20%	163 31%nsu wx	128 23%	73 20%	132 25%	524 31%A
NET: 4-6	2353 59%	1149 58%	1204 59%	268 56%	371 55%	376 56%	447 62%ef	374 63%ef	517 59%	622 58%	679 61%	507 58%	546 57%	207 57%	88 55%	264 60%r	215 59%	185 51%	176 63%r	106 53%	255 64%rtv	284 54%	344 61%r	228 63%rtv	351 65%B	945 55%
NET: 0-3	624 16%	417 21%b	207 10%	37 8%	72 11%	94 14%d	107 15%d	110 18%de	204 23%def gh	174 16%	152 14%	121 14%	177 19%kl	74 21%opq	16 10%	63 14%	41 11%	67 19%oq	41 15%	30 15%	66 16%	75 14%	90 16%	61 17%	55 10%	243 14%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

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Table 16

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**High-street fashion chains**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	75 2%	65 8%bcdef	-	2 *	8 1%	-	-	20 2%	24 2%	5 2%	9 2%	-	5 2%	9 2%	36 3%p	23 2%	16 1%
9	102 3%	83 10%bcdef	3 1%	5 1%	11 1%e	-	-	35 3%	32 3%	6 2%	8 2%	4 2%	2 1%	11 3%	47 4%p	36 3%p	19 1%
8	339 8%	220 26%bcdef	31 7%ef	32 4%ef	47 5%ef	9 2%f	-	115 10%k	105 9%	20 8%	45 8%	8 4%	13 6%	25 6%	131 11%p	127 9%p	81 6%
7	525 13%	232 28%bcd ef	81 17%cef	67 8%ef	122 13%cef	20 4%f	4 1%	173 15%k	168 15%k	28 10%	68 12%k	11 5%	27 13%k	42 11%	192 17%op	182 13%p	151 10%
6	624 16%	132 16%ef	118 25%acd ef	154 18%ef	173 19%ef	32 6%	15 4%	209 18%j	178 16%	34 13%	67 12%	25 12%	32 15%	62 16%	191 17%	228 16%	205 14%
5 - Neutral	1367 34%	79 9%	163 34%af	475 57%abd ef	352 39%af	213 38%af	86 21%a	399 34%	355 31%	92 34%	193 35%	76 37%	63 30%	159 41%ghl	362 31%	471 34%	533 36%n
4	362 9%	14 2%	30 6%a	60 7%a	103 11%abc	98 18%abc d	58 14%abc	78 7%	102 9%	28 10%	60 11%g	30 14%gm	23 11%	28 7%	86 7%	123 9%	153 10%n
3	238 6%	4 1%	29 6%a	31 4%a	37 4%a	62 11%abc d	75 18%abcd e	46 4%	82 7%g	26 10%gj	25 4%	20 10%gj	15 7%	21 5%	41 4%	82 6%n	115 8%n

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 16

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**High-street fashion chains**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	169 4%	1 *	9 2%ac	3 *	33 4%ac	70 12%abc d	53 13%abcd	37 3%	40 3%	16 6%	36 7%gh	13 6%	11 5%	15 4%	27 2%	46 3%	96 7%no
1	85 2%	1 *	6 1%a	4 1%	13 1%a	19 3%acd e	42 10%abcd	15 1%	27 2% m	9 3% m	17 3% gm	8 4% gm	5 2%	2 *	15 1%	30 2%	40 3% n
0 - Extremely negative	132 3%	* *	3 1% c	- -	15 2% ac	37 7% abc d	76 19% abcd e	33 3%	36 3%	5 2%	23 4%	13 6%	11 5%	12 3%	26 2%	43 3%	62 4% n
Mean	5.28	7.27bc def	5.48de f	5.32ef	5.26ef	3.94f	2.82	5.55hi jkl	5.35jk	5.06k	5.03k	4.43	4.98k	5.34k	5.78op	5.34p	4.84
Standard deviation	2.02	1.46	1.51	1.11	1.67	1.77	1.92	1.93	2.06	2.02	2.10	1.98	2.15	1.89	1.97	1.99	2.00
Standard error	0.03	0.05	0.07	0.04	0.05	0.07	0.09	0.06	0.06	0.12	0.09	0.14	0.15	0.09	0.06	0.05	0.05
NET: 7-10	1041 26%	600 72% bcd ef	115 24% cef	106 13% ef	188 21% cef	28 5% f	4 1%	343 30% ijkl m	328 29% k	60 22% k	131 24% k	23 11%	47 23% k	87 23% k	406 35% op	368 26% p	267 18%
NET: 4-6	2353 59%	225 27%	310 66% af	688 83% abd ef	628 69% aef	343 61% af	159 39% a	685 59%	635 55%	153 57%	319 58%	131 63%	119 57%	249 65% h	639 55%	823 59%	891 61% n
NET: 0-3	624 16%	6 1%	48 10% ac	38 5% a	99 11% ac	187 33% abc d	246 60% abc de	131 11%	185 16% g	55 21% gm	101 18% g	54 26% ghm	42 20% g	49 13%	109 9%	201 14% n	314 21% no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 17

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Private healthcare companies**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	55 1%	24 1%	31 1%	12 2%i	16 2%i	9 1%	8 1%	7 1%	4 *	17 2%m	9 1%	26 3%km	3 *	2 1%	4 2%	5 1%	5 1%	6 2%	1 *	3 2%	2 1%	12 2%	12 2%	3 1%	13 2%	28 2%
9	82 2%	35 2%	46 2%	13 3%	32 5%fg	15 2%	7 1%	5 1%	11 1%	35 3%km	19 2%	15 2%	12 1%	2 1%	3 2%	7 2%	6 2%	15 4%np	6 2%	7 4%nu	4 1%	16 3%	11 2%	4 1%	19 4%	37 2%
8	228 6%	102 5%	126 6%	35 7%hi	52 8%hi	51 8%hi	39 5%	21 4%	30 3%	67 6%	67 6%	56 6%	39 4%	19 5%	4 2%	26 6%	28 8%ou	18 5%	11 4%	23 11%nop	13 3%	46 9%osu	26 5%	16 4%	35 6%	123 7%
7	391 10%	190 10%	201 10%	63 13%gh	73 11%	68 10%	58 8%	46 8%	83 9%	111 10%	102 9%	80 9%	98 10%	29 8%	21 13%	46 10%	48 13%uw	39 11%	23 8%	18 9%	30 7%	65 13%uw	44 8%	29 8%	49 9%	190 11%
6	441 11%	208 11%	233 11%	68 14%hi	80 12%	77 11%	79 11%	54 9%	82 9%	139 13%lm	120 11%	98 11%	83 9%	36 10%	14 9%	54 12%	44 12%	39 11%	33 12%	13 6%	46 11%	54 10%	65 12%	44 12%	61 11%	202 12%
5 - Neutral	1320 33%	592 30%	728 36%a	157 33%	233 34%i	249 37%i	247 34%i	187 31%	247 28%	325 30%	404 36%j	285 33%	306 32%	103 29%	62 39%nt	152 34%	118 33%	107 30%	111 39%nr	55 28%	143 36%	158 30%	185 33%	124 34%	202 38%	548 32%
4	368 9%	189 10%	179 9%	44 9%	60 9%	53 8%	65 9%	62 10%	84 10%	104 10%	121 11%i	62 7%	81 9%	35 10%	17 11%	30 7%	28 8%	35 10%	24 8%	21 10%	39 10%	46 9%	65 12%p	27 7%	47 9%	163 10%
3	356 9%	189 10%	167 8%	22 5%	50 7%	54 8%	69 10%d	56 9%d	106 12%def	89 8%	80 7%	87 10%	100 10%k	34 9%	9 5%	43 10%	29 8%	39 11%	19 7%	22 11%	35 9%	43 8%	44 8%	39 11%	31 6%	148 9%
2	281 7%	158 8%b	123 6%	26 5%	36 5%	39 6%	46 6%	56 9%def	78 9%ef	63 6%	78 7%	57 7%	83 9%j	34 9%	10 6%	32 7%	28 8%	19 5%	13 5%	13 7%	34 8%	31 6%	37 7%	29 8%	30 5%	100 6%
1	174 4%	102 5%b	71 3%	12 3%	13 2%	21 3%	35 5%e	34 6%	59 6%de	42 7%def	43 4%	40 5%	49 5%	21 6%	8 5%	15 3%	11 3%	15 4%	16 6%	7 3%	17 4%	20 4%	25 4%	19 5%	17 3%	51 3%
0 - Extremely negative	323 8%	180 9%b	143 7%	27 6%	31 5%	40 6%	63 9%e	70 12%def	91 10%def	83 8%	71 6%	68 8%	100 10%k	46 13%op	9 6%	31 7%	17 5%	30 8%	25 9%	18 9%	39 10%q	31 6%	49 9%	28 8%	34 6%	124 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 17

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Private healthcare companies**

**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	4.57	4.40	4.74a	5.12gh	5.17fg	4.86gh	4.42hi	4.05	4.07	4.75m	4.64m	4.66m	4.20	4.04	4.73nu	4.65nu	4.92ns	4.67nu	4.46	4.68n	4.25	4.97ns	4.51n	4.38	4.94	4.80
Standard deviation	2.30	2.35	2.23	2.22	2.21	2.18	2.25	2.32	2.30	2.34	2.14	2.39	2.29	2.37	2.17	2.22	2.18	2.39	2.20	2.51	2.18	2.34	2.31	2.21	2.27	2.27
Standard error	0.04	0.05	0.05	0.10	0.09	0.09	0.08	0.09	0.07	0.07	0.06	0.09	0.07	0.13	0.16	0.10	0.12	0.12	0.13	0.17	0.11	0.12	0.09	0.12	0.11	0.06
NET: 7-10	756 19%	351 18%	404 20%	122 25%ghi	173 26%ghi	143 21%ghi	112 16%	78 13%	128 15%	231 21%km	196 18%	177 20%	152 16%	52 15%	31 19%	84 19%u	87 24%nsuwx	78 22%nsuwx	40 14%	51 25%nsuwx	49 12%	139 27%npsuw	92 16%	52 14%	116 22%	378 22%
NET: 4-6	2129 53%	989 50%	1140 56%a	269 56%i	373 55%i	379 56%i	391 55%i	303 51%	414 47%	567 53%	646 58%jlm	445 51%	471 49%	175 48%	94 59%t	237 54%	189 52%	181 50%	168 60%nrvt	89 45%	228 57%t	258 49%	316 56%t	195 54%	310 58%	912 53%
NET: 0-3	1134 28%	629 32%b	505 25%	87 18%	130 19%	155 23%	213 30%def	216 36%defg	333 38%defg	277 26%	272 24%	253 29%	332 35%ijkl	134 37%opqrsvw	35 22%	122 28%	85 24%	103 28%	74 26%	61 30%	125 31%	125 24%	155 27%	115 32%ooqv	112 21%	422 25%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 17

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Private healthcare companies**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	55 1%	46 6% f	2 bcde *	1 *	5 1%	2 *	-	28 2% hj	12 1%	4 1%	4 1%	-	-	4 1%	28 2% p	16 1%	11 1%
9	82 2%	69 8% f	6 bcde 1% ef	2 *	4 *	1 *	-	30 3%	34 3% ijm	2 1%	5 1%	5 2%	-	3 1%	44 4% op	21 2%	16 1%
8	228 6%	158 19% f	21 bcde 4% ef	22 3% ef	24 3% ef	3 1%	-	87 7% ij	68 6%	8 3%	19 4%	7 3%	13 6%	24 6%	87 8% p	91 6% p	51 3%
7	391 10%	215 26% bcd ef	66 14% cdef	45 5% ef	50 5% ef	9 2%	7 2%	147 13% hk	89 8% k	31 12% k	61 11% k	5 2%	14 7%	37 10% k	136 12% p	127 9%	128 9%
6	441 11%	152 18% cde f	97 20% cde f	94 11% ef	73 8% ef	21 4% f	4 1%	166 14% hjm	110 10%	27 10%	55 10%	26 13%	19 9%	32 8%	148 13% p	156 11%	137 9%
5 - Neutral	1320 33%	136 16% f	165 35% aef	528 63% abd ef	331 36% aef	128 23% af	33 8%	398 34% h	327 28%	88 33%	175 32%	58 28%	58 28%	175 46% ghi jkl	390 34%	496 36% p	434 30%
4	368 9%	31 4%	42 9% af	77 9% af	142 16% abc f	63 11% af	11 3%	113 10%	109 9%	27 10%	45 8%	12 6%	18 9%	31 8%	104 9%	118 8%	145 10%
3	356 9%	13 2%	40 8% ac	38 5% a	111 12% ac	111 20% abc df	43 10% ac	71 6%	115 10% g	27 10%	71 13% gm	24 12% g	14 7%	24 6%	72 6%	123 9%	162 11% n

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 17

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Private healthcare companies**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	281 7%	8 1%	21 4%ac	17 2%	81 9%abc	99 18%abc	55 13%abcd	42 4%	97 8%g	15 5%	54 10%g	21 10%g	24 11%gi	25 6%g	61 5%	86 6%	134 9%no
1	174 4%	1 *	7 2%a	8 1%	39 4%abc	53 10%abc	65 16%abcd	32 3%	72 6%gjm	10 4%	15 3%	19 9%gjm	14 7%gjm	10 3%	25 2%	56 4%n	93 6%no
0 - Extremely negative	323 8%	1 *	7 1%ac	* *	55 6%abc	68 12%abc	192 47%abcd	45 4%	115 10%gm	30 11%gm	46 8%g	31 15%gjm	33 16%ghjm	19 5%	59 5%	103 7%	161 11%no
Mean	4.57	6.76bc def	5.16de f	5.03de f	4.17ef	3.07f	1.42	5.21hi jklm	4.30kl	4.35kl	4.32kl	3.67	3.77	4.80hi jkl	5.15op	4.63p	4.06
Standard deviation	2.30	1.67	1.69	1.12	1.91	1.90	1.79	2.10	2.44	2.29	2.18	2.40	2.44	1.98	2.22	2.22	2.31
Standard error	0.04	0.06	0.08	0.04	0.06	0.08	0.09	0.06	0.07	0.14	0.09	0.17	0.18	0.10	0.07	0.06	0.06
NET: 7-10	756 19%	488 59%bcdef	94 20%cdef	70 8%ef	82 9%ef	14 3%	7 2%	292 25%hijklm	203 18%k	45 17%k	89 16%k	17 8%	27 13%	68 18%k	295 26%op	255 18%p	206 14%
NET: 4-6	2129 53%	319 38%f	304 64%aef	699 84%abdef	546 60%aef	213 38%f	48 12%	677 58%hijkl	546 48%	142 53%	275 50%	96 46%	95 46%	239 62%hijkl	642 56%p	770 55%p	716 49%
NET: 0-3	1134 28%	24 3%	75 16%ac	63 8%a	286 31%abc	331 59%abc	355 87%abcde	190 16%	399 35%gm	82 30%gm	187 34%gm	95 46%ghi	86 41%gim	78 20%	217 19%	368 26%n	549 37%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 18

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Train companies**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	1156	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
10 - Extremely positive	61	28	33	14	19	9	11	2	4	15	7	27	12	7	5	5	5	5	3	5	3	13	12	1	15	32	
	2%	1%	2%	3%hi	3%hi	1%	2%	*	1%	1%	1%	3%jkm	1%	2%	3%x	1%	1%	1%	1%	2%x	1%	3%x	2%x	*	3%	2%	
9	90	41	49	7	37	23	4	13	7	28	20	22	20	7	6	7	14	15	5	5	2	17	10	3	13	54	
	2%	2%	2%	1%	5%dghi	3%gi	1%	2%g	1%	3%	2%	2%	2%	2%	4%u	2%	4%ux	4%ux	2%	2%	1%	3%u	2%	1%	2%	3%	
8	213	112	100	32	48	41	29	16	47	62	57	48	46	19	10	29	15	17	11	11	11	51	20	18	33	96	
	5%	6%	5%	7%h	7%h	6%h	4%	3%	5%h	6%	5%	5%	5%	5%	6%	7%uw	4%	5%	4%	5%	3%	10%qrsuwx	4%	5%	6%	6%	
7	380	178	202	51	50	77	65	55	83	119	99	83	78	42	17	49	49	32	20	18	26	58	38	31	46	170	
	9%	9%	10%	11%	7%	11%e	9%	9%	9%	11%	9%	10%	8%	12%w	10%	11%w	14%suw	9%	7%	9%	7%	11%w	7%	9%	9%	10%	
6	472	215	258	77	71	71	74	74	106	152	131	86	104	54	18	66	33	45	27	23	43	65	63	35	48	205	
	12%	11%	13%	16%efg	10%	10%	10%	12%	12%	14%l	12%	10%	11%	15%	11%	15%q	9%	12%	10%	11%	11%	12%	11%	10%	9%	12%	
5 - Neutral	1258	582	676	144	225	200	233	193	264	291	384	258	325	104	52	136	110	118	96	66	140	152	165	120	181	498	
	31%	30%	33%	30%	33%	30%	33%	32%	30%	27%	35%j	30%	34%j	29%	33%	31%	31%	33%	34%	33%	35%	29%	29%	33%	34%	29%	
4	465	223	242	42	82	63	88	76	113	121	139	105	99	36	15	53	44	38	32	27	54	45	83	38	61	192	
	12%	11%	12%	9%	12%	9%	12%	13%	13%	11%	13%	12%	10%	10%	10%	12%	12%	11%	11%	13%	13%	9%	15%v	11%	11%	11%	
3	422	212	210	58	47	80	79	58	102	122	109	96	96	42	15	35	47	38	34	13	45	44	57	52	48	188	
	11%	11%	10%	12%e	7%	12%e	11%e	10%	12%e	11%	10%	11%	10%	12%	9%	8%	13%	11%	12%	7%	11%	8%	10%	14%ptv	9%	11%	
2	248	129	119	18	44	39	48	42	56	73	64	52	60	14	10	23	18	19	23	13	23	19	49	36	38	106	
	6%	7%	6%	4%	7%	6%	7%	7%	6%	7%	6%	6%	6%	4%	6%	5%	5%	5%	8%nv	7%	6%	4%	9%nv	10%npqr	7%	6%	
1	171	110	61	11	19	39	33	32	38	45	47	34	44	13	6	18	12	9	18	4	30	29	23	9	28	77	
	4%	6%b	3%	2%	3%	6%de	5%	5%d	4%	4%	4%	4%	5%	4%	4%	4%	3%	2%	6%rx	2%	7%rtx	5%	4%	2%	5%	4%	
0 - Extremely negative	237	138	100	24	36	34	52	35	56	47	56	63	71	23	6	22	14	27	13	17	25	29	42	18	27	95	
	6%	7%b	5%	5%	5%	5%	7%	6%	6%	4%	5%	7%j	7%jk	6%	4%	5%	4%	7%	5%	8%	6%	6%	8%	5%	5%	6%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 18

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Train companies**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	4.66	4.52	4.79a	4.99gh i	4.99gh i	4.74gh	4.42	4.44	4.48	4.78m	4.64	4.67	4.51	4.78uw wx	4.98su wx	4.84su wx	4.84su wx	4.73uw	4.38	4.70u	4.26	5.03su wx	4.38	4.42	4.71	4.73
Standard deviation	2.20	2.29	2.11	2.17	2.32	2.28	2.16	2.09	2.11	2.18	2.06	2.36	2.23	2.21	2.25	2.11	2.14	2.25	2.11	2.29	2.05	2.37	2.24	1.99	2.27	2.27
Standard error	0.03	0.05	0.05	0.10	0.10	0.09	0.08	0.08	0.07	0.06	0.06	0.09	0.07	0.12	0.17	0.10	0.12	0.11	0.12	0.16	0.11	0.12	0.09	0.10	0.11	0.06
NET: 7-10	744 19%	360 18%	384 19%	104 22%ghi	154 23%ghi	151 22%ghi	109 15%	85 14%	141 16%	224 21%km	184 16%	180 21%	156 16%	74 20%uw	38 23%suw x	89 20%suw x	83 23%suw x	68 19%u	38 14%	38 19%u	43 11%	139 27%rsu wx	80 14%	53 15%	106 20%	352 21%
NET: 4-6	2195 55%	1020 52%	1176 57%a	263 55%	378 56%	334 49%	396 55%	343 58%f	482 55%	564 52%	655 59%jl	450 51%	527 55%	195 54%	86 53%	255 58%	187 52%	201 55%	154 55%	115 57%	236 59%v	262 50%	311 55%	194 54%	291 54%	895 52%
NET: 0-3	1079 27%	589 30%b	490 24%	111 23%	145 21%	192 28%e	211 29%e	168 28%e	251 29%e	286 27%	276 25%	246 28%	271 28%	93 26%	38 23%	98 22%	91 25%	93 26%	89 32%pv	48 24%	122 30%p	121 23%	172 31%pv	115 32%pv	140 26%	465 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 18

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Train companies**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	61 2%	54 7% bcde f	1 * *	4 *	1 *	1 *	-	22 2%	17 1%	5 2%	5 1%	-	6 3%	5 1%	33 3%p	21 1%p	7 *
9	90 2%	77 9% bcde f	3 1%	2 *	4 *	-	4 1%e	26 2%	34 3%jl	6 2%	5 1%	-	-	15 4%jkl	44 4%op	27 2%	20 1%
8	213 5%	155 19% bcde f	18 4% cef	14 2%	17 2%	6 1%	1 *	71 6% m	72 6% m	14 5% m	26 5% m	10 5%	13 6% m	6 2%	79 7% p	70 5%	63 4%
7	380 9%	222 27% bcd ef	56 12% cdef	44 5% ef	47 5% ef	8 1%	2 1%	135 12% jm	116 10%	19 7%	43 8%	15 7%	20 10%	27 7%	101 9%	142 10%	137 9%
6	472 12%	147 18% cde f	88 19% cde	106 13% ef	97 11% ef	22 4%	13 3%	162 14% j	135 12% j	39 14% j	31 6%	17 8%	34 16% jk	52 14% j	148 13%	145 10%	180 12%
5 - Neutral	1258 31%	122 15% f	156 33% aef	493 59% abd ef	303 33% aef	146 26% af	40 10%	370 32%	325 28%	76 28%	170 31%	58 28%	57 27%	157 41% ghi jkl	368 32%	433 31%	457 31%
4	465 12%	24 3%	57 12% a	91 11% a	159 17% abc f	98 18% abc f	36 9% a	127 11%	135 12%	45 17% glm	67 12%	29 14%	17 8%	36 9%	124 11%	151 11%	189 13%
3	422 11%	14 2%	51 11% ac	57 7% a	129 14% ac	105 19% abc d	66 16% abc	97 8%	117 10%	25 9%	73 13% g	33 16% g	27 13%	39 10%	104 9%	158 11%	160 11%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 18

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Train companies**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	248 6%	7 1%	24 5%ac	14 2%	89 10%abc	61 11%abc	53 13%abc	72 6%	77 7%	14 5%	38 7%	15 7%	9 4%	21 5%	63 5%	87 6%	98 7%
1	171 4%	5 1%	15 3%ac	3 *	29 3%ac	55 10%abc d	64 16%abcd e	36 3%	52 5%	15 5%	35 6%g	9 4%	5 2%	17 4%	29 3%	72 5%n	70 5%n
0 - Extremely negative	237 6%	5 1%	5 1%	3 *	39 4%abc d	55 10%abc d	131 32%abcd e	42 4%	67 6%gm	13 5%	58 11%gh m	23 11%gh m	20 10%gm	10 3%	60 5%	86 6%	92 6%
Mean	4.66	6.83bc def	4.91de f	4.99de f	4.20ef	3.35f	2.07	4.97hj k	4.70jk	4.65jk	4.06	3.96	4.65jk	4.78jk	4.99op	4.57	4.47
Standard deviation	2.20	1.76	1.70	1.15	1.77	1.87	2.01	2.09	2.28	2.15	2.29	2.15	2.36	1.95	2.26	2.23	2.10
Standard error	0.03	0.07	0.08	0.04	0.06	0.08	0.10	0.06	0.07	0.13	0.10	0.15	0.17	0.10	0.07	0.06	0.05
NET: 7-10	744 19%	509 61%bcd ef	78 17%cd ef	65 8%ef	69 8%ef	16 3%	7 2%	253 22%jkm	239 21%jkm	43 16%	79 14%	25 12%	39 19%	53 14%	257 22%p	260 19%p	226 15%
NET: 4-6	2195 55%	292 35%f	300 63%aef	691 83%abcd ef	559 61%aef	266 48%af	88 22%	659 57%hj	595 52%	160 59%hj	267 49%	104 50%	108 52%	245 64%ghj kl	640 55%	729 52%	826 56%
NET: 0-3	1079 27%	31 4%	95 20%ac	77 9%a	286 31%abc d	276 49%abc d	314 77%abc de	247 21%	314 27%g	66 25%	204 37%ghi m	80 39%ghi m	60 29%g	86 22%	256 22%	403 29%n	419 28%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 19

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Pharmaceutical companies**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	76 2%	39 2%	37 2%	16 3%hi	19 3%i	13 2%	13 2%	7 1%	9 1%	17 2%	14 1%	31 4%jkm	14 2%	12 3%	6 4%psu	5 1%	6 2%	8 2%	2 1%	7 3%	4 1%	9 2%	14 2%	4 1%	17 3%	38 2%
9	120 3%	64 3%	56 3%	12 2%	33 5%fg	15 2%	15 2%	16 3%	29 3%	38 4%	28 3%	32 4%	22 2%	4 1%	7 4%nw	14 3%w	10 3%	22 6%nuwx	7 3%	8 4%w	26 5%nw	6 1%	8 2%	17 3%	51 3%	
8	328 8%	156 8%	172 8%	49 10%g	63 9%	69 10%gh	43 6%	37 6%	66 8%	89 8%	90 8%	73 8%	75 8%	28 8%	9 6%	33 8%	52 14%noprsuw	28 8%	17 6%	16 8%	25 6%	59 11%uwx	37 7%	23 6%	41 8%	159 9%
7	453 11%	219 11%	234 11%	60 13%	73 11%	68 10%	87 12%	54 9%	111 13%	130 12%	115 10%	95 11%	113 12%	38 10%	20 12%	54 12%	35 10%	35 10%	39 14%	19 9%	47 12%	56 11%	69 12%	41 11%	54 10%	180 11%
6	563 14%	290 15%	273 13%	82 17%eg	69 10%	92 14%	84 12%	98 16%eg	139 16%eg	175 16%l	147 13%	95 11%	146 15%l	50 14%	25 16%	72 16%	67 18%ru	41 11%	40 14%	27 13%	45 11%	75 14%	75 13%	46 13%	64 12%	238 14%
5 - Neutral	1133 28%	510 26%	623 30%a	139 29%i	236 35%ghi	211 31%i	203 28%i	151 25%	193 22%	276 26%	373 33%jlm	234 27%	250 26%	96 27%	52 32%q	136 31%q	78 22%	106 29%q	84 30%	51 25%	119 30%	145 28%	174 31%q	92 25%	164 30%	513 30%
4	419 10%	218 11%	201 10%	53 11%	64 9%	61 9%	79 11%	62 10%	99 11%	120 11%	103 9%	106 12%	90 9%	28 8%	12 7%	47 11%	25 7%	42 12%	25 9%	24 12%	50 12%q	47 9%	64 11%	55 15%noqsv	68 13%	165 10%
3	346 9%	172 9%	175 9%	26 5%	40 6%	56 8%	79 11%de	61 10%de	84 10%de	85 8%	89 8%	84 10%	89 9%	39 11%r	11 7%	29 7%	37 10%	22 6%	32 11%prv	21 10%	45 11%r	34 6%	44 8%	32 9%	53 10%	123 7%
2	216 5%	126 6%b	90 4%	16 3%	33 5%	28 4%	45 6%	40 7%d	55 6%	51 5%	58 5%	52 6%	55 6%	19 5%	4 2%	22 5%	19 5%	13 4%	11 4%	9 4%	26 6%	36 7%	35 6%	22 6%	18 3%	93 5%
1	148 4%	74 4%	75 4%	16 3%	15 2%	24 3%	28 4%	28 5%e	38 4%	44 4%	31 3%	37 4%	36 4%	17 5%	7 4%	11 2%	22 6%pu	17 5%	8 3%	10 5%	9 2%	14 3%	19 3%	15 4%	24 4%	56 3%
0 - Extremely negative	216 5%	102 5%	113 6%	10 2%	32 5%	40 6%d	40 6%d	43 7%d	51 6%d	49 5%	66 6%	36 4%	65 7%	30 8%pqv	8 5%	19 4%	12 3%	27 7%q	15 5%	10 5%	25 6%	20 4%	26 5%	23 6%	18 3%	96 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 19

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Pharmaceutical companies**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	4.97	4.95	4.99	5.45 <sup>ghi</sup>	5.25 <sup>ghi</sup>	5.01 <sup>h</sup>	4.75	4.64	4.87	5.07	4.93	5.04	4.85	4.73	5.24 <sup>ux</sup>	5.13 <sup>nu</sup>	5.16 <sup>ux</sup>	4.99	4.93	4.97	4.73	5.25 <sup>nuwx</sup>	4.91	4.68	5.07	5.04
Standard deviation	2.27	2.29	2.24	2.07	2.26	2.26	2.24	2.31	2.31	2.24	2.19	2.35	2.31	2.45	2.31	2.10	2.33	2.45	2.14	2.39	2.16	2.27	2.16	2.24	2.21	2.29
Standard error	0.04	0.05	0.05	0.10	0.09	0.09	0.08	0.09	0.07	0.07	0.06	0.09	0.07	0.13	0.17	0.09	0.13	0.12	0.16	0.11	0.11	0.09	0.12	0.11	0.11	0.06
NET: 7-10	977	478	499	137	188	165	157	114	216	274	247	232	224	82	42	107	102	93	66	49	84	150	125	76	129	428
	24%	24%	24%	29% <sup>gh</sup>	28% <sup>gh</sup>	24%	22%	19%	25% <sup>h</sup>	26%	22%	26%	23%	23%	26%	24%	28%	26%	23%	25%	21%	29% <sup>uwx</sup>	22%	21%	24%	25%
NET: 4-6	2115	1018	1097	274	368	364	366	311	431	571	623	435	485	174	89	255	170	190	149	102	214	267	313	193	296	916
	53%	52%	54%	57% <sup>i</sup>	54%	54%	51%	52%	49%	53%	56% <sup>lm</sup>	50%	51%	48%	55%	58% <sup>nq</sup>	47%	53%	53%	51%	53%	51%	56% <sup>q</sup>	53%	55%	53%
NET: 0-3	926	474	453	67	120	147	192	172	228	229	244	209	245	105	30	80	90	79	67	50	104	105	124	93	113	369
	23%	24%	22%	14%	18%	22% <sup>d</sup>	27% <sup>de</sup>	29% <sup>def</sup>	26% <sup>de</sup>	21%	22%	24%	26% <sup>j</sup>	29% <sup>opv</sup>	19%	18%	25%	22%	24%	25%	26% <sup>p</sup>	20%	22%	26% <sup>p</sup>	21%	22%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

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**Pharmaceutical companies**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	76 2%	57 7% bcdef f	2 * *	1 *	10 1% c	6 1% c	-	27 2%	19 2%	4 1%	6 1%	1 *	8 4% j	7 2%	35 3% p	26 2%	16 1%
9	120 3%	100 12% bcdef f	7 2% f	4 *	6 1%	3 1%	-	43 4%	43 4%	5 2%	14 2%	5 2%	2 1%	6 2%	45 4% o	29 2%	45 3%
8	328 8%	224 27% bcd ef	52 11% cdef	28 3% ef	22 2% ef	2 *	-	107 9% k	103 9% k	20 7%	45 8% k	5 2%	9 5%	37 10% k	112 10% p	112 8%	103 7%
7	453 11%	195 24% cde f	86 18% cdef	54 7% ef	92 10% cef	20 4%	6 1%	156 13% km	125 11% k	36 13% k	61 11% k	6 3%	21 10% k	32 8% k	133 12%	155 11%	165 11%
6	563 14%	134 16% ef	117 25% acd ef	141 17% ef	125 14% ef	36 7% f	9 2%	215 19% hij m	137 12%	30 11%	67 12%	27 13%	31 15%	47 12%	151 13%	176 13%	237 16% o
5 - Neutral	1133 28%	85 10%	130 28% af	499 60% abd ef	247 27% af	142 25% af	31 7%	325 28%	305 27%	69 26%	150 27%	53 25%	55 27%	137 36% ghi jk	374 32% p	414 30% p	344 23%
4	419 10%	21 2%	50 11% a	60 7% a	163 18% abc f	95 17% abc f	31 7% a	117 10%	131 11%	43 16% gjk lm	56 10%	14 7%	15 7%	39 10%	117 10%	140 10%	161 11%
3	346 9%	9 1%	15 3% a	31 4% a	131 14% abc	98 17% abc	63 15% abc	69 6%	113 10% g	26 10%	53 10% g	22 11%	22 11% g	31 8%	66 6%	135 10% n	145 10% n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 19

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Pharmaceutical companies**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	216 5%	3 *	5 1%	10 1%	61 7%abc	79 14%abc	58 14%abcd	34 3%	70 6%g	20 7%g	35 6%g	28 14%ghjlm	12 6%	17 4%	49 4%	73 5%	94 6%n
1	148 4%	3 *	6 1%	3 *	37 4%abc	38 7%abc	61 15%abcde	28 2%	45 4%	7 2%	25 5%g	20 10%ghjlm	14 7%gm	9 2%	30 3%	52 4%	66 4%n
0 - Extremely negative	216 5%	* *	3 1%	1 *	22 2%abc	38 7%abc	151 37%abcde	37 3%	58 5%	10 4%	39 7%g	27 13%ghjlm	18 9%g	23 6%g	41 4%	80 6%n	94 6%n
Mean	4.97	7.19bc def	5.74cd ef	5.23de f	4.54ef	3.66f	1.81	5.44hi jklm	4.93k	4.88k	4.73k	3.64	4.56k	4.94k	5.33op	4.88	4.77
Standard deviation	2.27	1.59	1.57	1.10	1.88	1.94	1.86	2.09	2.30	2.12	2.34	2.37	2.48	2.18	2.18	2.25	2.31
Standard error	0.04	0.06	0.07	0.04	0.06	0.08	0.09	0.06	0.07	0.13	0.10	0.17	0.18	0.11	0.07	0.06	0.06
NET: 7-10	977 24%	577 69%bcd ef	147 31%cde f	88 11%ef	129 14%ef	31 6%f	6 1%	334 29%jkl m	290 25%k	64 24%k	126 23%k	17 8%	40 19%k	82 21%k	325 28%op	323 23%	329 22%
NET: 4-6	2115 53%	239 29%f	297 63%aef	700 84%abd ef	534 58%aef	273 49%af	71 17%	657 57%hjk	573 50%	142 53%	273 50%	94 45%	102 49%	223 58%hjk	642 56%p	730 52%	742 50%
NET: 0-3	926 23%	15 2%	29 6%a	45 5%a	251 27%abc	254 45%abc d	333 81%abc de	168 15%	286 25%g	62 23%g	151 27%gm	98 47%ghi jlm	66 32%gm	80 21%g	186 16%	340 24%n	400 27%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 20  
**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**  
**Car manufacturers**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
10 - Extremely positive	68 2%	37 2%	31 2%	12 2%	19 3%hi	13 2%	11 1%	6 1%	8 1%	22 2%k	8 1%	22 3%k	16 2%	7 2%	4 2%	5 1%	4 1%	8 2%	5 2%	3 2%	2 1%	12 2%	12 2%	5 1%	13 2%	36 2%
9	96 2%	56 3%	40 2%	10 2%	31 5%ghi	20 3%	8 1%	9 2%	17 2%	34 3%	21 2%	19 2%	21 2%	5 1%	4 2%	15 3%	10 3%	15 4%suw	3 1%	7 3%	6 1%	17 3%	8 2%	6 2%	11 2%	49 3%
8	345 9%	206 10%b	138 7%	35 7%	58 9%	66 10%	57 8%	38 6%	90 10%h	99 9%	89 8%	91 10%m	66 7%	27 8%	17 10%	26 6%	38 11%	35 10%	28 10%	17 8%	28 7%	58 11%px	47 8%	22 6%	42 8%	147 9%
7	515 13%	277 14%	238 12%	73 15%	85 13%	70 10%	78 11%	130 13%	168 15%fg	134 16%km	107 12%	107 11%	54 15%	21 13%	63 14%	50 14%	43 12%	38 13%	24 12%	38 9%	76 15%	68 12%	40 11%	58 11%	229 13%	
6	615 15%	330 17%b	285 14%	73 15%	83 12%	98 14%	106 15%	102 17%e	154 18%e	184 17%em	177 16%	135 15%	119 12%	56 15%	34 21%qtv	76 17%	45 13%	65 18%	39 14%	24 12%	69 17%	67 13%	86 15%	53 15%	75 14%	270 16%
5 - Neutral	1494 37%	636 32%	858 42%a	177 37%	271 40%i	282 42%i	275 38%i	218 37%i	271 31%	368 34%	458 41%jl	293 34%	375 39%ijl	120 33%	54 33%	179 41%	132 36%	123 34%	102 36%	74 37%	148 37%	183 35%	222 39%	156 43%nr	223 41%	614 36%
4	344 9%	166 8%	178 9%	48 10%	42 6%	47 7%	60 8%	63 11%e	83 9%	96 9%	92 8%	76 9%	80 8%	31 9%	16 10%	24 5%	28 8%	28 8%	28 10%p	22 11%p	48 12%pv	32 6%	54 10%p	33 9%	49 9%	128 7%
3	229 6%	104 5%	125 6%	17 3%	43 6%	36 5%	51 7%d	31 5%	52 6%	45 4%	54 5%	62 7%j	68 7%j	17 5%	4 2%	24 5%	19 5%	17 5%	16 6%	17 9%o	27 7%	34 7%	32 6%	21 6%	32 6%	99 6%
2	147 4%	86 4%	61 3%	17 4%	20 3%	21 3%	35 5%	22 4%	32 4%	27 3%	45 4%	33 4%	41 4%	17 5%	4 2%	17 4%	22 6%r	9 2%	13 5%	5 2%	15 4%	19 4%	16 3%	10 3%	21 4%	67 4%
1	60 1%	22 1%	38 2%	8 2%	7 1%	6 1%	15 2%	7 1%	17 2%	12 1%	18 2%	10 1%	20 2%	5 1%	2 1%	5 1%	6 2%	4 1%	4 1%	3 1%	10 3%	10 2%	6 1%	4 1%	5 1%	25 1%
0 - Extremely negative	107 3%	49 3%	57 3%	8 2%	17 2%	17 3%	20 3%	22 4%	22 3%	20 2%	17 2%	27 3%	43 5%jk	21 6%pqsv	2 1%	8 2%	7 2%	13 3%	5 2%	5 3%	11 3%	11 2%	11 2%	13 4%	10 2%	49 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 20

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Car manufacturers**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	5.35	5.48 <sup>b</sup>	5.22	5.45 <sup>g</sup>	5.51 <sup>gh</sup>	5.43 <sup>g</sup>	5.13	5.19	5.38 <sup>g</sup>	5.60 <sup>kl</sup>	5.31 <sup>m</sup>	5.38 <sup>m</sup>	5.07	5.18	5.65 <sup>nu</sup>	5.41 <sup>u</sup>	5.37	5.53 <sup>ux</sup>	5.35	5.28	5.05	5.51 <sup>ux</sup>	5.37 <sup>u</sup>	5.16	5.34	5.39
Standard deviation	1.91	1.96	1.86	1.85	1.99	1.88	1.93	1.86	1.92	1.84	1.74	2.02	2.04	2.13	1.78	1.79	1.95	2.02	1.87	1.93	1.83	2.03	1.81	1.82	1.84	1.97
Standard error	0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.06	0.05	0.05	0.08	0.06	0.12	0.13	0.08	0.11	0.10	0.11	0.13	0.10	0.10	0.07	0.10	0.09	0.05
NET: 7-10	1023	576	447	129	193	169	154	132	245	322	252	239	210	94	45	109	103	103	74	50	74	164	135	72	124	461
	25%	29% <sup>b</sup>	22%	27%	29% <sup>gh</sup>	25%	22%	22%	28% <sup>gh</sup>	30% <sup>km</sup>	23%	27% <sup>m</sup>	22%	26% <sup>u</sup>	28% <sup>u</sup>	25%	28% <sup>ux</sup>	28% <sup>ux</sup>	26% <sup>u</sup>	25%	18%	31% <sup>uwx</sup>	24%	20%	23%	27%
NET: 4-6	2453	1132	1321	298	396	428	440	384	507	648	726	504	574	207	104	279	205	216	170	121	265	283	362	242	347	1012
	61%	57%	64% <sup>a</sup>	62%	59%	63%	61%	64% <sup>i</sup>	58%	60%	65% <sup>ijlm</sup>	58%	60%	57%	64%	63% <sup>v</sup>	57%	60%	60%	60%	66% <sup>qv</sup>	54%	64% <sup>v</sup>	67% <sup>nqv</sup>	64%	59%
NET: 0-3	542	261	281	50	87	80	121	81	123	104	135	132	171	60	12	54	53	43	38	30	63	75	66	48	67	239
	13%	13%	14%	10%	13%	12%	17% <sup>df</sup>	14%	14%	10%	12%	15% <sup>j</sup>	18% <sup>jk</sup>	17% <sup>o</sup>	7%	12%	15% <sup>o</sup>	12%	13%	15%	16% <sup>o</sup>	14% <sup>o</sup>	12%	13%	13%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 20

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Car manufacturers**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
10 - Extremely positive	68 2%	63 8%bcde f	2 *	* *	2 *	1 *	-	27 2%	21 2%	4 2%	4 1%	-	7 3%jk	5 1%	31 3%p	23 2%	14 1%
9	96 2%	71 9%bcde f	13 3%cdef	2 *	8 1%	1 *	-	40 3%i	25 2%	2 1%	11 2%	2 1%	5 3%	8 2%	41 4%p	28 2%	27 2%
8	345 9%	221 27%bcd ef	72 15%cdef	15 2%	23 2%	6 1%	8 2%	141 12%ijklm	108 9%kl	22 8%l	35 6%	7 3%	6 3%	22 6%	93 8%	123 9%	128 9%
7	515 13%	225 27%cde f	121 26%cdef	52 6%ef	90 10%cef	14 2%	13 3%	187 16%hklm	144 13%	34 13%	73 13%am	18 9%	18 9%	32 8%	158 14%	149 11%	208 14%o
6	615 15%	144 17%cef	110 23%ace f	108 13%f	169 19%cef	54 10%	29 7%	180 16%	178 16%	33 12%	89 16%	31 15%	39 19%	54 14%	156 13%	203 15%	256 17%n
5 - Neutral	1494 37%	83 10%	137 29%a	566 68%abd ef	405 44%abe f	200 36%abf	104 25%a	405 35%	416 36%	102 38%	185 34%	84 40%	74 36%	186 48%ghi jl	448 39%p	558 40%p	489 33%
4	344 9%	13 2%	12 3%	52 6%ab	110 12%abc df	108 19%abc	48 12%abc	93 8%	105 9%	27 10%	47 9%	17 8%	22 11%	26 7%	91 8%	107 8%	146 10%
3	229 6%	6 1%	3 1%	14 2%	68 7%abc d	76 14%abc	63 15%abcd	36 3%	53 5%	19 7%g	47 9%gh	30 15%ghil m	11 5%	22 6%	60 5%	86 6%	83 6%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 20

**Q.3 How positively or negatively do you feel about the following types of companies? Please use a scale of 0-10, where 0 is extremely negative, 5 is neutral and 10 is extremely positive.**

**Car manufacturers**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages Age			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
2	147 4%	4 1%	3 1%	17 2%a	27 3%ab	50 9%abc d	46 11%abcd	24 2%	46 4%g	16 6%g	29 5%g	3 2%	10 5%	17 4%g	37 3%	56 4%	54 4%
1	60 1%	- -	- -	4 1%	8 1%a	14 2%abcd e	35 8%abcd	7 1%	21 2%g	8 3%g	8 1%	6 3%g	2 1%	8 2%g	15 1%	21 2%	24 2%
0 - Extremely negative	107 3%	1 *	- -	2 *	3 *	34 6%abc d	66 16%abcd e	20 2%	31 3%	2 1%	23 4%gim	10 5%gi	13 6%ghim	6 1%	25 2%	37 3%	44 3%
Mean	5.35	7.18bc def	6.28cd ef	5.13ef	5.10ef	4.06f	3.29	5.78hi jklm	5.35jk	5.16k	5.05	4.70	5.00	5.16k	5.49op	5.27	5.30
Standard deviation	1.91	1.52	1.28	1.02	1.38	1.70	2.14	1.83	1.95	1.84	1.98	1.82	2.13	1.74	1.93	1.91	1.90
Standard error	0.03	0.06	0.06	0.04	0.05	0.07	0.10	0.05	0.06	0.11	0.09	0.13	0.15	0.09	0.06	0.05	0.05
NET: 7-10	1023 25%	580 70%bcd ef	208 44%cd ef	70 8%e	124 14%cef	21 4%	20 5%	395 34%hij klm	298 26%klm	62 23%k	123 22%k	27 13%	36 17%	67 17%	323 28%o	324 23%	377 26%
NET: 4-6	2453 61%	240 29%	259 55%af	726 87%abd ef	685 75%abe f	363 65%abf	180 44%a	678 58%	699 61%	162 60%	321 58%	132 63%	135 65%	266 69%ghi j	694 60%	868 62%	890 61%
NET: 0-3	542 13%	11 1%	6 1%	37 4%ab	106 12%abc	174 31%abc d	209 51%abcd e	87 7%	151 13%g	44 17%g	107 19%ghm	49 24%ghm	36 18%g	52 14%g	137 12%	201 14%	204 14%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 21  
**Q.4 How would you feel about working for the following types of companies?**  
**Summary Table**  
**Base: All respondents**

	Company types									
	High-street bank	Accountancy firm	Supermarket	Tobacco company	Energy company	High-street fashion chain	Private healthcare company	Train company	Pharmaceutical company	Car manufacturer
Unweighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018
NET: Positive	1179 29%	1225 30%	1669 42%	444 11%	928 23%	1368 34%	1257 31%	1182 29%	1413 35%	1430 36%
Very positive (+2)	244 6%	289 7%	273 7%	123 3%	180 4%	259 6%	274 7%	222 6%	316 8%	303 8%
Fairly positive (+1)	935 23%	936 23%	1396 35%	321 8%	748 19%	1109 28%	983 24%	961 24%	1097 27%	1128 28%
Neither positive nor negative (0)	1664 41%	1908 47%	1694 42%	1071 27%	1813 45%	1811 45%	1773 44%	1898 47%	1751 44%	1927 48%
Fairly negative (-1)	752 19%	616 15%	493 12%	893 22%	881 22%	587 15%	657 16%	674 17%	581 14%	458 11%
Very negative (-2)	423 11%	269 7%	162 4%	1610 40%	396 10%	252 6%	331 8%	264 7%	272 7%	202 5%
NET: Negative	1176 29%	885 22%	655 16%	2502 62%	1277 32%	839 21%	988 25%	938 23%	853 21%	661 16%
Mean	-0.04	0.09	0.28	-0.88	-0.14	0.13	0.05	0.05	0.15	0.22
Standard deviation	1.04	0.97	0.91	1.12	0.98	0.96	1.00	0.94	0.99	0.92
Standard error	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.01	0.02	0.01

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 22  
**Q.4 How would you feel about working for the following types of companies?**  
**High-street bank**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1179 29%	538 27%	641 31%a	173 36%ghi	225 33%hi	206 30%	199 28%	153 26%	222 25%	335 31%	325 29%	257 29%	261 27%	89 25%	54 34%ux	148 34%nsu x	103 29%	109 30% x	70 25%	59 30%	95 24%	201 38%nqr suwx	169 30% x	81 22%	163 30%	538 31%
Very positive (+2)	244 6%	131 7%	113 6%	34 7% i	60 9% hi	51 8% hi	40 6%	26 4%	33 4%	70 6%	69 6%	52 6%	53 6%	11 3%	13 8% nx	25 6%	31 9% nux	23 6% x	15 5%	18 9% nux	15 4%	53 10% npuw x	31 5%	10 3%	42 8%	124 7%
Fairly positive (+1)	935 23%	407 21%	528 26%a	139 29% ghi	165 24%	155 23%	159 22%	127 21%	189 22%	266 25%	256 23%	205 23%	208 22%	79 22%	42 26%	123 28% qsu x	72 20%	86 24%	55 20%	41 21%	80 20%	148 28% qsu x	138 25%	71 20%	122 23%	415 24%
Neither positive nor negative (0)	1664 41%	784 40%	880 43%	208 44%	308 45% i	285 42%	287 40%	238 40%	338 39%	417 39%	497 45% j	347 40%	403 42%	148 41%	64 40%	177 40%	143 40%	148 41%	136 48% w	83 41%	186 46% w	212 41%	215 38%	151 42%	232 43%	702 41%
Fairly negative (-1)	752 19%	388 20%	364 18%	72 15%	95 14%	117 17%	152 21% de	124 21% e	192 22% de	218 20%	194 17%	160 18%	181 19%	68 19%	29 18%	80 18%	76 21% v	63 17%	49 18%	38 19%	69 17%	72 14%	119 21% v	88 24% ruv	93 17%	294 17%
Very negative (-2)	423 11%	259 13% b	164 8%	24 5%	49 7%	68 10% d	78 11% d	82 14% de	122 14% de	104 10%	99 9%	111 13% k	109 11%	56 16% opv	13 8%	37 8%	39 11%	41 11%	26 9%	21 10%	52 13% v	37 7%	60 11%	41 11%	49 9%	178 10%
NET: Negative	1176 29%	647 33% b	528 26%	20 20%	144 21%	185 27% de	230 32% de	207 35% de	315 36% de	322 30%	292 26%	271 31%	290 30%	124 34% pv	42 26%	117 26%	115 32% v	104 29% v	76 27%	59 29% v	121 30% v	109 21%	179 32% v	130 36% psv	142 26%	471 28%
Mean	-0.04	-0.12	0.03a	0.18f g hi	0.13g h i	0.01h i	-0.09	-0.19	-0.21	-0.02	*	-0.08	-0.09	-0.22 x	0.07n u	0.05n u	-0.06 x	-0.04n x	-0.06	-0.01x	-0.16	0.21n pqrst uw	-0.07	-0.22	0.03	0.01
Standard deviation	1.04	1.09	0.99	0.95	1.01	1.05	1.04	1.05	1.05	1.05	1.00	1.08	1.04	1.05	1.04	1.01	1.09	1.06	0.98	1.08	1.01	1.03	1.05	0.98	1.04	1.06
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.08	0.05	0.06	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 22  
**Q.4 How would you feel about working for the following types of companies?**  
**High-street bank**  
**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1179 29%	563 68%bcd ef	172 36%cde f	181 22%ef	201 22%ef	45 8%f	16 4%	416 36%hjk lm	332 29%kl	82 31%kl	147 27%k	35 17%	39 19%	103 27%k	398 34%op	406 29%	375 25%
Very positive (+2)	244 6%	174 21%bcde f	24 5%def	23 3%ef	18 2%f	5 1%	-	98 8%ijkl	82 7%j	10 4%	22 4%	5 2%	5 2%	20 5%	94 8%p	92 7%p	59 4%
Fairly positive (+1)	935 23%	389 47%bcd ef	148 31%cde f	158 19%ef	183 20%ef	40 7%	16 4%	318 27%hkl m	251 22%	72 27%kl	125 23%	30 15%	34 16%	82 21%	304 26%p	314 23%	316 21%
Neither positive nor negative (0)	1664 41%	221 27%f	198 42%af	574 69%abd ef	389 43%af	219 39%af	63 15%	479 41%	459 40%	118 44%	204 37%	91 44%	81 39%	181 47%hj	516 45%p	572 41%	575 39%
Fairly negative (-1)	752 19%	40 5%	78 16%ac	67 8%a	251 27%abc	178 32%abc	138 34%abc	156 13%	235 20%g	50 18%	139 25%gm	45 22%g	58 28%gim	61 16%	167 14%	269 19%n	316 22%n
Very negative (-2)	423 11%	6 1%	24 5%ac	10 1%	74 8%ac	116 21%abc d	192 47%abcd e	108 9%	122 11%	19 7%	61 11%	37 18%ghi	30 14%i	41 11%	73 6%	145 10%n	205 14%no
NET: Negative	1176 29%	47 6%	102 22%ac	77 9%a	325 36%abc	294 53%abc d	330 81%abc de	264 23%	357 31%g	69 26%	201 36%gim	82 39%gim	88 42%ghi m	102 26%	240 21%	415 30%n	521 35%no
Mean	-0.04	0.82bc def	0.15de f	0.14d ef	-0.20e f	-0.65f	-1.24	0.12h jklm	-0.06kl	0.01j kl	-0.17	-0.38	-0.35	-0.05kl p	0.16o	-0.05p	-0.20
Standard deviation	1.04	0.84	0.93	0.64	0.92	0.92	0.85	1.05	1.06	0.94	1.03	1.02	1.00	1.00	0.98	1.05	1.05
Standard error	0.02	0.03	0.04	0.02	0.03	0.04	0.04	0.03	0.03	0.06	0.04	0.07	0.07	0.05	0.03	0.03	0.03

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 23  
**Q.4 How would you feel about working for the following types of companies?**  
**Accountancy firm**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1225 30%	582 30%	643 31%	171 36%ghi	231 34%ghi	236 35%ghi	192 27%	146 25%	249 28%	374 35%m	340 30%	262 30%	249 26%	120 33%	57 35%u	146 33%u	101 28%	106 29%	72 25%	60 30%	101 25%	203 39%qrs uwx	167 30%	93 26%	170 32%	568 33%
Very positive (+2)	289 7%	139 7%	150 7%	47 10%h	60 9%h	52 8%	45 6%	30 5%	55 6%	78 7%	82 7%	64 7%	65 7%	30 8%	13 8%	30 7%	26 7%	24 7%	22 8%	17 9%	25 6%	46 9%x	41 7%	15 4%	34 6%	145 8%
Fairly positive (+1)	936 23%	443 23%	493 24%	124 26%h	171 25%h	184 27%gh	147 21%	117 20%	194 22%	296 28%km	258 23%	198 23%	184 19%	90 25%	44 27% <sup>s</sup>	116 26% <sup>su</sup>	75 21%	82 23%	50 18%	42 21%	76 19%	157 30%qrs tuwx	127 23%	78 22%	136 25%	423 25%
Neither positive nor negative (0)	1908 47%	912 46%	996 49%	225 47%	329 49%	314 46%	341 48%	302 51%	397 45%	474 44%	562 50% <sup>j</sup>	424 48%	448 47%	154 42%	77 48%	205 46%	182 50%	164 45%	152 54% <sup>ntv</sup>	87 43%	206 51% <sup>v</sup>	224 43%	268 48%	190 53% <sup>nv</sup>	259 48%	804 47%
Fairly negative (-1)	616 15%	314 16%	301 15%	69 14%	82 12%	87 13%	129 18% <sup>ef</sup>	102 17% <sup>e</sup>	147 17% <sup>e</sup>	163 15%	154 14%	126 14%	172 18% <sup>k</sup>	64 18% <sup>o</sup>	13 8%	75 17% <sup>o</sup>	60 16% <sup>o</sup>	57 16% <sup>o</sup>	33 12%	39 19% <sup>os</sup>	64 16% <sup>o</sup>	75 14%	87 15% <sup>o</sup>	49 13%	77 14%	238 14%
Very negative (-2)	269 7%	160 8% <sup>b</sup>	109 5%	12 2%	34 5%	40 6% <sup>d</sup>	54 8% <sup>d</sup>	47 8% <sup>d</sup>	82 9% <sup>def</sup>	63 6%	58 5%	64 7%	85 9% <sup>ijk</sup>	24 7%	14 9% <sup>p</sup>	19 4%	34 10% <sup>pv</sup>	25 9% <sup>pv</sup>	15 8%	30 8% <sup>p</sup>	22 4%	40 7%	29 8% <sup>pv</sup>	31 6%	102 6%	
NET: Negative	885 22%	474 24% <sup>b</sup>	410 20%	81 17%	116 17%	127 19%	183 26% <sup>def</sup>	148 25% <sup>def</sup>	229 26% <sup>def</sup>	226 21%	212 19%	189 22%	257 27% <sup>ijkl</sup>	88 24%	27 17%	91 21%	79 22%	92 25% <sup>v</sup>	58 21%	54 27% <sup>ov</sup>	95 24%	96 18%	127 23%	78 22%	108 20%	341 20%
Mean	0.09	0.04	0.13 <sup>a</sup>	0.26 <sup>gh</sup>	0.21 <sup>gh</sup>	0.18 <sup>ghi</sup>	* -0.03	-0.03	-0.01	0.15 <sup>m</sup>	0.14 <sup>m</sup>	0.08	-0.03	0.11	0.18	0.15 <sup>ux</sup>	0.08	0.01	0.04	0.04	*	0.25 <sup>qr</sup> stuwx	0.07	*	0.12	0.16
Standard deviation	0.97	1.00	0.94	0.91	0.94	0.96	0.97	0.94	1.01	0.96	0.92	0.97	1.00	1.01	1.00	0.91	0.93	1.02	0.98	1.03	0.95	0.95	0.97	0.92	0.93	0.97
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 23  
**Q.4 How would you feel about working for the following types of companies?**  
**Accountancy firm**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1225 30%	539 65%bcd ef	191 40%cde f	158 19%ef	246 27%cef	59 11%	32 8%	433 37%hij km	337 29%	78 29%	153 28%	44 21%	60 29%	100 26%	402 35%p	427 31%	396 27%
Very positive (+2)	289 7%	177 21%bcde f	31 6%cef	21 3%f	46 5%cef	12 2%	2 *	112 10%ij	86 7%j	13 5%	22 4%	9 4%	16 8%	26 7%	108 9%p	96 7%	85 6%
Fairly positive (+1)	936 23%	362 44%bcd ef	161 34%cde f	137 16%ef	200 22%cef	47 8%	30 7%	321 28%ghk m	252 22%	65 24%	131 24%	35 17%	44 21%	74 19%	295 26%p	331 24%	310 21%
Neither positive nor negative (0)	1908 47%	255 31%	209 44%af	593 71%abd ef	459 50%af	255 46%af	137 33%	504 43%	570 50%g	137 51%	252 46%	94 45%	92 44%	206 53%g	555 48%	655 47%	699 47%
Fairly negative (-1)	616 15%	28 3%	60 13%ac	71 9%a	174 19%abc	156 28%abc d	126 31%abc d	156 13%	161 14%	35 13%	104 19%gh m	53 25%ghi m	42 20%g	52 13%	152 13%	216 15%	248 17%n
Very negative (-2)	269 7%	10 1%	13 3%	10 1%	35 4%ac	87 16%abc d	114 28%abcd e	66 6%	80 7%	19 7%	42 8%	18 9%	13 6%	28 7%	45 4%	95 7%n	129 9%n
NET: Negative	885 22%	37 5%	73 15%ac	81 10%a	210 23%abc	243 44%abc d	240 59%abc de	222 19%	241 21%	54 20%	147 27%gh m	70 34%ghi m	55 27%g	79 21%	197 17%	310 22%n	377 26%n
Mean	0.09	0.80bc def	0.29cd ef	0.11ef f	0.05e f	-0.46f	-0.78	0.22hi jklm	0.09k	0.07k	-0.03	-0.17	0.04	0.05k	0.23op	0.09p	-0.02
Standard deviation	0.97	0.85	0.87	0.62	0.87	0.93	0.95	0.99	0.96	0.92	0.94	0.95	0.99	0.94	0.93	0.97	0.98

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 23  
**Q.4 How would you feel about working for the following types of companies?**  
**Accountancy firm**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.02	0.03	0.04	0.02	0.03	0.04	0.05	0.03	0.03	0.06	0.04	0.07	0.07	0.05	0.03	0.03	0.02

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 24  
**Q.4 How would you feel about working for the following types of companies?**  
**Supermarket**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1669 42%	775 39%	894 44%a	202 42%	288 43%	275 41%	315 44%i	258 43%	330 38%	424 40%	430 39%	391 45%k	425 44%jk	136 38%	69 43%	193 44%	176 49% x	159 44%	111 39%	89 45%	154 38%	226 43%	225 40%	132 37%	247 46%	720 42%
Very positive (+2)	273 7%	129 7%	144 7%	24 5%	67 10% di	44 6%	55 8%i	42 7%	41 5%	57 5%	71 6%	66 8%	79 8% j	12 3%	20 12% np x	25 6%	32 9% nx	31 9% nx	20 7% x	22 11% np x	20 5%	47 9% nx	34 6% x	10 3%	25 5%	136 8%
Fairly positive (+1)	1396 35%	646 33%	750 37%a	178 37%	221 33%	232 34%	260 36%	217 36%	289 33%	368 34%	358 32%	325 37%	345 36%	124 34%	49 31%	168 38%	144 40%	127 35%	90 32%	67 34%	134 33%	179 34%	191 34%	122 34%	222 41% B	584 34%
Neither positive nor negative (0)	1694 42%	848 43%	846 41%	173 36%	281 42%	304 45% d	297 41%	258 43%	382 44% d	449 42%	497 45%	357 41%	391 41%	155 43%	65 40%	201 46% qr	131 36%	133 37%	128 45%	83 41%	180 45%	214 41%	248 44%	157 43%	213 40%	711 42%
Fairly negative (-1)	493 12%	246 13%	247 12%	78 16% fgh	86 13%	72 11%	79 11%	59 10%	118 14%	155 14% m	140 13%	95 11%	103 11%	47 13%	21 13%	42 10%	41 11%	49 13%	37 13%	21 11%	48 12%	62 12%	66 12%	58 16% p	60 11%	214 12%
Very negative (-2)	162 4%	99 5% b	62 3%	25 5%	21 3%	25 4%	25 4%	21 3%	44 5%	45 4%	47 4%	32 4%	37 4%	24 7% ps	6 4%	6 1%	14 4%	21 6% ps	6 2%	7 4%	19 5% p	20 4% p	24 4% p	15 4% p	18 3%	68 4%
NET: Negative	655 16%	346 18%	309 15%	103 22% fgh	107 16%	97 14%	104 15%	80 13%	163 19% h	201 19% m	187 17%	128 15%	139 15%	71 20% p	27 17%	48 11%	55 15%	70 19% p	43 15%	28 14%	67 17% p	83 16% p	90 16% p	73 20% p	78 14%	282 16%
Mean	0.28	0.23	0.33a	0.20	0.34i	0.29	0.34i	0.33i	0.19	0.22	0.24	0.34j	0.34jk	0.14	0.35x	0.37nu x	0.38nx	0.27	0.29	0.38nx	0.22	0.32nx	0.26	0.15	0.33	0.30
Standard deviation	0.91	0.93	0.89	0.95	0.93	0.88	0.90	0.88	0.91	0.91	0.90	0.90	0.92	0.92	0.98	0.79	0.93	1.00	0.86	0.94	0.90	0.93	0.90	0.87	0.86	0.92
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/eff/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 24  
**Q.4 How would you feel about working for the following types of companies?**  
**Supermarket**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1669 42%	622 75%bcd ef	193 41%cef	246 30%ef	413 45%cef	134 24%ef	62 15%	532 46%klm	511 44%km	114 43%k	233 42%km	51 24%	76 36%k	132 34%	490 42%	591 42%	588 40%
Very positive (+2)	273 7%	169 20%bcde f	22 5%cef	17 2%	52 6%cef	10 2%	3 1%	97 8%k	90 8%k	17 6%k	35 6%k	3 2%	8 4%	21 5%	91 8%	99 7%	83 6%
Fairly positive (+1)	1396 35%	453 54%bcd ef	171 36%cef	228 27%ef	361 39%cef	124 22%ef	59 14%	434 37%km	420 37%km	98 36%k	198 36%k	48 23%	68 33%	112 29%	399 35%	492 35%	506 34%
Neither positive nor negative (0)	1694 42%	161 19%	196 41%a	519 62%abd ef	350 38%a	282 51%abd	186 45%ad	456 39%	464 40%	109 40%	216 39%	100 48%	103 50%ghj j	195 51%ghi	454 39%	600 43%	640 44%
Fairly negative (-1)	493 12%	39 5%	70 15%ac	64 8%a	133 15%ac	90 16%ac	97 24%abc de	131 11%	122 11%	38 14%	85 15%ghl m	49 24%ghij lm	17 8%	36 9%	164 14%o	151 11%	178 12%
Very negative (-2)	162 4%	9 1%	13 3%c	4 *	18 2%c	52 9%abc d	65 16%abcd e	41 3%	52 5%	8 3%	17 3%	8 4%	13 6%	22 6%	46 4%	51 4%	65 4%
NET: Negative	655 16%	48 6%	84 18%ac	68 8%	151 17%ac	142 25%abc d	162 40%abc de	172 15%	174 15%	46 17%	102 19%	57 27%ghi jlm	29 14%	57 15%	210 18%o	202 14%	243 16%
Mean	0.28	0.88bc def	0.25ef	0.23ef	0.32c ef	-0.09f	-0.40	0.36km	0.33km	0.29k	0.27k	-0.05	0.20k	0.19k	0.28	0.31	0.25
Standard deviation	0.91	0.82	0.87	0.63	0.86	0.91	0.94	0.91	0.93	0.89	0.91	0.83	0.87	0.89	0.94	0.89	0.90

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 24  
**Q.4 How would you feel about working for the following types of companies?**  
**Supermarket**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.01	0.03	0.04	0.02	0.03	0.04	0.05	0.03	0.03	0.05	0.04	0.06	0.06	0.04	0.03	0.02	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 25  
**Q.4 How would you feel about working for the following types of companies?**  
**Tobacco company**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	444	232	213	68	111	90	81	43	51	94	110	110	129	41	19	55	49	35	28	24	40	64	61	29	56	257
	11%	12%	10%	14%hi	16%ghi	13%hi	11%hi	7%	6%	9%	10%	13%j	14%jkl	11%	12%	12%	13%	10%	10%	12%	10%	12%	11%	8%	10%	15%A
Very positive (+2)	123	55	68	22	38	24	15	7	17	33	28	26	36	6	5	15	16	13	10	3	15	15	22	3	14	78
	3%	3%	3%	5%hi	6%ghi	4%h	2%	1%	2%	3%	3%	3%	4%	2%	3%	3% <i>x</i>	4% <i>x</i>	4% <i>x</i>	3%	2%	4% <i>x</i>	3%	4% <i>x</i>	1%	3%	5%
Fairly positive (+1)	321	177	145	46	73	66	66	36	33	62	83	84	93	35	13	40	33	22	19	20	25	49	39	26	42	179
	8%	9%	7%	10% <i>i</i>	11% <i>hi</i>	10% <i>hi</i>	9% <i>i</i>	6%	4%	6%	7%	10% <i>j</i>	10% <i>j</i>	10%	8%	9%	9%	6%	7%	10%	6%	9%	7%	7%	8%	10%
Neither positive nor negative (0)	1071	538	534	129	203	222	208	139	171	237	305	244	285	76	53	118	91	96	87	46	106	163	128	108	138	487
	27%	27%	26%	27% <i>i</i>	30% <i>hi</i>	33% <i>hi</i>	29% <i>hi</i>	23%	20%	22%	27% <i>j</i>	28% <i>j</i>	30% <i>j</i>	21%	33% <i>nw</i>	27%	25%	22%	31% <i>nw</i>	23%	26%	31% <i>nw</i>	23%	30% <i>nw</i>	26%	28%
Fairly negative (-1)	893	437	456	128	136	155	146	128	200	267	234	206	185	86	24	110	92	97	56	49	90	95	118	76	116	391
	22%	22%	22%	27% <i>eg</i>	20%	23%	20%	21%	23%	25% <i>m</i>	21%	24%	19%	24% <i>o</i>	15%	25% <i>ov</i>	25% <i>o</i>	27% <i>ov</i>	20%	25% <i>o</i>	22%	18%	21%	21%	22%	23%
Very negative (-2)	1610	763	846	153	226	209	281	286	453	475	464	315	356	160	65	159	131	134	110	81	166	200	255	148	228	578
	40%	39%	41%	32%	33%	31%	39% <i>df</i>	48% <i>def</i>	52% <i>def</i>	44% <i>lm</i>	42% <i>l</i>	36%	37%	44%	41%	36%	36%	37%	39%	41%	41%	38%	45% <i>pqr</i>	41%	42% <i>B</i>	34%
NET: Negative	2502	1200	1303	281	362	364	427	414	653	742	699	521	540	246	89	269	223	231	166	131	256	296	373	224	344	969
	62%	61%	64%	59%	54%	54%	60%	69% <i>def</i>	75% <i>def</i>	69% <i>klm</i>	63% <i>m</i>	60%	57%	68% <i>ov</i>	55%	61%	62%	64%	59%	65%	64%	57%	66% <i>ov</i>	62%	64% <i>B</i>	57%
Mean	-0.88	-0.85	-0.91	-0.72 <i>h</i>	-0.65 <i>g</i>	-0.68 <i>g</i>	-0.85 <i>h</i>	-1.09	-1.19	-1.01	-0.92	-0.80 <i>j</i>	-0.77 <i>j</i>	-0.99	-0.81	-0.81	-0.80	-0.88	-0.85	-0.92	-0.91	-0.80 <i>n</i>	-0.97	-0.94	-0.93	-0.71 <i>A</i>
				<i>i</i>	<i>hi</i>	<i>hi</i>	<i>i</i>					<i>k</i>								<i>w</i>						
Standard deviation	1.12	1.12	1.12	1.14	1.20	1.12	1.11	1.03	1.01	1.08	1.10	1.12	1.16	1.09	1.16	1.12	1.15	1.09	1.12	1.09	1.12	1.14	1.15	1.03	1.11	1.17
Standard error	0.02	0.02	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.09	0.05	0.06	0.05	0.06	0.08	0.06	0.06	0.05	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 25  
**Q.4 How would you feel about working for the following types of companies?**  
**Tobacco company**  
**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	444 11%	266 32%bcde f	30 6%f	62 7%f	48 5%	28 5%	10 2%	147 13%ik	130 11%i	17 6%	75 14%ik	12 6%	18 9%	40 10%	179 15%p	172 12%p	94 6%
Very positive (+2)	123 3%	88 11%bcde f	5 1%	13 2%f	13 1%f	4 1%	-	46 4%j	37 3%	5 2%	9 2%	6 3%	4 2%	11 3%	59 5%op	39 3%	25 2%
Fairly positive (+1)	321 8%	178 21%bcde f	24 5%	50 6%f	35 4%	24 4%	10 2%	101 9%ik	93 8%k	12 4%	66 12%hik	6 3%	14 7%	29 8%	119 10%p	133 10%p	69 5%
Neither positive nor negative (0)	1071 27%	199 24%df	90 19%	451 54%abd ef	141 15%	134 24%df	56 14%	273 24%	324 28%gi	51 19%	153 28%i	53 25%	45 22%	129 34%gil	331 29%p	430 31%p	310 21%
Fairly negative (-1)	893 22%	183 22%	113 24%f	179 22%	207 23%f	143 26%f	68 17%	281 24%k	251 22%k	53 20%	120 22%k	28 13%	56 27%k	86 22%k	264 23%	301 22%	328 22%
Very negative (-2)	1610 40%	183 22% c	240 51% ac	139 17%	518 57% ace	254 45% ac	276 67% abc de	458 40%	443 39%	147 55% ghj lm	203 37%	116 55% ghj m	90 43%	130 34%	379 33%	491 35%	740 50% no
NET: Negative	2502 62%	366 44%	353 75% ac	319 38%	725 79% ace	396 71% ac	343 84% abc e	739 64% m	694 60%	200 74% ghj m	323 59%	143 69% m	145 70% hjm	216 56%	644 56%	791 57%	1068 73% no
Mean	-0.88	-0.23b cdef	-1.18f	-0.46b def	-1.29f	-1.11d f	-1.49 k	-0.87i k	-0.84i	-1.21	-0.80i kl	-1.15	-1.03 kl	-0.77i kl	-0.68p	-0.77p	-1.15
Standard deviation	1.12	1.30	0.99	0.89	0.96	0.96	0.82	1.15	1.12	1.02	1.11	1.09	1.04	1.08	1.18	1.11	1.02
Standard error	0.02	0.05	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.06	0.05	0.08	0.07	0.05	0.04	0.03	0.03

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 26  
**Q.4 How would you feel about working for the following types of companies?**  
**Energy company**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	928	494	434	116	186	162	169	116	180	256	245	204	223	85	45	117	74	90	61	51	75	138	121	72	147	415
Very positive (+2)	180	94	86	17	56	32	30	14	30	45	43	53	39	17	11	17	17	21	9	11	5	37	26	9	23	100
Fairly positive (+1)	748	400	347	99	130	129	139	102	149	211	202	151	183	68	34	100	56	69	52	39	70	101	95	64	123	314
Neither positive nor negative (0)	1813	832	981	224	314	333	286	269	387	475	535	371	433	166	71	198	156	167	140	76	176	250	243	171	241	764
Fairly negative (-1)	881	426	455	108	120	129	184	139	202	249	241	200	192	82	28	83	94	72	54	49	103	93	140	82	110	375
Very negative (-2)	396	216	180	29	57	54	77	73	107	95	93	100	107	28	17	45	39	32	26	25	48	41	59	37	41	159
NET: Negative	1277	642	635	137	177	182	261	212	308	343	334	300	299	111	45	127	132	104	80	74	152	134	199	119	150	534
Mean	-0.14	-0.14	-0.14	-0.07hi	0.01g hi	-0.06g hi	-0.19	-0.26	-0.23	-0.13	-0.13	-0.16	-0.15	-0.10u	-0.03u	-0.09u	-0.22	-0.07u	-0.13u	-0.18	-0.30	*q uw x	-0.20	-0.21	-0.04	-0.10
Standard deviation	0.98	1.02	0.94	0.90	1.02	0.94	1.01	0.96	0.99	0.97	0.93	1.04	0.99	0.95	1.04	0.98	0.99	0.99	0.93	1.07	0.93	0.98	0.99	0.93	0.95	1.00
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 26  
**Q.4 How would you feel about working for the following types of companies?**  
**Energy company**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	928 23%	479 58%bcd ef	126 27%cd ef	129 16%ef	143 16%ef	37 7%ef	13 3%	307 26%klm	281 24%k	68 25%k	119 22%	30 14%	37 18%	75 19%	302 26%p	331 24%p	295 20%
Very positive (+2)	180 4%	140 17%bcde f	7 2%	11 1%	18 2%e	2 *	2 *	72 6%jk	57 5%k	11 4%	17 3%	1 1%	6 3%	13 3%	74 6%p	63 5%	44 3%
Fairly positive (+1)	748 19%	339 41%bcd ef	119 25%cd ef	118 14%ef	125 14%ef	35 6%ef	11 3%	235 20%	224 20%	57 21%	103 19%	29 14%	31 15%	62 16%	229 20%	268 19%	252 17%
Neither positive nor negative (0)	1813 45%	277 33%ef	224 47%ade f	619 74%abd ef	374 41%af	217 39%ef	102 25%	523 45%	493 43%	126 47%	227 41%	91 44%	98 47%	195 51%hj	538 47%	619 44%	656 45%
Fairly negative (-1)	881 22%	67 8%	92 20%ac	75 9%	315 34%abc	196 35%abc	137 33%abc	230 20%	252 22%	60 22%	132 24%	57 27%	56 27%	80 21%	228 20%	312 22%	340 23%
Very negative (-2)	396 10%	9 1%	30 6%ac	9 1%	82 9%ac	108 19%abc d	158 38%abcd e	98 8%	122 11% <i>i</i>	15 5%	72 13%gi	30 15%gi	17 8%	35 9%	85 7%	131 9%	180 12%no
NET: Negative	1277 32%	76 9%	123 26%ac	84 10%	397 43%abc	304 55%abc	294 72%abc de	329 28%	374 33%	74 28%	205 37%gi	87 42%ghi	73 35%	115 30%	314 27%	443 32%n	520 35% <i>n</i>
Mean	-0.14	0.64b cdef	-0.04de f	0.06b def	-0.35e f	-0.67f	-1.07	-0.04j kl	-0.14k k	-0.04j	-0.26	-0.41	-0.23	-0.16k p	-0.02o	-0.13p	-0.25
Standard deviation	0.98	0.89	0.87	0.57	0.89	0.87	0.89	0.99	1.01	0.90	1.00	0.92	0.90	0.92	0.97	0.98	0.98
Standard error	0.02	0.03	0.04	0.02	0.03	0.03	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.05	0.03	0.03	0.02

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 27  
**Q.4 How would you feel about working for the following types of companies?**  
**High-street fashion chain**  
**Base: All respondents**

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1368 34%	477 24%	891 43%a	238 50%efg hi	266 39%hi	244 36%hi	250 35%hi	155 26%	216 25%	364 34%	382 34%	295 34%	328 34%	125 35%	62 38% <i>x</i>	145 33%	136 38% <i>sux</i>	131 36% <i>x</i>	80 28%	87 44% <i>psu</i> <i>wx</i>	116 29%	205 39% <i>sux</i>	185 33%	97 27%	200 37%	619 36%
Very positive (+2)	259 6%	84 4%	176 9%a	50 10% <i>ghi</i>	73 11% <i>fghi</i>	47 7% <i>hi</i>	42 6% <i>i</i>	22 4%	25 3%	66 6%	70 6%	59 7%	65 7%	16 4%	17 11% <i>nuxw</i>	27 6% <i>x</i>	19 5% <i>x</i>	31 9% <i>ux</i>	15 5% <i>x</i>	17 8% <i>x</i>	4 4%	63 12% <i>npqs</i> <i>uw</i>	32 6% <i>x</i>	6 2%	34 6%	123 7%
Fairly positive (+1)	1109 28%	394 20%	715 35%a	188 39%efg hi	192 28% <i>hi</i>	197 29% <i>hi</i>	208 29% <i>hi</i>	133 22%	190 22%	298 28%	312 28%	236 27%	264 28%	109 30%	44 28%	117 27%	117 32% <i>s</i>	100 28%	65 23%	72 36% <i>psu</i> <i>wx</i>	99 25%	142 27%	153 27%	90 25%	166 31%	496 29%
Neither positive nor negative (0)	1811 45%	921 47%	890 43%	166 35%	315 47% <i>d</i>	326 48% <i>d</i>	330 46% <i>d</i>	284 48% <i>d</i>	390 45% <i>d</i>	450 42%	525 47% <i>j</i>	414 47%	422 44%	147 41%	77 48%	223 50% <i>nrt</i> <i>v</i>	154 43%	140 39%	142 51% <i>nrt</i> <i>v</i>	77 38%	206 51% <i>nrt</i> <i>v</i>	214 41%	259 46%	174 48% <i>r</i>	256 48%	765 45%
Fairly negative (-1)	587 15%	396 20% <i>b</i>	191 9%	58 12%	67 10%	75 11%	91 13%	119 20% <i>defg</i> <i>g</i>	178 20% <i>defg</i> <i>g</i>	188 17% <i>k</i>	149 13%	117 13%	133 14%	61 17% <i>o</i>	15 9%	54 12%	45 13%	63 17% <i>o</i>	45 16%	27 14%	50 12%	79 15%	82 15%	66 18% <i>op</i>	59 11%	233 14%
Very negative (-2)	252 6%	174 9% <i>b</i>	77 4%	16 3%	30 4%	31 5%	45 6%	38 6%	91 10% <i>defg</i> <i>h</i>	73 7%	58 5%	49 6%	71 7%	28 8%	8 5%	20 5%	26 7%	28 8%	15 5%	9 5%	30 8%	24 5%	37 7%	26 7%	23 4%	96 6%
NET: Negative	839 21%	570 29% <i>b</i>	268 13%	74 16%	96 14%	106 16%	135 19%	158 26% <i>defg</i> <i>g</i>	269 31% <i>defg</i> <i>g</i>	261 24% <i>kl</i>	207 19%	167 19%	205 21%	90 25% <i>op</i>	22 14%	74 17%	71 20%	91 25% <i>op</i>	60 21%	37 18%	80 20%	104 20%	119 21%	91 25% <i>op</i>	82 15%	329 19%
Mean	0.13	-0.09	0.35a	0.41f <i>hi</i>	0.31g <i>hi</i>	0.23h <i>hi</i>	0.16h <i>hi</i>	-0.03	-0.14	0.09	0.17	0.16	0.12	0.07	0.31n <i>uw</i>	0.17x	0.16x	0.12	0.07	0.28n <i>ux</i>	0.06	0.27n <i>ux</i>	0.11x	-0.04	0.24	0.19
Standard deviation	0.96	0.96	0.90	0.95	0.95	0.90	0.94	0.91	0.97	0.98	0.92	0.93	0.99	0.98	0.95	0.89	0.96	1.05	0.90	0.96	0.92	1.01	0.95	0.89	0.88	0.95
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.07	0.05	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 27

#### Q.4 How would you feel about working for the following types of companies?

##### High-street fashion chain

Base: All respondents

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1368 34%	559 67%bcd ef	134 28%ef	200 24%ef	365 40%bce f	68 12%	41 10%	426 37%jk	419 36%jk	83 31%	165 30%	45 21%	71 34%k	131 34%k	503 44%op	494 35%p	371 25%
Very positive (+2)	259 6%	179 22%bcde f	11 2%e	19 2%e	43 5%cef	3 1%	4 1%	76 7%k	87 8%k	15 6%k	32 6%k	2 1%	7 4%	35 9%kl	123 11%op	89 6%p	47 3%
Fairly positive (+1)	1109 28%	380 46%bcd ef	123 26%ef	182 22%ef	322 35%bce f	65 12%	37 9%	350 30%jk	332 29%	68 25%	133 24%	43 20%	64 31%	95 25%	380 33%p	405 29%p	324 22%
Neither positive nor negative (0)	1811 45%	224 27%	205 43%a	551 66%abd ef	399 44%a	261 47%a	172 42%a	497 43%	519 45%	121 45%	233 42%	105 50%	87 42%	203 53%ghj l	480 42%	657 47%n	674 46%
Fairly negative (-1)	587 15%	41 5%	104 22%acd	67 8%a	122 13%ac	152 27%acd	101 25%acd	167 14%m	144 13%	45 17%fm	102 18%hm	49 23%ghm	36 17%hm	32 8%	125 11%	166 12%	297 20%no
Very negative (-2)	252 6%	7 1%	30 6%acd	14 2%	28 3%a	77 14%abc d	96 24%abcd e	69 6%	67 6%	20 7%	51 9%gh	11 5%	14 7%	20 5%	46 4%	76 5%	129 9%no
NET: Negative	839 21%	48 6%	134 28%acd	81 10%a	150 16%ac	229 41%abc d	197 48%abc d	237 20%m	211 18%	64 24%fm	153 28%ghm	59 28%hm	50 24%hm	51 13%	171 15%	242 17%	426 29%no
Mean	0.13	0.82b cdef	-0.04ef	0.15be f	0.25b cef	-0.42f	-0.61	0.17jk	0.20jk	0.05	-0.01	-0.11	0.07	0.25ij k	0.35op	0.19p	-0.09
Standard deviation	0.96	0.85	0.91	0.66	0.86	0.89	0.97	0.96	0.95	0.97	1.02	0.82	0.94	0.92	0.95	0.92	0.95
Standard error	0.02	0.03	0.04	0.02	0.03	0.04	0.05	0.03	0.03	0.06	0.04	0.06	0.07	0.05	0.03	0.02	0.02

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 28  
**Q.4 How would you feel about working for the following types of companies?**  
**Private healthcare company**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1257 31%	532 27%	724 35%a	209 44% <sup>fg</sup> i	246 36% <sup>hi</sup>	226 33% <sup>hi</sup>	220 31% <sup>i</sup>	151 25%	205 23%	349 33% <sup>m</sup>	355 32%	287 33%	266 28%	86 24%	59 37% <sup>nsu</sup>	134 30%	149 41% <sup>nps</sup> uwx	121 34% <sup>nsu</sup>	66 23%	66 33% <sup>ns</sup>	103 26%	189 36% <sup>nsu</sup>	180 32% <sup>ns</sup>	103 29%	187 35%	607 35%
Very positive (+2)	274 7%	112 6%	162 8% <sup>a</sup>	55 12% <sup>ghi</sup>	75 11% <sup>ghi</sup>	51 8% <sup>gi</sup>	30 4%	27 4%	37 4%	78 7%	69 6%	72 8%	54 6%	21 6%	15 10% <sup>sux</sup>	33 8% <sup>ux</sup>	34 9% <sup>sux</sup>	29 8% <sup>ux</sup>	11 4%	14 7%	12 3%	55 11% <sup>nsuw</sup> x	36 6%	13 4%	37 7%	133 8%
Fairly positive (+1)	983 24%	421 21%	562 27% <sup>a</sup>	153 32% <sup>hi</sup>	171 25% <sup>i</sup>	175 26% <sup>i</sup>	190 27% <sup>hi</sup>	125 21%	168 19%	271 25%	286 26%	214 24%	212 22%	65 18%	44 27% <sup>n</sup>	101 23%	115 32% <sup>nps</sup> u	93 26% <sup>n</sup>	54 19%	52 26%	91 23%	134 26% <sup>n</sup>	144 26% <sup>n</sup>	91 25%	150 28%	474 28%
Neither positive nor negative (0)	1773 44%	892 45%	882 43%	183 38%	312 46% <sup>d</sup>	322 48% <sup>d</sup>	323 45%	261 44%	372 43%	454 42%	534 48% <sup>j</sup>	371 42%	414 43%	164 45%	69 43%	205 46%	140 39%	148 41%	146 52% <sup>qrt</sup>	76 38%	187 47%	228 44%	253 45%	156 43%	251 47%	743 43%
Fairly negative (-1)	657 16%	343 17%	314 15%	68 14%	78 12%	94 14%	119 17% <sup>e</sup>	117 20% <sup>ef</sup>	182 21% <sup>def</sup>	190 18% <sup>k</sup>	146 13%	150 17%	171 18% <sup>k</sup>	76 21% <sup>oqv</sup> w	17 11%	81 18% <sup>o</sup>	48 13%	59 16%	47 17%	42 21% <sup>oqv</sup>	76 19% <sup>o</sup>	69 13%	80 14%	61 17%	73 14%	245 14%
Very negative (-2)	331 8%	203 10% <sup>b</sup>	129 6%	17 4%	40 6%	35 5%	55 8% <sup>d</sup>	67 11% <sup>def</sup>	116 13% <sup>defg</sup>	81 8%	78 7%	68 8%	103 11% <sup>jk</sup>	36 10% <sup>p</sup>	15 9%	22 5%	24 7%	33 9% <sup>p</sup>	23 8%	16 8%	35 9%	36 7%	49 9% <sup>p</sup>	41 11% <sup>p</sup>	27 5%	117 7%
NET: Negative	988 25%	545 28% <sup>b</sup>	443 22%	86 18%	118 18%	129 19%	174 24% <sup>de</sup> g	184 31% <sup>def</sup> g	298 34% <sup>def</sup> g	271 25% <sup>k</sup>	225 20%	217 25%	275 29% <sup>k</sup>	112 31% <sup>opq</sup> vw	32 20%	103 23%	72 20%	93 26%	69 25%	58 29% <sup>qv</sup>	112 28% <sup>qv</sup>	105 20%	129 23%	103 28% <sup>qv</sup>	99 18%	362 21%
Mean	0.05	-0.05	0.15 <sup>a</sup>	0.34 <sup>fg</sup> hi	0.24 <sup>gh</sup> i	0.17 <sup>gh</sup> i	0.03 <sup>h</sup> i	-0.12	-0.20	0.07 <sup>m</sup>	0.11 <sup>m</sup>	0.08 <sup>m</sup>	-0.06	-0.12	0.17 <sup>ns</sup> ux	0.10 <sup>nu</sup> x	0.24 <sup>ns</sup> tuwx	0.07 <sup>n</sup>	-0.05	0.03	-0.08	0.20 <sup>ns</sup> ux	0.07 <sup>n</sup>	-0.08	0.18	0.15
Standard deviation	1.00	1.01	0.99	0.98	1.00	0.94	0.95	1.01	1.03	1.01	0.95	1.02	1.03	1.01	1.06	0.95	1.02	1.05	0.92	1.04	0.94	1.03	1.00	1.01	0.93	0.99
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 28  
**Q.4 How would you feel about working for the following types of companies?**  
**Private healthcare company**  
**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1257 31%	590 71%bcd ef	171 36%cd ef	179 21%ef	253 28%cef	41 7%	23 6%	453 39%hij klm	320 28%	81 30%l	172 31%l	49 24%	42 20%	118 31%l	455 39%op	446 32%p	356 24%
Very positive (+2)	274 7%	192 23%bcde f	12 3%e	27 3%ef	36 4%ef	3 1%	3 1%	95 8%ik	86 7%k	10 4%	39 7%k	4 2%	8 4%	25 7%k	130 11%op	80 6%	64 4%
Fairly positive (+1)	983 24%	398 48%bcd ef	159 34%cd ef	151 18%ef	217 24%cef	37 7%	20 5%	359 31%hjk lm	234 20%	71 26%l	133 24%	46 22%	35 17%	93 24%	325 28%p	365 26%p	293 20%
Neither positive nor negative (0)	1773 44%	198 24%	216 46%af	596 72%abd ef	420 46%af	252 45%af	91 22%	515 44%	475 41%	113 42%	247 45%	84 41%	86 41%	197 51%h	495 43%	644 46%	633 43%
Fairly negative (-1)	657 16%	35 4%	63 13%ac	54 6%	194 21%abc	177 32%abc d	134 33%abc d	138 12%	221 19%gm	50 19%g	90 16%g	46 22%gm	53 25%gjm	49 13%	146 13%	212 15%	298 20%no
Very negative (-2)	331 8%	9 1%	22 5%ac	5 1%	47 5%ac	88 16%abc d	161 39%abcd e	53 5%	132 12%gjm	24 9%g	43 8%g	28 14%gm	27 13%gm	21 5%	58 5%	90 6%	183 12%no
NET: Negative	988 25%	44 5%	86 18%ac	58 7%	241 26%abc	265 47%abc d	295 72%abc de	190 16%	353 31%gjm	74 28%gm	133 24%g	75 36%gjm	80 38%gij m	70 18%	204 18%	302 22%n	482 33%no
Mean	0.05	0.88bc def	0.16de f	0.17def f	*e f	-0.55f f	-1.05 f	0.26h ijklm	-0.07l	-0.02l	0.06h kl	-0.24	-0.27 l	0.14hk l	0.28op	0.10p	-0.17
Standard deviation	1.00	0.85	0.86	0.61	0.90	0.86	0.94	0.93	1.07	0.98	1.00	1.00	1.01	0.91	0.99	0.95	1.02

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 28

**Q.4 How would you feel about working for the following types of companies?**

**Private healthcare company**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.02	0.03	0.04	0.02	0.03	0.03	0.05	0.03	0.03	0.06	0.04	0.07	0.07	0.05	0.03	0.03	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 29  
**Q.4 How would you feel about working for the following types of companies?**  
**Train company**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1182 29%	634 32% <sup>b</sup>	549 27%	150 31%	214 32%	201 30%	214 30%	172 29%	231 26%	345 32%	314 28%	247 28%	276 29%	105 29%	53 33% <sup>suw</sup>	162 37% <sup>suwx</sup>	127 35% <sup>suwx</sup>	112 31% <sup>suw</sup>	60 21%	59 30%	87 22%	192 37% <sup>suwx</sup>	134 24%	92 25%	168 31%	555 32%
Very positive (+2)	222 6%	129 7% <sup>b</sup>	93 5%	16 3%	63 9% <sup>dhi</sup>	42 6% <sup>i</sup>	44 6% <sup>i</sup>	25 4%	31 4%	60 6%	52 5%	59 7%	51 5%	17 5%	15 10% <sup>suwx</sup>	21 5% <sup>u</sup>	22 6% <sup>u</sup>	23 6% <sup>u</sup>	10 4%	16 8% <sup>uwx</sup>	7 2%	58 11% <sup>npsuwx</sup>	19 3%	11 3%	25 5%	126 7%
Fairly positive (+1)	961 24%	505 26% <sup>b</sup>	456 22%	134 28%	151 22%	159 23%	170 24%	147 25%	200 23%	285 27% <sup>l</sup>	263 24%	188 21%	225 24%	88 24%	38 23%	140 32% <sup>rstuw</sup>	105 29% <sup>suw</sup>	88 24%	49 18%	43 21%	80 20%	134 26% <sup>s</sup>	115 20%	80 22%	143 27%	429 25%
Neither positive nor negative (0)	1898 47%	874 44%	1024 50% <sup>a</sup>	206 43%	340 50%	333 49%	332 46%	286 48%	400 46%	467 43%	567 51% <sup>j</sup>	411 47%	452 47%	176 49%	81 50%	193 44%	158 44%	173 48%	159 57% <sup>pqtvw</sup>	91 45%	211 53% <sup>pv</sup>	218 42%	267 48%	171 47%	258 48%	775 45%
Fairly negative (-1)	674 17%	320 16%	353 17%	97 20% <sup>e</sup>	88 13%	115 17%	118 16%	94 16%	161 18% <sup>e</sup>	194 18%	171 15%	153 17%	156 16%	63 17%	18 11%	61 14%	52 14%	57 16%	47 17%	36 18%	73 18%	84 16%	114 20% <sup>op</sup>	68 19%	80 15%	285 17%
Very negative (-2)	264 7%	142 7%	123 6%	24 5%	35 5%	27 4%	52 7% <sup>f</sup>	44 7% <sup>f</sup>	83 9% <sup>def</sup>	68 6%	62 6%	64 7%	71 7%	18 5%	9 5%	26 6%	24 7%	21 6%	15 5%	15 7%	30 8%	28 5%	47 8%	32 9%	33 6%	98 6%
NET: Negative	938 23%	462 23%	476 23%	121 25% <sup>e</sup>	123 18%	143 21%	170 24% <sup>e</sup>	138 23%	243 28% <sup>ef</sup>	262 24%	233 21%	217 25%	226 24%	81 22%	27 17%	87 20%	76 21%	77 21%	63 22%	51 25%	104 26%	112 21%	161 29% <sup>opq</sup>	99 28% <sup>op</sup>	112 21%	382 22%
Mean	0.05	0.08	0.02	0.05	0.18 <sup>gh</sup>	0.11 <sup>i</sup>	0.05 <sup>i</sup>	0.02	-0.07	0.07	0.06	0.03	0.03	0.07 <sup>uw</sup>	0.20 <sup>suwx</sup>	0.16 <sup>suwx</sup>	0.14 <sup>uw</sup>	0.10 <sup>uwx</sup>	-0.03	0.05	-0.10	0.21 <sup>suwx</sup>	-0.10	-0.08	0.09	0.12
Standard deviation	0.94	0.98	0.90	0.91	0.95	0.90	0.97	0.93	0.96	0.96	0.89	0.98	0.95	0.90	0.95	0.93	0.96	0.94	0.84	1.01	0.86	1.02	0.93	0.94	0.91	0.96
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 29  
**Q.4 How would you feel about working for the following types of companies?**  
**Train company**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages Age			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1182 29%	542 65%bcd ef	137 29%cef	141 17%e	260 28%cef	53 9%	49 12%	375 32%j	374 33%jk	80 30%	134 24%	49 23%	54 26%	101 26%	364 32%	415 30%	403 27%
Very positive (+2)	222 6%	160 19%bcde f	8 2%	15 2%	34 4%cef	4 1%	2 *	71 6%	71 6%	15 6%	28 5%	5 2%	13 6%	15 4%	80 7%p	86 6%p	56 4%
Fairly positive (+1)	961 24%	382 46%bcd ef	129 27%cef	126 15%e	226 25%cef	49 9%	48 12%	304 26%j	303 26%j	66 24%	107 19%	44 21%	40 19%	86 22%	285 25%	329 24%	347 24%
Neither positive nor negative (0)	1898 47%	234 28%	227 48%af	603 73%abd ef	419 46%af	268 48%af	146 36%a	537 46%	524 46%	125 46%	240 44%	106 51%	107 52%	202 52%j	546 47%	665 48%	686 47%
Fairly negative (-1)	674 17%	47 6%	89 19%ac	81 10%a	194 21%ac	151 27%abc d	111 27%abc d	180 16%	177 15%	55 20%	120 22%ghm	34 16%	35 17%	59 15%	185 16%	233 17%	255 17%
Very negative (-2)	264 7%	8 1%	20 4%ac	6 1%	41 4%ac	86 15%abc d	104 25%abcd e	68 6%	73 6%	9 3%	56 10%ghi	20 9%i	12 6%	23 6%	58 5%	79 6%	127 9%no
NET: Negative	938 23%	55 7%	109 23%ac	88 11%a	235 26%ac	236 42%abc d	215 52%abc de	248 21%	250 22%	64 24%	176 32%ghi lm	54 26%	47 23%	82 21%	243 21%	313 22%	382 26%n
Mean	0.05	0.77bc def	0.03ef	0.07ef	0.02e f	-0.48f	-0.65	0.11jk	0.11jk	0.09j	-0.13	-0.09	0.04	0.03j	0.12p	0.08p	-0.03
Standard deviation	0.94	0.86	0.83	0.59	0.89	0.88	0.99	0.94	0.95	0.89	1.00	0.92	0.92	0.88	0.93	0.93	0.95

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 29  
**Q.4 How would you feel about working for the following types of companies?**  
**Train company**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.01	0.03	0.04	0.02	0.03	0.04	0.05	0.03	0.03	0.05	0.04	0.07	0.07	0.04	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 30  
**Q.4 How would you feel about working for the following types of companies?**  
**Pharmaceutical company**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1413	681	732	208	253	219	244	190	299	397	391	328	296	133	64	153	136	135	99	73	135	190	182	114	194	628
		35%	36%	44%	37%	32%	34%	32%	34%	37%	35%	38%	31%	37%	40%	35%	37%	37%	35%	36%	34%	36%	32%	32%	36%	37%
Very positive (+2)	316	149	168	45	76	55	48	37	55	81	79	79	77	19	21	29	41	32	13	25	21	61	37	17	40	148
	8%	8%	8%	9%	11%	8%	7%	6%	6%	8%	7%	9%	8%	5%	13%	7%	11%	9%	5%	13%	5%	12%	7%	5%	7%	9%
Fairly positive (+1)	1097	533	564	163	176	164	197	153	244	316	313	249	219	115	43	125	94	102	86	48	114	128	145	97	154	479
	27%	27%	28%	34%	26%	24%	27%	26%	28%	29%	28%	28%	23%	32%	27%	28%	26%	28%	31%	24%	28%	25%	26%	27%	29%	28%
Neither positive nor negative (0)	1751	855	896	171	301	338	330	247	363	434	498	376	444	145	69	200	155	147	138	79	178	240	246	155	256	716
	44%	43%	44%	36%	45%	50%	46%	41%	42%	40%	45%	43%	46%	40%	43%	45%	43%	41%	49%	39%	44%	46%	44%	43%	48%	42%
Fairly negative (-1)	581	300	281	84	87	72	93	116	131	177	146	117	141	50	17	69	49	53	31	33	59	63	92	66	64	254
	14%	15%	14%	18%	13%	11%	13%	19%	15%	16%	13%	13%	15%	14%	10%	16%	14%	15%	11%	16%	15%	12%	16%	18%	12%	15%
Very negative (-2)	272	133	139	14	36	48	49	43	82	66	78	54	74	33	11	20	22	28	14	16	31	29	42	27	24	115
	7%	7%	7%	3%	5%	7%	7%	7%	9%	6%	7%	6%	8%	9%	7%	5%	6%	8%	5%	8%	8%	6%	8%	7%	5%	7%
NET: Negative	853	433	420	98	123	119	142	159	213	243	225	171	215	83	28	89	71	81	44	49	89	93	135	93	88	368
	21%	22%	21%	20%	18%	18%	20%	27%	24%	23%	20%	20%	22%	23%	17%	20%	20%	22%	16%	24%	22%	18%	24%	26%	16%	22%
Mean	0.15	0.13	0.17	0.30	0.25	0.16	0.14	0.04	0.07	0.16	0.15	0.21	0.09	0.10	0.29	0.17	0.23	0.16	0.19	0.17	0.09	0.25	0.07	0.03	0.23	0.17
Standard deviation	0.99	0.99	0.99	0.96	1.00	0.97	0.96	1.00	1.03	0.99	0.98	0.99	1.00	1.01	1.05	0.93	1.02	1.03	0.87	1.09	0.97	1.00	0.99	0.97	0.91	1.01
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.06	0.05	0.05	0.08	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 30  
**Q.4 How would you feel about working for the following types of companies?**  
**Pharmaceutical company**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Crit-ics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1413 35%	594 71%bcd ef	200 42%cde f	203 24%ef	313 34%cef	75 13%ef	29 7%	473 41%hij km	407 35%k	84 31%	190 35%k	47 22%	78 37%k	112 29%	461 40%op	463 33%	489 33%
Very positive (+2)	316 8%	223 27%bcde f	28 6%cef	20 2%	37 4%ef	5 1%	4 1%	101 9%k	102 9%k	15 6%	45 8%k	4 2%	9 4%	34 9%k	121 11%op	103 7%	92 6%
Fairly positive (+1)	1097 27%	371 45%bcd ef	172 36%cde f	183 22%ef	275 30%cef	70 13%ef	25 6%	372 32%hjk m	305 27% m	69 26%	146 26%	43 21%	69 33%km	78 20%	340 29%	361 26%	397 27%
Neither positive nor negative (0)	1751 44%	207 25%	217 46%af	571 69%abd ef	392 43%af	256 46%af	107 26%	506 44%k	481 42%	117 44%	238 43%	71 34%	85 41%	201 52%ghj kl	473 41%	668 48%np	610 41%
Fairly negative (-1)	581 14%	26 3%	47 10%a	56 7%a	167 18%abc	157 28%abc d	128 31%abc d	119 10%	185 16%g	50 18%g	86 16%g	49 24%ghj m	31 15%	48 13%	170 15%	164 12%	247 17%no
Very negative (-2)	272 7%	5 1%	9 2%ac	2 *	42 5%abc	70 13%abc d	145 35%abcd e	61 5%	75 7%	17 6%	36 7%	42 20%ghj lm	14 7%	23 6%	50 4%	97 7% n	125 9% no
NET: Negative	853 21%	30 4%	56 12%ac	58 7%a	209 23%abc	227 41%abc d	273 67%abc de	181 16%	260 23%g	67 25%g	122 22%g	91 44%ghi jlm	45 22%	72 19%	220 19%	261 19%	372 25% no
Mean	0.15	0.94bc def	0.34cd ef	0.19ef	0.11e f	-0.39f	-0.94	0.29hi jkm	0.15k	0.06k	0.14k	-0.40	0.13k	0.13k	0.27op	0.15p	0.06
Standard deviation	0.99	0.83	0.81	0.60	0.91	0.89	0.97	0.95	1.01	0.96	1.00	1.08	0.96	0.95	0.98	0.96	1.01

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 30  
**Q.4 How would you feel about working for the following types of companies?**  
**Pharmaceutical company**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.02	0.03	0.04	0.02	0.03	0.04	0.05	0.03	0.03	0.06	0.04	0.08	0.07	0.05	0.03	0.03	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 31  
**Q.4 How would you feel about working for the following types of companies?**  
**Car manufacturer**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Positive	1430	831	599	169	276	236	227	212	310	439	369	333	289	143	66	162	129	144	95	79	130	188	195	100	187	647
	36%	42% <sup>b</sup>	29%	35%	41% <sup>g</sup>	35%	32%	36%	35%	41% <sup>km</sup>	33%	38% <sup>m</sup>	30%	40% <sup>x</sup>	41% <sup>x</sup>	37% <sup>x</sup>	36%	40% <sup>x</sup>	34%	40% <sup>x</sup>	32%	36% <sup>x</sup>	35%	28%	35%	38%
Very positive (+2)	303	195	108	30	83	48	48	40	54	86	77	74	67	25	18	27	37	27	21	16	14	60	43	15	26	167
	8%	10% <sup>b</sup>	5%	6%	12% <sup>d</sup>	7%	7%	7%	6%	8%	7%	8%	7%	7%	11% <sup>ux</sup>	6%	10% <sup>ux</sup>	7% <sup>u</sup>	7%	8% <sup>u</sup>	3%	12% <sup>p</sup>	8% <sup>u</sup>	4%	5%	10% <sup>A</sup>
Fairly positive (+1)	1128	636	491	139	193	188	179	173	256	353	292	259	223	118	48	135	92	117	75	63	116	128	152	84	161	480
	28%	32% <sup>b</sup>	24%	29%	29%	28%	25%	29%	29%	33% <sup>km</sup>	26%	30% <sup>m</sup>	23%	33% <sup>vx</sup>	30%	30% <sup>x</sup>	25%	32% <sup>vx</sup>	27%	31%	29%	24%	27%	23%	30%	28%
Neither positive nor negative (0)	1927	866	1061	212	307	349	372	284	403	459	571	405	491	166	73	211	157	166	154	87	208	248	259	197	267	795
	48%	44%	52% <sup>a</sup>	44%	45%	52%	52% <sup>di</sup>	48%	46%	43%	51% <sup>j</sup>	46%	51% <sup>j</sup>	46%	45%	48%	44%	46%	55% <sup>qt</sup>	43%	52%	48%	46%	55% <sup>q</sup>	50%	46%
Fairly negative (-1)	458	188	270	81	64	67	90	63	94	125	119	106	108	38	14	50	56	36	24	26	36	58	77	45	59	201
	11%	10%	13% <sup>a</sup>	17% <sup>ef</sup>	9%	10%	13%	11%	11%	12%	11%	12%	11%	10%	9%	11%	15% <sup>su</sup>	10%	8%	13%	9%	11%	14%	12%	11%	12%
Very negative (-2)	202	84	118	16	29	24	28	37	68	51	55	31	66	15	8	19	20	16	8	9	27	28	31	20	25	70
	5%	4%	6%	3%	4%	4%	4%	6%	8% <sup>defg</sup>	5%	5%	4%	7% <sup>l</sup>	4%	5%	4%	5%	4%	3%	5%	7%	5%	6%	6%	5%	4%
NET: Negative	661	272	389	97	93	91	117	100	162	176	174	137	174	53	22	69	75	51	32	35	63	86	108	65	84	271
	16%	14%	19% <sup>a</sup>	20% <sup>ef</sup>	14%	13%	16%	17%	19% <sup>ef</sup>	16%	16%	16%	18%	15%	14%	16%	21% <sup>s</sup>	14%	11%	17%	16%	16%	19% <sup>s</sup>	18% <sup>s</sup>	16%	16%
Mean	0.22	0.34 <sup>b</sup>	0.10	0.18	0.35 <sup>d</sup>	0.25	0.18	0.19	0.15	0.28 <sup>m</sup>	0.19	0.27 <sup>m</sup>	0.12	0.27 <sup>x</sup>	0.33 <sup>ux</sup>	0.23 <sup>x</sup>	0.20	0.29 <sup>ux</sup>	0.27 <sup>x</sup>	0.26	0.13	0.26 <sup>x</sup>	0.17	0.08	0.19	0.28
Standard deviation	0.92	0.93	0.90	0.90	0.96	0.86	0.88	0.94	0.97	0.94	0.90	0.91	0.94	0.90	0.97	0.89	1.00	0.90	0.83	0.94	0.88	0.98	0.95	0.86	0.87	0.94
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.04	0.05	0.06	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 31  
**Q.4 How would you feel about working for the following types of companies?**  
**Car manufacturer**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Positive	1430 36%	548 66%bcd ef	252 53%cde f	144 17%	325 36%cef	77 14%	84 20%e	464 40%km	422 37%km	101 37%km	205 37%km	43 21%	70 33%k	105 27%	445 39%o	463 33%	522 36%
Very positive (+2)	303 8%	172 21%bcd ef	48 10%cdef	18 2%	46 5%ce	5 1%	14 3%e	115 10%jk	91 8%	16 6%	32 6%	7 3%	12 6%	28 7%	112 10%op	96 7%	94 6%
Fairly positive (+1)	1128 28%	376 45%cde f	204 43%cde f	127 15%	279 30%cef	73 13%	70 17%	349 30%km	331 29%km	84 31%km	174 32%km	36 17%	58 28%	77 20%	332 29%	367 26%	428 29%
Neither positive nor negative (0)	1927 48%	231 28%	188 40%a	600 72%abd ef	440 48%ab	295 53%abf	172 42%a	538 46%	550 48%	117 44%	241 44%	117 56%ij	101 48%	208 54%gij	519 45%	721 52%np	687 47%
Fairly negative (-1)	458 11%	41 5%	26 6%	73 9%a	130 14%abc	120 22%abc d	68 17%abc	100 9%	117 10%	40 15%g	78 14%gh	33 16%g	33 16%gh	50 13%g	145 13%	156 11%	157 11%
Very negative (-2)	202 5%	11 1%	7 1%	15 2%	19 2%	65 12%abc d	86 21%abcd e	57 5%	60 5%	11 4%	27 5%	16 8%l	5 2%	22 6%	45 4%	52 4%	105 7%no
NET: Negative	661 16%	52 6%	33 7%	88 11%a	149 16%abc	185 33%abc d	154 37%abc d	157 14%	177 15%	50 19%	104 19%g	49 24%gh	38 18%	73 19%g	190 16%	208 15%	262 18%
Mean	0.22	0.79bc def	0.55cd ef	0.07ef	0.22c ef	-0.30	-0.35 m	0.31jk	0.24km	0.21k	0.19k	-0.08	0.19k	0.10	0.28p	0.21	0.17
Standard deviation	0.92	0.87	0.81	0.62	0.83	0.87	1.09	0.94	0.93	0.91	0.92	0.88	0.85	0.92	0.94	0.87	0.95

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 31  
**Q.4 How would you feel about working for the following types of companies?**  
**Car manufacturer**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.01	0.03	0.04	0.02	0.03	0.03	0.05	0.03	0.03	0.05	0.04	0.06	0.06	0.05	0.03	0.02	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 32

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**

**Summary Table**

**Base: All respondents**

	Actions						
	Complained about a particular business on an online review site or online comment feed	Complained about a particular business on Twitter, Facebook or another social media	Complained directly to a business on Twitter, Facebook or another social media	Praised a particular business and/or its product or service on an online review site or online comment feed	Written to or called a business to complain	Signed a petition (online or offline) - either about a business or calling for a business to do something	Changed a habit or made a decision on the basis of comments about a business you had seen online or on social media
Unweighted base	4018	4018	4018	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018	4018	4018	4018
Done in the past	1135 28%	726 18%	693 17%	1875 47%	2254 56%	1478 37%	1132 28%
Thought seriously about, but did not	745 19%	571 14%	592 15%	515 13%	527 13%	455 11%	671 17%
Have not done or thought about doing	2139 53%	2721 68%	2733 68%	1628 41%	1237 31%	2085 52%	2215 55%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 33

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Complained about a particular business on an online review site or online comment feed**  
**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	1135	545	590	160	238	177	196	155	208	331	303	265	236	112	47	120	116	96	71	75	114	138	143	103	163	535
	28%	28%	29%	34% <sup>fhi</sup>	35% <sup>fgh</sup>	26%	27%	26%	24%	31% <sup>fm</sup>	27%	30% <sup>fm</sup>	25%	31%	29%	27%	32%	27%	25%	37% <sup>prs</sup>	28%	26%	25%	28%	30%	31%
Thought seriously about, but did not	745	386	359	140	152	150	115	75	113	212	222	167	143	72	30	74	66	64	66	37	53	116	97	70	123	346
	19%	20%	18%	29% <sup>fgh</sup>	22% <sup>ghi</sup>	22% <sup>ghi</sup>	16%	13%	13%	20% <sup>fm</sup>	20% <sup>fm</sup>	19%	15%	20% <sup>u</sup>	18%	17%	18%	18%	23% <sup>u</sup>	18%	13%	22% <sup>u</sup>	17%	19%	23%	20%
Have not done or thought about doing	2139	1038	1101	178	286	350	405	367	554	531	588	443	576	178	84	248	179	202	144	89	236	269	322	189	252	831
	53%	53%	54%	37%	42%	52% <sup>de</sup>	57% <sup>de</sup>	61% <sup>def</sup>	63% <sup>def</sup>	49%	53%	51%	60% <sup>ijkl</sup>	49%	52%	56% <sup>t</sup>	50%	56% <sup>t</sup>	51%	44%	59% <sup>nt</sup>	51%	57% <sup>nt</sup>	52%	47%	49%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 33

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Complained about a particular business on an online review site or online comment feed**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Disenting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	1135 28%	231 28%ce	131 28%ce	128 15%e	383 42%abc e	62 11%	200 de	302 26%	340 30%am	76 28%	162 29% m	76 36% gm	67 32% m	82 21%	398 34% op	374 27%	363 25%
Thought seriously about, but did not	745 19%	187 23% bce	73 16% e	132 16% e	222 24% bce f	55 10%	74 18% e	191 16%	230 20%	56 21%	93 17%	44 21%	39 19%	74 19%	292 25% op	264 19% p	188 13%
Have not done or thought about doing	2139 53%	413 50% df	268 57% adf	572 69% abd f	309 34%	441 79% abc df	135 33%	666 57% hk	579 50%	136 51%	295 54% k	88 42%	101 49%	230 60% hkl	464 40%	755 54% n	920 63% no

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 34

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Complained about a particular business on Twitter, Facebook or another social media**  
**Base: All respondents**

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	726	358	368	159	184	141	118	60	64	206	202	180	137	76	27	76	74	56	50	52	63	107	82	64	101	411
	18%	18%	18%	33% <sub>ij</sub>	27% <sub>fgh</sub>	21% <sub>hi</sub>	16% <sub>hi</sub>	10%	7%	19% <sub>lm</sub>	18% <sub>m</sub>	21% <sub>m</sub>	14%	21% <sub>w</sub>	17%	17%	20%	15%	18%	26% <sub>p</sub>	16% <sub>pru</sub>	20% <sub>w</sub>	15%	18%	19%	24% <sub>wx</sub>
Thought seriously about, but did not	571	280	291	120	127	102	92	64	67	153	168	120	131	72	23	45	38	40	40	29	48	99	77	58	101	285
	14%	14%	14%	25% <sub>fgh</sub>	19% <sub>ghi</sub>	15% <sub>i</sub>	13% <sub>i</sub>	11%	8%	14%	15%	14%	14%	20% <sub>uw</sub>	14% <sub>pqr</sub>	10%	11%	11%	14%	14%	12%	19% <sub>pqr</sub>	14% <sub>u</sub>	16% <sub>p</sub>	19%	17%
Have not done or thought about doing	2721	1330	1390	199	365	434	507	473	743	715	743	576	686	213	110	321	249	266	192	120	290	316	404	240	336	1016
	68%	68%	68%	42%	54% <sub>d</sub>	64% <sub>de</sub>	71% <sub>def</sub>	79% <sub>defg</sub>	85% <sub>defgh</sub>	67%	67%	66%	72% <sub>ijkl</sub>	59%	69%	73% <sub>ntv</sub>	69% <sub>nv</sub>	73% <sub>ntv</sub>	68% <sub>n</sub>	60%	72% <sub>ntv</sub>	61%	72% <sub>ntv</sub>	66%	62%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 34

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Complained about a particular business on Twitter, Facebook or another social media**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	726 18%	162 19% <sup>bce</sup>	47 10% <sup>e</sup>	90 11% <sup>e</sup>	255 28% <sup>abce</sup>	9 2%	164 40% <sup>abc</sup>	157 14%	241 21% <sup>gj</sup>	49 18%	78 14%	66 32% <sup>ghi</sup>	52 25% <sup>gjm</sup>	64 17%	343 30% <sup>op</sup>	259 19% <sup>p</sup>	124 8%
Thought seriously about, but did not	571 14%	158 19% <sup>be</sup>	39 8%	131 16% <sup>be</sup>	145 16% <sup>be</sup>	41 7%	57 14% <sup>be</sup>	127 11%	190 17% <sup>g</sup>	37 14%	69 12%	28 14%	41 20% <sup>gj</sup>	64 17% <sup>g</sup>	247 21% <sup>op</sup>	193 14% <sup>p</sup>	131 9%
Have not done or thought about doing	2721 68%	511 62% <sup>f</sup>	386 82% <sup>acd</sup>	611 73% <sup>adf</sup>	515 56% <sup>f</sup>	508 91% <sup>abc</sup>	189 46% <sup>df</sup>	875 75% <sup>hik</sup>	717 62%	182 68% <sup>kl</sup>	405 73% <sup>hkl</sup>	114 55%	114 55%	257 67% <sup>kl</sup>	564 49%	941 68% <sup>n</sup>	1216 83% <sup>no</sup>

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 35

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Complained directly to a business on Twitter, Facebook or another social media**  
**Base: All respondents**

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	693	331	362	136	194	140	108	56	59	212	215	141	125	65	21	86	60	50	52	45	52	120	85	56	123	373
	17%	17%	18%	28% <sub>ghi</sub>	29% <sub>fgh</sub>	21% <sub>ghi</sub>	15% <sub>hi</sub>	9%	7%	20% <sub>lm</sub>	19% <sub>m</sub>	16%	13%	18%	13%	20% <sub>u</sub>	16%	14%	18%	22% <sub>ruw</sub>	13% <sub>wx</sub>	23% <sub>oru</sub>	15%	16%	23%	22%
Thought seriously about, but did not	592	289	303	140	126	118	94	50	64	154	162	144	132	66	32	44	53	45	37	34	60	94	70	57	75	343
	15%	15%	15%	29% <sub>efghi</sub>	19% <sub>ghi</sub>	17% <sub>hi</sub>	13% <sub>hi</sub>	8%	7%	14%	15%	16%	14%	18% <sub>pw</sub>	20% <sub>pw</sub>	10%	15%	13%	13%	17% <sub>p</sub>	15%	18% <sub>pw</sub>	12%	16% <sub>p</sub>	14%	20% <sub>A</sub>
Have not done or thought about doing	2733	1349	1384	202	356	419	514	490	752	709	737	590	697	230	108	311	249	266	193	122	290	309	407	248	339	996
	68%	69%	68%	42%	53% <sub>d</sub>	62% <sub>de</sub>	72% <sub>def</sub>	82% <sub>defg</sub>	86% <sub>defg</sub>	66%	66%	67%	73% <sub>ijkl</sub>	64%	67%	70% <sub>tv</sub>	69% <sub>v</sub>	73% <sub>ntv</sub>	68% <sub>v</sub>	61%	72% <sub>ntv</sub>	59%	72% <sub>ntv</sub>	69% <sub>v</sub>	63%	58%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 35

**Q.5 Have you ever done, or seriously thought about doing, any of the following?  
Complained directly to a business on Twitter, Facebook or another social media**  
Base: All respondents

	Segment						Election Vote							Grouped ages Age			
	Total	Opti- mists (3) (a)	Busi- ness Advoc- ates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	693 17%	152 18%bce	46 10%e	103 12%e	239 26%abce	13 2%	140 34%abc de	149 13%	228 20%g	42 16%	85 15%	61 29%ghi jm	41 20%g	71 18%g	330 29%op	248 18%p	115 8%
Thought seriously about, but did not	592 15%	185 22%bcef	33 7%	116 14%be	167 18%bce	29 5%	63 15%be	136 12%	198 17%gj	43 16%	63 11%	37 18%	38 18%gj	61 16%	266 23%op	212 15%p	114 8%
Have not done or thought about doing	2733 68%	495 60%f	394 83%acd f	614 74%adf	508 56%	516 92%abc df	207 50%	874 75%hik lm	723 63%k	183 68%k	403 73%ghk m	111 53%	129 62%	253 66%k	558 48%	933 67%n	1242 84%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 36  
**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Praised a particular business and/or its product or service on an online review site or online comment feed**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	1875	852	1023	218	308	309	319	285	435	557	528	394	395	175	69	204	199	172	129	101	197	235	235	159	252	781
	47%	43%	50% <sup>a</sup>	46%	46%	46%	44%	48%	50%	52% <sup>lm</sup>	47% <sup>m</sup>	45%	41%	48%	43%	46%	55% <sup>opv</sup>	47%	46%	50%	49%	45%	42%	44%	47%	46%
Thought seriously about, but did not	515	251	263	101	126	84	76	48	81	150	135	115	115	52	26	45	38	44	39	28	26	99	77	42	73	252
	13%	13%	13%	21% <sup>fghi</sup>	19% <sup>fghi</sup>	12% <sup>h</sup>	11%	8%	9%	14%	12%	13%	12%	14% <sup>u</sup>	16% <sup>u</sup>	10%	10%	12% <sup>u</sup>	14% <sup>u</sup>	14% <sup>u</sup>	6%	19% <sup>pqrux</sup>	14% <sup>u</sup>	12% <sup>u</sup>	14%	15%
Have not done or thought about doing	1628	866	763	159	242	283	322	263	359	367	450	367	445	135	66	193	125	146	113	72	179	189	251	161	212	680
	41%	44% <sup>b</sup>	37%	33%	36%	42% <sup>d</sup>	45% <sup>de</sup>	44% <sup>de</sup>	41% <sup>d</sup>	34%	40% <sup>j</sup>	42% <sup>j</sup>	47% <sup>ijk</sup>	37%	41%	44% <sup>q</sup>	35%	40%	40%	36%	45% <sup>qv</sup>	36%	45% <sup>qv</sup>	45% <sup>qv</sup>	39%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 36

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**

**Praised a particular business and/or its product or service on an online review site or online comment feed**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	1875 47%	393 47% <sup>ce</sup>	253 54% <sup>ce</sup>	216 26%	636 70% <sup>abc</sup>	136 24% <sup>ef</sup>	240 59% <sup>ace</sup>	569 49% <sup>hm</sup>	503 44%	129 48%	256 46%	114 55% <sup>hm</sup>	107 52% <sup>m</sup>	154 40%	526 46%	628 45%	720 49%
Thought seriously about, but did not	515 13%	158 19% <sup>bde</sup>	55 12%	133 16% <sup>def</sup>	89 10%	48 9%	32 8%	133 11%	175 15% <sup>gj</sup>	39 14%	51 9%	26 12%	23 11%	50 13%	226 20% <sup>op</sup>	160 11% <sup>p</sup>	129 9%
Have not done or thought about doing	1628 41%	281 34% <sup>d</sup>	165 35% <sup>d</sup>	483 58% <sup>abd</sup>	189 21% <sup>f</sup>	373 67% <sup>abc</sup>	137 34% <sup>df</sup>	457 39%	470 41%	101 37%	244 44% <sup>k</sup>	68 33%	77 37%	180 47% <sup>gjk</sup>	401 35%	605 43% <sup>n</sup>	622 42% <sup>n</sup>

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 37  
**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Written to or called a business to complain**  
**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	2254	1115	1139	157	329	386	420	387	575	680	655	446	474	209	77	229	216	209	175	110	235	272	302	221	338	872
	56%	57%	56%	33%	49% <sup>d</sup>	57% <sup>de</sup>	59% <sup>de</sup>	65% <sup>def</sup>	66% <sup>def</sup>	63% <sup>lm</sup>	59% <sup>lm</sup>	51%	50%	58%	48%	52%	60% <sup>o</sup>	58%	62% <sup>opv</sup>	55%	59%	52%	54%	61% <sup>opv</sup>	63% <sup>B</sup>	51%
Thought seriously about, but did not	527	274	253	133	139	76	69	45	65	145	141	120	121	47	27	54	52	38	27	35	45	87	76	40	61	285
	13%	14%	12%	28% <sup>efg</sup>	21% <sup>fgh</sup>	11% <sup>i</sup>	10%	7%	7%	14%	13%	14%	13%	13%	17%	12%	14%	11%	10%	17% <sup>rs</sup>	11%	17% <sup>rs</sup>	13%	11%	11%	17% <sup>A</sup>
Have not done or thought about doing	1237	580	657	187	208	215	227	165	235	249	318	310	360	106	56	159	94	115	79	57	121	164	185	101	139	555
	31%	29%	32%	39% <sup>efg</sup>	31%	32%	32%	28%	27%	23%	29% <sup>j</sup>	35% <sup>jk</sup>	38% <sup>jk</sup>	29%	35%	36% <sup>qx</sup>	26%	32%	28%	28%	30%	31%	33%	28%	26%	32% <sup>A</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/fg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 37

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Written to or called a business to complain**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	2254 56%	414 50% <sup>c</sup>	346 73% <sup>ace</sup>	274 33%	659 72% <sup>ace</sup>	244 44% <sup>c</sup>	318 78% <sup>ace</sup>	684 59% <sup>m</sup>	625 54% <sup>m</sup>	168 63% <sup>hm</sup>	337 61% <sup>hm</sup>	130 62% <sup>m</sup>	121 58% <sup>m</sup>	156 40%	486 42%	806 58% <sup>n</sup>	962 65% <sup>no</sup>
Thought seriously about, but did not	527 13%	153 18% <sup>bdef</sup>	38 8%	142 17% <sup>bde</sup>	113 12% <sup>be</sup>	45 8%	36 9%	138 12%	163 14% <sup>j</sup>	34 13%	51 9%	30 14%	24 11%	57 15% <sup>j</sup>	273 24% <sup>op</sup>	145 10% <sup>p</sup>	109 7%
Have not done or thought about doing	1237 31%	265 32% <sup>bdf</sup>	89 19%	417 50% <sup>abd</sup>	142 16%	269 48% <sup>abd</sup>	55 13%	338 29%	361 31%	67 25%	163 30%	49 23%	63 30%	173 45% <sup>ghi</sup>	395 34% <sup>p</sup>	441 32% <sup>p</sup>	400 27%

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



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 38  
**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Signed a petition (online or offline) - either about a business or calling for a business to do something**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	1478	718	760	218	263	235	246	216	300	453	403	309	312	144	54	141	133	145	115	72	135	182	208	149	196	641
	37%	36%	37%	46% <sup>i</sup>	39%	35%	34%	36%	34%	42% <sup>klm</sup>	36%	35%	33%	40%	34%	32%	37%	40% <sup>p</sup>	41% <sup>p</sup>	36%	34%	35%	37%	41% <sup>p</sup>	36%	37%
Thought seriously about, but did not	455	231	224	82	116	87	63	43	65	113	127	118	98	44	20	42	48	34	38	25	38	86	51	28	86	226
	11%	12%	11%	17% <sup>ghi</sup>	17% <sup>ghi</sup>	13% <sup>ghi</sup>	9%	7%	7%	11%	11%	13%	10%	12%	12%	10%	13% <sup>x</sup>	9%	14% <sup>x</sup>	12%	9%	17% <sup>pruw</sup>	9%	8%	16%	13%
Have not done or thought about doing	2085	1020	1065	178	297	355	408	338	510	508	584	448	545	173	87	259	181	183	128	104	229	254	304	185	256	846
	52%	52%	52%	37%	44%	52% <sup>de</sup>	57% <sup>de</sup>	57% <sup>de</sup>	58% <sup>def</sup>	47%	52% <sup>j</sup>	51%	57% <sup>kl</sup>	48%	54%	59% <sup>nqr</sup>	50% <sup>sv</sup>	51%	45%	52%	57% <sup>ns</sup>	49%	54% <sup>s</sup>	51%	48%	49%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 38

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Signed a petition (online or offline) - either about a business or calling for a business to do something**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	1478 37%	277 33% <sup>bce</sup>	123 26% <sup>c</sup>	137 17%	495 54% <sup>abc</sup>	147 26% <sup>c</sup>	299 73% <sup>abc</sup>	351 30%	446 39% <sup>gm</sup>	119 44% <sup>gjm</sup>	186 34%	146 70% <sup>ghi</sup>	95 46% <sup>gjm</sup>	112 29%	481 42% <sup>op</sup>	481 35%	516 35%
Thought seriously about, but did not	455 11%	136 16% <sup>bef</sup>	41 9%	110 13% <sup>bef</sup>	114 12% <sup>ef</sup>	32 6%	23 6%	121 10% <sup>k</sup>	165 14% <sup>gikm</sup>	21 8%	57 10% <sup>k</sup>	9 4%	22 11%	37 10%	198 17% <sup>op</sup>	150 11% <sup>p</sup>	108 7%
Have not done or thought about doing	2085 52%	418 50% <sup>df</sup>	309 65% <sup>adf</sup>	585 70% <sup>adf</sup>	306 33% <sup>f</sup>	379 68% <sup>adf</sup>	88 22%	688 59% <sup>hik</sup>	537 47% <sup>k</sup>	129 48% <sup>k</sup>	308 56% <sup>hkl</sup>	54 26%	91 44% <sup>k</sup>	236 61% <sup>hik</sup>	474 41%	762 55% <sup>n</sup>	848 58% <sup>n</sup>

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 39

**Q.5 Have you ever done, or seriously thought about doing, any of the following?**  
**Changed a habit or made a decision on the basis of comments about a business you had seen online or on social media**  
**Base: All respondents**

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Done in the past	1132	540	591	176	236	202	181	153	184	353	327	221	231	120	48	98	106	92	75	65	106	166	160	96	173	530
	28%	27%	29%	37%ghi	35%ghi	30%i	25%	26%	21%	33%lm	29%m	25%	24%	33%p	30%	22%	29%	25%	27%	32%p	26%	32%p	28%p	27%	32%	31%
Thought seriously about, but did not	671	371	300	109	141	123	95	72	131	182	178	165	146	69	26	81	51	74	65	39	59	98	64	46	105	313
	17%	19%b	15%	23%ghi	21%ghi	18%gh	13%	12%	15%	17%	16%	19%	15%	19%w	16%	18%w	14%	20%wx	23%quw	19%w	15%	19%w	11%	13%	20%	18%
Have not done or thought about doing	2215	1058	1158	193	299	351	441	372	560	539	609	489	578	173	87	263	205	196	141	97	236	259	339	220	260	869
	55%	54%	57%	40%	44%	52%de	62%def	62%def	64%def	50%	55%	56%	61%jk	48%	54%	60%nst	57%	54%	50%	48%	59%ntv	50%	60%nst	61%nst	48%	51%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 39

**Q.5 Have you ever done, or seriously thought about doing, any of the following?****Changed a habit or made a decision on the basis of comments about a business you had seen online or on social media****Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Done in the past	1132 28%	236 28%ce	125 26%ce	101 12%	389 43%abc	59 11%	221 54%abc	283 24%	339 30%gm	89 33%gjm	141 26%	87 42%ghj	75 36%gjm	86 22%	412 36%op	383 27%p	337 23%
Thought seriously about, but did not	671 17%	199 24%bcd ef	81 17%ef	130 16%e	161 18%ef	56 10%	44 11%	212 18%ijk	200 17%k	33 12%	75 14%	18 9%	39 19%k	70 18%k	250 22%op	218 16%	203 14%
Have not done or thought about doing	2215 55%	396 48%df	267 57%adf	602 72%abd	364 40%	442 79%abc	145 35%	665 57%l	609 53%	146 54%	335 61%hkl	103 49%	93 45%	228 59%l	492 43%	792 57%n	932 63%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 40

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Summary Table**

**Base: All respondents**

		The opinions of your family and friends	The quality of the business's products or services	The opinion of journalists and other commentators	Customer service	Comments about the business on online review sites	Comments about the business on social media (e.g. Twitter or Facebook)	Its advertising
Unweighted base		4018	4018	4018	4018	4018	4018	4018
Weighted base		4018	4018	4018	4018	4018	4018	4018
NET: Vital/Very important		1742 43%	3170 79%	677 17%	3132 78%	1423 35%	814 20%	869 22%
NET: Vital/Very/Fairly important		3332 83%	3835 95%	2229 55%	3819 95%	3191 79%	2068 51%	2420 60%
Vital	(5)	372 9%	1552 39%	121 3%	1448 36%	339 8%	186 5%	204 5%
Very important	(4)	1370 34%	1618 40%	556 14%	1684 42%	1083 27%	627 16%	665 17%
Fairly important	(3)	1590 40%	665 17%	1553 39%	687 17%	1768 44%	1254 31%	1551 39%
Not particularly important	(2)	522 13%	108 3%	1360 34%	125 3%	589 15%	1112 28%	1221 30%
Not at all imp- ortant	(1)	164 4%	76 2%	428 11%	74 2%	238 6%	838 21%	377 9%
NET: Not particularly/ Not at all important		686 17%	183 5%	1789 45%	199 5%	827 21%	1950 49%	1598 40%
Mean		3.31	4.11	2.65	4.07	3.17	2.55	2.78
Standard deviation		0.95	0.90	0.95	0.90	0.98	1.12	1.00
Standard error		0.02	0.01	0.01	0.01	0.02	0.02	0.02

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 41  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**The opinions of your family and friends**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
NET: Vital/Very important	1742 43%	769 39%	973 47%a	225 47%hi	344 51%ghi	337 50%ghi	302 42%i	215 36%	318 36%	461 43%	460 41%	417 48%k	403 42%	156 43%	66 41%	183 41%	159 44%	158 44%	121 43%	95 47%	175 43%	255 49%w	221 39%	153 42%	258 48%	773 45%	
NET: Vital/Very/Fairly important	3332 83%	1585 81%	1747 85%a	416 87%ghi	600 89%ghi	582 86%ghi	577 81%	462 77%	695 79%	906 84% <b>m</b>	943 85% <b>m</b>	722 82%	761 80%	295 82%	135 84%	361 82%	300 83%	296 82%	231 82%	174 87%	340 85%	452 86%w	454 81%	293 81%	480 89% <b>B</b>	1441 84%	
Vital	(5) 9%	372 8%	162 10%	209 12% <b>i</b>	58 12% <b>gi</b>	85 12% <b>gi</b>	70 10% <b>i</b>	56 8%	50 8%	53 6%	82 8%	105 9%	84 10%	101 11% <b>j</b>	24 7%	21 13% <b>n</b>	34 8%	32 9%	32 9%	24 7%	43 11%	62 12% <b>n</b>	53 9%	33 9%	48 9%	184 11%	
Very important	(4) 34%	1370 31%	606 37% <b>a</b>	763 35% <b>h</b>	167 38% <b>hi</b>	259 39% <b>hi</b>	267 34% <b>h</b>	246 28%	165 30%	265 37%	379 35%	355 32%	334 38% <b>km</b>	302 32%	133 37%	45 28%	149 34%	127 35%	125 35%	96 34%	80 40% <b>ow</b>	132 33%	194 37% <b>w</b>	168 30%	120 33%	210 39%	589 34%
Fairly important	(3) 40%	1590 41% <b>b</b>	816 38%	774 40%	191 38%	256 36%	246 38%	275 41%	246 43% <b>f</b>	376 41% <b>l</b>	445 43% <b>lm</b>	483 35%	305 38%	358 38%	139 43%	69 40%	178 40%	141 39%	139 38%	111 39%	80 40%	166 41%	196 38%	232 41%	140 39%	222 41%	667 39%
Not particularly important	(2) 13%	522 14%	279 12%	243 9%	44 9%	63 10%	71 14% <b>de</b>	102 18% <b>def</b>	106 16% <b>def</b>	137 14%	145 13%	136 12%	114 13%	127 15% <b>v</b>	52 13%	21 14%	60 14%	50 15% <b>v</b>	56 12%	34 11%	21 12%	47 9%	79 14% <b>v</b>	55 15% <b>v</b>	50 9%	203 12%	
Not at all important	(1) 4%	164 5% <b>b</b>	105 3%	59 3%	18 4%	13 2%	23 3%	37 5% <b>e</b>	29 5% <b>e</b>	43 5% <b>e</b>	24 2%	34 3%	40 5% <b>j</b>	67 7% <b>jk</b>	14 4%	5 3%	21 5%	11 3%	9 3%	16 6%	5 3%	15 4%	23 4%	30 5%	14 4%	7 1%	69 4% <b>A</b>
NET: Not particularly/ Not at all important	686 17%	384 19% <b>b</b>	302 15%	62 13%	76 11%	94 14%	139 19% <b>def</b>	135 23% <b>def</b>	180 21% <b>def</b>	169 16%	171 15%	153 18%	194 20% <b>jk</b>	66 18%	26 16%	81 18%	61 17%	65 18%	50 18%	27 13%	61 15%	71 14%	109 19% <b>v</b>	69 19%	57 11%	272 16% <b>A</b>	
Mean	3.31	3.22	3.40a	3.43gh	3.50gh	3.43gh	3.25	3.17	3.17	3.33	3.32	3.35	3.26	3.28	3.35	3.26	3.33	3.32	3.28	3.38	3.35	3.43pw	3.24	3.28	3.45	3.36	
Standard deviation	0.95	0.97	0.93	0.95	0.90	0.93	0.97	0.98	0.93	0.88	0.92	0.98	1.04	0.93	0.97	0.95	0.93	0.93	0.98	0.87	0.95	0.97	0.99	0.96	0.83	0.96	
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 41  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**The opinions of your family and friends**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	1742 43%	502 60% bcd ef	163 34% e	237 28%	499 55% bce f	147 26%	194 47% bce	485 42%	543 47% gj	111 41%	212 39%	98 47%	82 39%	168 44%	569 49% p	639 46% p	534 36%
NET: Vital/Very/Fairly important	3332 83%	768 92% bce f	389 82% ce	621 75%	821 90% bce f	403 72%	330 81% e	953 82%	979 85% j	222 83%	438 80%	170 82%	171 82%	320 83%	1016 88% op	1160 83% p	1156 79%
Vital	(5) 372 9%	119 14% bce	14 3%	32 4%	112 12% bce	28 5%	66 16% bce	93 8%	105 9%	25 9%	49 9%	22 11%	14 7%	57 15% ghj l	142 12% op	126 9%	103 7%
Very important	(4) 1370 34%	383 46% bce f	148 31% ce	205 25%	387 42% bce f	118 21%	127 31% ce	392 34%	438 38% jm	85 32%	164 30%	75 36%	67 32%	111 29%	426 37% p	513 37% p	431 29%
Fairly important	(3) 1590 40%	265 32%	226 48% adf	384 46% adf	322 35%	256 46% adf	136 33%	468 40%	436 38%	112 42%	226 41%	73 35%	90 43%	152 39%	447 39%	521 37%	623 42% o
Not particularly important	(2) 522 13%	55 7%	67 14% ad	156 19% ad	86 9%	98 18% ad	59 14% ad	168 15%	134 12%	38 14%	78 14%	28 13%	24 11%	40 10%	107 9%	172 12% n	243 17% no
Not at all important	(1) 164 4%	8 1%	17 4% ad	55 7% abd	7 1%	56 10% abcd f	20 5% ad	37 3%	36 3%	8 3%	34 6% gh	10 5%	13 6%	25 7% gh	31 3%	61 4%	72 5% n
NET: Not particularly/Not at all important	686 17%	64 8%	84 18% ad	211 25% abd	93 10%	155 28% abd f	80 19% ad	206 18%	170 15%	46 17%	113 20% h	38 18%	37 18%	66 17%	138 12%	233 17% n	315 21% no
Mean	3.31	3.66bc def	3.16ce	3.00	3.56bc ef	2.94	3.39bc e	3.29	3.39gj	3.30	3.21	3.34	3.22	3.35	3.47op	3.34p	3.17

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

Prepared by Populus

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 41

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The opinions of your family and friends**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard deviation	0.95	0.84	0.83	0.92	0.85	1.00	1.07	0.92	0.92	0.93	1.00	1.00	0.96	1.06	0.92	0.96	0.95
Standard error	0.02	0.03	0.04	0.03	0.03	0.04	0.05	0.03	0.03	0.06	0.04	0.07	0.07	0.05	0.03	0.03	0.02

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 42  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**The quality of the business's products or services**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Vital/Very important	3170	1534	1636	373	493	512	579	505	709	896	870	669	736	283	122	362	289	287	215	164	320	412	441	275	406	1329
	79%	78%	80%	78%	73%	76%	81%	85%def	81%ef	83%klm	78%	76%	77%	78%	76%	82%	80%	79%	77%	82%	80%	79%	78%	76%	75%	78%
NET: Vital/Very/Fairly important	3835	1873	1962	454	632	641	674	581	853	1040	1065	828	901	333	154	422	347	349	274	196	383	509	527	341	512	1623
	95%	95%	96%	95%	93%	95%	94%	97%eg	98%efg	97%lm	96%	95%	94%	92%	96%	95%	96%	96%n	97%n	98%n	95%	97%nwx	94%	94%	95%	95%
Vital	(5) 1552	721	831	188	264	230	292	259	320	436	433	325	359	145	61	162	143	154	103	86	159	216	194	129	193	679
	39%	37%	41%a	39%	39%	34%	41%f	43%fi	37%	41%	39%	37%	38%	40%	38%	37%	40%	43%w	36%	43%	40%	41%	34%	36%	36%	40%
Very important	(4) 1618	813	805	185	229	282	288	246	389	460	437	344	376	138	61	199	146	132	113	78	161	196	247	146	213	650
	40%	41%	39%	39%	34%	42%e	40%e	41%e	44%e	43%	39%	39%	39%	38%	38%	45%r	40%	37%	40%	39%	40%	38%	44%	40%	40%	38%
Fairly important	(3) 665	338	326	81	140	129	95	76	144	144	196	159	166	50	32	60	58	62	58	32	63	96	87	65	106	294
	17%	17%	16%	17%	21%gh	19%gh	13%	13%	17%	13%	18%j	18%j	17%j	14%	20%	14%	16%	17%	21%p	16%	16%	18%	15%	18%	20%	17%
Not particularly important	(2) 108	53	54	9	32	20	25	12	9	26	37	26	19	18	4	14	10	7	3	2	9	6	22	13	21	54
	3%	3%	3%	2%	5%dhi	3%i	4%i	2%	1%	2%	3%	3%	2%	5%stv	3%	3%	3%	2%	1%	1%	2%	1%	4%sv	4%v	4%	3%
Not at all important	(1) 76	43	32	15	12	16	17	4	12	8	12	22	35	11	3	6	5	6	5	3	10	8	13	8	5	36
	2%	2%	2%	3%h	2%	2%h	2%h	1%	1%	1%	1%	2%j	4%jk	3%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%
NET: Not particularly/ Not at all important	183	97	87	23	44	36	42	16	22	34	49	48	53	28	7	20	14	13	8	5	19	14	35	21	26	90
	5%	5%	4%	5%	7%hi	5%i	6%hi	3%	2%	3%	4%	5%j	6%j	8%rstv	4%	5%	4%	4%	3%	2%	5%	3%	6%v	6%v	5%	5%
Mean	4.11	4.07	4.15a	4.09	4.04	4.02	4.13	4.25de	4.14f	4.20kl	4.11	4.06	4.05	4.07	4.09	4.12	4.14	4.17	4.09	4.20	4.12	4.16	4.04	4.04	4.06	4.10
Standard deviation	0.90	0.92	0.89	0.95	0.97	0.93	0.94	0.80	0.83	0.81	0.88	0.94	0.98	1.00	0.91	0.86	0.87	0.89	0.87	0.85	0.92	0.87	0.93	0.94	0.89	0.93
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.04	0.05	0.06	0.05	0.04	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 42

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The quality of the business's products or services**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	3170 79%	697 84%ce	444 94%ace f	427 51%	857 94%ace f	386 69%ce	359 88%ce	957 83%hm	873 76%	221 82%	445 81%	171 82%	158 76%	288 75%	865 75%	1091 78%	1213 82%no
NET: Vital/Very/Fairly important	3835 95%	816 98%ce	469 99%ce	729 88%	910 100%ace f	511 92%ce	399 98%ce	1127 97%hkl m	1093 95% m	256 95% m	538 98%klm	195 94%	191 92%	347 90%	1086 94%	1315 94%	1434 97%no
Vital	(5) 1552 39%	379 46%ce	215 45%ce	104 12%	515 56%abc e	131 23% c	208 51%ce	488 42% k	434 38%	97 36%	217 39%	66 32%	87 42%	141 37%	452 39%	522 37%	579 39%
Very important	(4) 1618 40%	318 38%	229 48%acd f	323 39%	342 37%	255 46%acd f	151 37%	469 40%	440 38%	124 46% hl	228 41%	105 50% ghl m	71 34%	147 38%	414 36%	569 41% n	635 43% n
Fairly important	(3) 665 17%	119 14% bd	25 5%	302 36% abde f	53 6%	125 22% abd f	41 10% bd	171 15%	220 19% gi	35 13%	93 17%	25 12%	32 16%	59 15%	221 19% p	224 16%	220 15%
Not particularly important	(2) 108 3%	8 1%	3 1%	62 7% abde f	4 *	22 4% abd	8 2% d	21 2%	32 3%	10 4% j	6 1%	9 4% j	7 4%	19 5% gj	41 4% p	45 3% p	22 1%
Not at all important	(1) 76 2%	7 1% d	1 *	41 5% abdf	- -	25 4% abdf	2 1%	11 1%	23 2%	2 1%	7 1%	4 2%	10 5% gij	19 5% ghij	27 2% p	33 2% p	16 1%
NET: Not particularly/Not at all important	183 5%	15 2% d	4 1%	104 12% abde f	4 *	47 8% abdf	10 2% d	32 3%	55 5% g	13 5%	13 2%	13 6% gj	17 8% gj	38 10% ghij	68 6% p	78 6% p	38 3%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 42

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The quality of the business's products or services**

**Base: All respondents**

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Mean	4.11	4.27 <sup>ce</sup>	4.38 <sup>ac</sup>	3.46	4.50 <sup>ab</sup>	3.80 <sup>c</sup>	4.35 <sup>ce</sup>	4.21 <sup>hm</sup>	4.07	4.13	4.16 <sup>m</sup>	4.05	4.05	3.97	4.06	4.08	4.18 <sup>no</sup>
Standard deviation	0.90	0.80	0.63	0.97	0.63	0.99	0.78	0.82	0.92	0.84	0.83	0.89	1.07	1.08	0.96	0.93	0.82
Standard error	0.01	0.03	0.03	0.03	0.02	0.04	0.04	0.02	0.03	0.05	0.04	0.06	0.08	0.05	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 43

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The opinion of journalists and other commentators**

**Base: All respondents**

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	964	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	402	281	201	402	522	563	362	538	1712
NET: Vital/Very important	677 17%	322 16%	355 17%	106 22%ghi	145 21%hi	151 22%ghi	117 16%hi	57 10%	101 12%	183 17%	183 16%	170 19% <sup>m</sup>	141 15%	53 15%	22 14%	71 16%	55 15%	69 19%	37 13%	40 20%	53 13%	130 25% <sup>nop</sup> qsuwx	95 17%	52 14%	115 21%	327 19%
NET: Vital/Very/Fairly important	2229 55%	1123 57%	1106 54%	312 65%ghi	420 62%ghi	427 63%ghi	380 53% <sup>hi</sup>	281 47%	408 47%	622 58% <sup>m</sup>	620 56%	500 57% <sup>m</sup>	489 51%	174 48%	87 54%	227 51%	194 54%	208 57% <sup>n</sup>	158 56%	113 56%	207 52%	349 67% <sup>nop</sup> qrstuw x	300 53%	212 59% <sup>n</sup>	341 63%	1016 59%
Vital	(5) 121 3%	63 3%	58 3%	23 5%ghi	34 5%ghi	34 5%ghi	13 2%	4 1%	12 1%	30 3%	34 3%	31 3%	26 3%	2 1%	5 3%	9 2%	11 3%	13 4% <sup>n</sup>	15 5% <sup>np</sup>	6 3%	9 2%	28 5% <sup>np</sup>	15 3%	8 2%	18 3%	75 4%
Very important	(4) 556 14%	260 13%	296 14%	83 17%hi	110 16%hi	117 17%hi	104 14%hi	53 9%	90 10%	153 14%	149 13%	139 16%	115 12%	50 14% <sup>s</sup>	17 10%	62 14% <sup>s</sup>	45 12%	56 16% <sup>s</sup>	22 8%	34 17% <sup>s</sup>	44 11%	101 19% <sup>oqs</sup> ux	80 14% <sup>s</sup>	44 12%	97 18%	252 15%
Fairly important	(3) 1553 39%	801 41% <sup>b</sup>	751 37%	207 43% <sup>i</sup>	276 41%	276 41% <sup>i</sup>	263 37%	224 38%	307 35%	439 41%	436 39%	330 38%	348 36%	122 34%	65 40%	156 35%	138 38%	139 38%	121 43% <sup>n</sup>	73 36%	154 38%	220 42%	206 37%	160 44% <sup>n</sup> pw	226 42%	689 40%
Not particularly important	(2) 1360 34%	624 32%	736 36% <sup>a</sup>	128 27%	192 28%	197 29%	262 37% <sup>def</sup>	236 40% <sup>def</sup>	345 39% <sup>def</sup>	357 33%	399 36%	268 31%	336 35%	130 36% <sup>v</sup>	58 36% <sup>v</sup>	161 37% <sup>v</sup>	135 37% <sup>v</sup>	121 34% <sup>v</sup>	95 34% <sup>v</sup>	72 36% <sup>v</sup>	142 35% <sup>v</sup>	131 25%	199 35% <sup>v</sup>	114 31%	157 29%	525 31%
Not at all important	(1) 428 11%	222 11%	206 10%	37 8%	64 9%	52 8%	74 10%	80 13% <sup>df</sup>	121 14% <sup>def</sup>	96 9%	95 9%	108 12% <sup>k</sup>	129 14% <sup>jk</sup>	57 16% <sup>qrt</sup> vx	16 10%	53 12%	32 9%	33 9%	29 10%	15 8%	52 13%	42 8%	63 11%	36 10%	39 7%	171 10%
NET: Not particularly/ Not at all important	1789 45%	846 43%	943 46%	165 35%	256 38%	249 37%	336 47% <sup>def</sup>	315 53% <sup>def</sup>	467 53% <sup>def</sup>	453 42%	494 44%	376 43%	466 49% <sup>jl</sup>	187 52% <sup>rvx</sup>	74 46% <sup>v</sup>	215 49% <sup>v</sup>	168 46% <sup>v</sup>	154 43% <sup>v</sup>	124 44% <sup>v</sup>	88 44% <sup>v</sup>	195 48% <sup>v</sup>	173 33%	262 47% <sup>v</sup>	149 41% <sup>v</sup>	196 37%	697 41%
Mean	2.65	2.65	2.64	2.85 <sup>gh</sup> i	2.79 <sup>gh</sup> i	2.83 <sup>gh</sup> i	2.61 <sup>hi</sup>	2.44	2.46	2.69 <sup>m</sup>	2.67 <sup>m</sup>	2.68 <sup>m</sup>	2.55	2.48	2.60	2.57	2.63	2.71 <sup>nu</sup>	2.64	2.71 <sup>n</sup>	2.54	2.89 <sup>no</sup> pqrsuw x	2.62	2.66 <sup>n</sup>	2.81	2.73
Standard deviation	0.95	0.95	0.94	0.96	0.99	0.97	0.92	0.86	0.90	0.92	0.92	1.00	0.96	0.94	0.92	0.95	0.92	0.96	0.95	0.94	0.93	0.99	0.95	0.90	0.93	0.98

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 43

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The opinion of journalists and other commentators**

**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.05	0.06	0.05	0.05	0.05	0.04	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 43  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**The opinion of journalists and other commentators**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	677 17%	315 38%bcde f	38 8%e	85 10%e	155 17%bce	16 3%	67 16%bce	205 18%	229 20%jkm	47 17%	83 15%	22 11%	28 13%	52 14%	250 22%p	268 19%p	159 11%
NET: Vital/Very/Fairly important	2229 55%	644 77%bcd ef	238 50%e	444 53%e	531 58%bef	180 32%	193 47%e	671 58%jlm	685 60%jlm	157 58%jm	255 46%	125 60%jm	100 48%	186 48%	733 64%op	807 58%p	689 47%
Vital	(5) 121 3%	69 8%bcde f	1 *	8 1%	23 3%bce	2 *	19 5%bce	31 3%	46 4%	10 4%	18 3%	6 3%	3 2%	6 2%	57 5%p	48 3%p	16 1%
Very important	(4) 556 14%	246 30%bcde f	38 8%e	77 9%e	132 14%bce	14 3%	49 12%e	174 15%k	183 16%k	36 13%	65 12%	17 8%	24 12%	46 12%	193 17%p	220 16%p	143 10%
Fairly important	(3) 1553 39%	329 40%ef	200 42%ef	359 43%ef	375 41%ef	164 29%	126 31%	466 40%j	457 40%j	110 41%j	172 31%	103 49%hjm	72 35%	134 35%	483 42%p	540 39%	531 36%
Not particularly important	(2) 1360 34%	157 19%	188 40%a	285 34%a	321 35%a	255 46%acd f	153 37%a	392 34%	361 31%	85 32%	216 39%h	67 32%	77 37%	139 36%	320 28%	459 33%n	581 39%no
Not at all important	(1) 428 11%	30 4%	46 10%a	104 12%ad	62 7%a	122 22%abc df	64 16%abd	96 8%	102 9%	26 10%	80 15%gh	16 8%	32 15%gh	60 16%ghk	101 9%	126 9%	201 14%no
NET: Not particularly/Not at all important	1789 45%	187 23%	235 50%ad	389 47%a	384 42%a	378 68%abc df	217 53%ad	489 42%	463 40%	112 42%	296 54%ghi k	83 40%	108 52%gh	199 52%ghi k	421 36%	585 42%n	782 53%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 43

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**The opinion of journalists and other commentators**

**Base: All respondents**

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Mean	2.65	3.20bc def	2.49e	2.52e	2.71bc ef	2.13	2.52e m	2.70j m	2.75j m	2.70j m	2.50	2.66	2.48	2.48	2.81op	2.72p	2.45
Standard deviation	0.95	0.96	0.78	0.86	0.89	0.79	1.04	0.92	0.96	0.96	0.99	0.84	0.94	0.95	0.98	0.95	0.88
Standard error	0.01	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.06	0.04	0.06	0.07	0.05	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 44  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Customer service**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
NET: Vital/Very important	3132	1496	1636	347	497	499	576	497	714	853	840	690	748	281	120	340	288	288	214	165	322	399	443	272	421	1307	
	78%	76%	80%a	73%	73%	74%	80%def	83%def	82%def	79%	75%	79%	78%	78%	75%	77%	80%	80%	76%	82%	80%	76%	79%	75%	78%	76%	
NET: Vital/Very/Fairly important	3819	1853	1966	441	640	635	679	580	843	1042	1054	833	890	339	153	412	347	352	272	196	381	501	529	336	515	1614	
	95%	94%	96%a	92%	95%	94%	95%	97%df	96%df	97%km	95%	95%	93%	94%	95%	93%	96%	97%npw	97%	98%px	95%	96%	94%	93%	96%	94%	
Vital	(5)	1448	639	809	144	242	228	282	230	321	390	403	313	342	118	62	159	143	145	100	68	147	192	183	131	194	626
		36%	32%	39%a	30%	36%	34%	39%cd	39%cd	37%	36%	36%	36%	36%	33%	38%	36%	39%	40%w	34%	37%	37%	33%	36%	36%	37%	
Very important	(4)	1684	857	827	203	255	272	294	267	393	464	438	377	406	162	59	181	145	143	97	175	207	260	141	227	681	
		42%	44%	40%	43%	38%	40%	41%	45%e	45%e	43%	39%	43%	43%	45%	37%	41%	40%	40%	48%o	43%	40%	46%	39%	42%	40%	
Fairly important	(3)	687	357	330	94	143	135	103	83	129	189	213	143	142	58	32	72	59	65	31	59	102	86	64	94	307	
		17%	18%	16%	20%h	21%ghi	20%ghi	14%	14%	15%	18%	19%lm	16%	15%	16%	20%	16%	16%	18%	16%	15%	20%	15%	18%	17%	18%	
Not particularly important	(2)	125	73	52	26	23	26	20	13	16	24	44	26	31	18	6	23	8	6	2	9	11	20	17	18	64	
		3%	4%	3%	6%hi	3%	4%i	3%	2%	2%	4%j	3%	3%	5%rt	4%	5%rstv	2%	2%	2%	1%	2%	2%	4%	5%r	3%	4%	
Not at all important	(1)	74	43	31	10	13	15	17	3	16	8	17	16	34	5	2	6	3	4	3	11	10	13	9	5	34	
		2%	2%	2%	2%	2%	2%h	2%h	1%	2%	1%	2%	2%	4%jk	1%	1%	2%	1%	1%	1%	3%	2%	2%	3%	1%	2%	
NET: Not particularly/Not at all important	199	116	83	36	36	41	37	16	31	32	60	42	65	23	8	29	14	9	5	21	21	34	26	23	98		
	5%	6%b	4%	8%hi	5%	6%hi	5%	3%	4%	3%	5%j	5%	7%j	6%r	5%	7%rt	4%	3%	3%	2%	5%	4%	6%r	7%rt	4%	6%	
Mean	4.07	4.00	4.14a	3.93	4.02	3.99	4.12df	4.19def	4.13def	4.12	4.05	4.08	4.04	4.03	4.07	4.05	4.13	4.16w	4.07	4.12	4.09	4.07	4.03	4.02	4.09	4.05	
Standard deviation	0.90	0.92	0.88	0.95	0.94	0.95	0.92	0.79	0.85	0.82	0.92	0.90	0.98	0.90	0.93	0.93	0.89	0.84	0.87	0.80	0.93	0.91	0.91	0.98	0.86	0.93	
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.05	0.07	0.04	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.04	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 44

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Customer service**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	3132 78%	707 85%ce	403 85%ce	438 53%	851 93%abc ef	381 68%ce	351 86%ce	945 82%hm	865 75%	218 81% m	453 82% hm	155 74%	165 79% m	268 70%	844 73%	1076 77%	1212 82% no
NET: Vital/Very/Fairly important	3819 95%	816 98%ce	465 98%ce	725 87%	907 99% cef	508 91% c	397 97% ce	1124 97% ikl m	1092 95% m	252 94%	535 97% ikl m	194 93%	190 91%	346 90%	1081 94%	1314 94%	1424 97% no
Vital	(5) 1448 36%	346 42%ce	180 38%ce	108 13%	478 52% abc e	133 24% c	203 49% abc e	448 39% m	390 34%	99 37%	219 40% m	72 35%	74 36%	117 30%	387 34%	510 37%	551 37%
Very important	(4) 1684 42%	361 43% f	223 47% cdf	330 40%	373 41%	248 44% f	149 36%	498 43%	475 41%	119 44%	234 42%	83 40%	90 43%	151 39%	458 40%	565 41%	661 45% no
Fairly important	(3) 687 17%	109 13% d	62 13% d	287 35% abde f	56 6%	127 23% abd f	46 11% d	178 15%	226 20% gij l	34 13%	82 15%	39 19%	26 12%	78 20% il	237 21% p	238 17%	212 14%
Not particularly important	(2) 125 3%	11 1%	7 2%	61 7% abdf	7 1%	29 5% abd	10 3% d	25 2%	35 3%	12 4% j	9 2%	9 4%	13 6% gj	18 5% gj	50 4% p	46 3% p	29 2%
Not at all important	(1) 74 2%	4 1%	1 *	46 6% abdf	-	21 4% abdf	2 1%	11 1%	21 2%	5 2%	6 1%	5 3%	5 2%	21 6% ghij	23 2%	33 2%	19 1%
NET: Not particularly/Not at all important	199 5%	15 2%	8 2%	107 13% abde f	7 1%	50 9% abdf	13 3% d	35 3%	57 5%	16 6% gj	15 3%	15 7% gj	18 9% gj	39 10% ghj	73 6% p	79 6% p	48 3%
Mean	4.07	4.24ce	4.22ce	3.47	4.45ab cef	3.80c	4.32ce	4.16hk m	4.03m	4.10m	4.18hk m	3.99	4.04	3.84	3.98	4.06	4.15no
Standard deviation	0.90	0.77	0.73	0.99	0.65	0.98	0.81	0.83	0.91	0.90	0.83	0.98	0.97	1.08	0.94	0.94	0.83

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 44

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Customer service**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard error	0.01	0.03	0.03	0.03	0.02	0.04	0.04	0.02	0.03	0.05	0.04	0.07	0.07	0.05	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 45  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Comments about the business on online review sites**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Vital/Very important	1423 35%	585 30%	838 41%a	245 51% i	330 49% fgh i	254 38% hi	240 33% hi	163 27% i	192 22%	381 35%	404 36%	330 38% m	307 32%	116 32%	52 32%	148 34%	130 36%	145 40% sw	86 31%	77 38%	141 35%	222 43% nop swx	182 32%	122 34%	214 40%	678 40%
NET: Vital/Very/Fairly important	3191 79%	1491 76%	1700 83%a	411 86% ghi	588 87% ghi	574 85% hi	574 80% i	449 75% i	594 68%	856 80%	903 81%	687 78%	745 78%	294 81%	130 81%	352 80%	285 79%	287 79%	213 76%	171 85% su	306 76%	434 83% su	438 78%	281 78%	454 84%	1417 83%
Vital	(5) 339 8%	126 6%	213 10%a	63 13% fgh i	93 14% fghi	57 8% i	54 8% i	39 7% i	33 4%	80 7%	80 7%	113 13% jkm	66 7%	34 9%	16 10%	29 7%	30 8%	31 9%	22 8%	19 10%	28 7%	57 11%	47 8%	27 7%	28 5%	198 12% A
Very important	(4) 1083 27%	458 23%	625 31%a	181 38% fgh i	237 35% ghi	197 29% hi	186 26% i	123 21%	159 18%	301 28%	324 29%	217 25%	241 25%	82 23%	36 22%	119 27%	101 28%	114 32% nos w	65 23%	57 29%	114 28%	165 32% nos w	135 24%	95 26%	186 35% B	480 28%
Fairly important	(3) 1768 44%	906 46% b	862 42%	166 35%	258 38%	321 47% de	334 47% de	286 48% de	402 46% de	475 44%	499 45%	357 41%	438 46%	178 49% nv	79 49%	203 46%	155 43%	142 39%	126 45%	94 47%	164 41%	212 41%	256 46%	159 44%	240 45%	739 43%
Not particularly important	(2) 589 15%	323 16% b	266 13%	53 11%	65 10%	74 11%	108 15% e	95 16% ef	194 22% def gh	172 16%	164 15%	127 15%	127 13%	47 13%	20 12%	67 15%	61 17%	46 13%	51 18% tv	20 10%	66 16%	61 12%	90 16%	59 16%	65 12%	216 13%
Not at all important	(1) 238 6%	155 8% b	83 4%	13 3%	23 3%	28 4%	34 5%	53 9% def g	87 10% defg	47 4%	47 4%	61 7% jk	83 9% jk	20 6%	11 7%	23 5%	15 4%	28 8%	17 6%	10 5%	30 8%	27 5%	35 6%	22 6%	19 3%	79 5%
NET: Not particularly/ Not at all important	827 21%	478 24% b	349 17%	66 14%	88 13%	102 15%	142 20% de	148 25% def gh	280 32% def gh	218 20%	211 19%	188 22%	210 22%	67 19%	30 19%	90 20%	76 21%	75 21%	69 24% tv	30 15%	96 24% tv	88 17%	124 22%	81 22%	84 16%	295 17%
Mean	3.17	3.04	3.30a	3.48fg hi	3.46fg hi	3.27hi	3.16hi	3.00i	2.84	3.18m	3.20m	3.22m	3.08	3.17	3.17	3.14	3.19	3.20	3.08	3.28	3.11	3.31ps uwx	3.13	3.13	3.26	3.29
Standard deviation	0.98	0.98	0.96	0.95	0.96	0.91	0.94	0.99	0.96	0.94	0.92	1.07	1.00	0.96	1.00	0.93	0.96	1.03	0.98	0.95	1.01	0.99	0.98	0.98	0.86	0.98
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 45

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Comments about the business on online review sites**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Opti- mists (3) (a)	Busi- ness Advoc- ates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	1423 35%	484 58%bcd ef	87 18%e	164 20%e	470 51%bce f	67 12%	150 37%bce	392 34%	419 36%	91 34%	189 34%	79 38%	68 33%	151 39%	574 50%op	494 35%p	355 24%
NET: Vital/Very/Fairly important	3191 79%	761 92%bce f	339 72%e	591 71%e	827 90%bce f	337 60%	336 82%bce	908 78%	939 82%j	205 77%	414 75%	173 83%	169 81%	304 79%	999 87%op	1149 82%p	1043 71%
Vital	(5) 339 8%	147 18%bcde f	7 2%	13 2%	116 13%bce	6 1%	50 12%bce	90 8%	89 8%	13 5%	57 10%i	16 8%	20 9%	49 13%ghi	156 14%op	111 8%p	72 5%
Very important	(4) 1083 27%	337 41%bce f	80 17%e	151 18%e	354 39%bce f	61 11%	101 25%bce	301 26%	330 29%	79 29%	132 24%	62 30%	48 23%	103 27%	418 36%op	383 27%p	283 19%
Fairly important	(3) 1768 44%	277 33%	252 53%adf	427 51%ad	357 39%a	270 48%ad	185 45%a	517 45%	520 45%	114 42%	225 41%	94 45%	102 49%	152 40%	425 37%	655 47%n	688 47%n
Not particularly important	(2) 589 15%	58 7%	104 22%adf	168 20%adf	80 9%	135 24%adf	45 11%a	184 16%	158 14%	42 16%	90 16%	28 13%	24 12%	56 14%	119 10%	182 13%	288 20%no
Not at all important	(1) 238 6%	13 2%	30 6%ad	74 9%ad	7 1%	86 15%abcd f	29 7%ad	67 6%	51 4%	21 8%	46 8%h	7 4%	14 7%	26 7%	36 3%	62 4%	140 10%no
NET: Not particularly/ Not at all important	827 21%	70 8%	134 28%adf	242 29%adf	87 10%	221 40%abc df	74 18%ad	251 22%	209 18%	63 23%	137 25%h	36 17%	39 19%	82 21%	155 13%	244 18%n	428 29%no
Mean	3.17	3.66bc def	2.86e	2.83e	3.54bc ef	2.58	3.24bc e	3.14	3.22	3.07	3.12	3.25	3.17	3.24	3.47op	3.21p	2.90

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

Prepared by Populus

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 45

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Comments about the business on online review sites**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Standard deviation	0.98	0.90	0.83	0.88	0.85	0.92	1.03	0.97	0.93	0.98	1.07	0.91	0.99	1.06	0.96	0.93	0.98
Standard error	0.02	0.03	0.04	0.03	0.03	0.04	0.05	0.03	0.03	0.06	0.05	0.07	0.07	0.05	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 46  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Comments about the business on social media (e.g. Twitter or Facebook)**  
**Base: All respondents**

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Vital/Very important	814 20%	334 17%	480 23%a	192 40% i	222 33% fghi	181 27% ghi	113 16% hi	52 9%	53 6%	215 20% m	228 20% m	233 27% ijkm	138 14%	81 22%	36 23%	79 18%	82 23%	74 20%	48 17%	44 22%	68 17%	137 26% psu wx	106 19%	59 16%	125 23%	479 28%
NET: Vital/Very/Fairly important	2068 51%	918 47%	1150 56%a	363 76% fghi i	494 73% fghi i	443 65% ghi	341 48% hi	196 33% i	232 26%	531 49%	586 53% m	511 58% ijkm	440 46%	190 53%	97 60% r x	228 52%	189 52%	174 48%	149 53%	98 49%	184 46%	331 63% npq rstuw x	254 45%	176 49%	321 60%	1057 62%
Vital (5)	186 5%	80 4%	106 5%	48 10% fghi i	70 10% fghi	33 5% hi	23 3% hi	6 1%	6 1%	50 5%	51 5%	60 7% m	26 3%	25 7%	9 6%	17 4%	15 4%	14 4%	8 3%	8 4%	26 7%	27 5%	25 5%	12 3%	17 3%	142 8%A
Very important (4)	627 16%	254 13%	374 18%a	143 30% efg hi	153 23% ghi	148 22% ghi	90 13% hi	46 8%	48 5%	165 15% m	177 16% m	173 20% ijm	112 12%	56 15%	27 17%	62 14%	67 18% u	60 16% u	40 14%	36 18% u	42 10%	111 21% psu wx	81 14%	47 13%	108 20%	337 20%
Fairly important (3)	1254 31%	584 30%	670 33%	171 36% hi	271 40% ghi	261 39% ghi	229 32% hi	144 24%	178 20%	316 29%	358 32%	278 32%	302 32%	109 30%	61 38% rw	149 34% w	107 30%	100 28%	101 36% w	54 27%	115 29%	194 37% rtu w	148 26%	117 32%	196 36%	579 34%
Not particularly important (2)	1112 28%	584 30% b	528 26%	88 18%	132 20%	145 21%	241 34% def	202 34% def	304 35% def	293 27%	326 29%	212 24%	281 29% l	104 29% ov	25 15%	119 27% o	108 30% ov	107 29% ov	69 25% o	62 31% ov	124 31% ov	107 20%	182 32% osv	106 29% ov	139 26%	416 24%
Not at all important (1)	838 21%	467 24% b	371 18%	27 6%	51 7%	89 13% de	134 19% def	199 33% def	339 39% def	250 23% kl	203 18%	152 17%	233 24% kl	67 19%	39 24% v	95 22%	65 18%	81 22%	64 23%	41 20%	94 23% v	85 16%	127 23% v	80 22%	78 14%	239 14%
NET: Not particularly/Not at all important	1950 49%	1051 53% b	899 44%	115 24%	183 27%	234 35% de	375 52% def	401 67% def	643 74% def	543 51% l	528 47% l	364 42%	514 54% kl	171 47% v	64 40%	214 48% v	173 48% v	188 52% ov	133 47% v	103 51% v	218 54% ov	191 37%	309 55% ov	186 51% ov	217 40%	655 38%
Mean	2.55	2.44	2.67a	3.21f g hi	3.09f g hi	2.84g h i	2.48h i	2.09i	1.94	2.51m	2.59m	2.74j k m	2.39	2.63	2.64	2.52	2.61	2.50	2.50	2.54	2.46	2.79p r stuw x	2.46	2.46	2.72	2.84
Standard deviation	1.12	1.11	1.12	1.04	1.06	1.06	1.03	0.98	0.93	1.14	1.09	1.16	1.06	1.15	1.18	1.09	1.11	1.13	1.08	1.12	1.15	1.11	1.12	1.07	1.04	1.14

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 46

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Comments about the business on social media (e.g. Twitter or Facebook)**

**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard error	0.02	0.02	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.06	0.09	0.05	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.06	0.05	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 46  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Comments about the business on social media (e.g. Twitter or Facebook)**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	814 20%	345 41%bcde f	24 5%	102 12%be	230 25%bce	20 4%	93 23%bce	189 16%	267 23%gj	51 19%	99 18%	49 24%	47 23%	92 24%g	414 36%op	294 21%p	105 7%
NET: Vital/Very/Fairly important	2068 51%	620 75%bcd ef	129 27%e	420 50%be	561 61%bce	115 21%	224 55%be	526 45%	657 57%gj	137 51%	239 43%	116 56%gj	113 54%j	224 58%gj	856 74%op	784 56%p	428 29%
Vital	(5) 186 5%	87 10%bcde	1 *	10 1%	55 6%bce	8 1%	26 6%bce	57 5% <i>i</i>	41 4%	4 2%	22 4%	11 5%	14 7% <i>i</i>	35 9%ghi j	118 10%op	56 4%p	12 1%
Very important	(4) 627 16%	258 31%bcde f	23 5% <i>e</i>	92 11%be	175 19%bce	12 2%	67 16%bce	132 11%	226 20%gj	46 17%g	77 14%	38 18%g	33 16%	57 15%	296 26%op	238 17%p	93 6%
Fairly important	(3) 1254 31%	276 33%be	105 22%	318 38%be	331 36%be	94 17%	131 32%be	337 29%	390 34%gj	87 32%	139 25%	67 32%	66 32%	131 34%j	442 38%p	490 35%p	322 22%
Not particularly important	(2) 1112 28%	143 17%	171 36%acd f	236 28% <i>a</i>	249 27% <i>a</i>	206 37%acd f	107 26% <i>a</i>	345 30%	304 26%	61 23%	167 30%	63 30%	60 29%	93 24%	220 19%	386 28% <i>n</i>	505 34% <i>no</i>
Not at all important	(1) 838 21%	68 8%	173 37%acd f	176 21% <i>ad</i>	105 11%	237 43%acd f	79 19% <i>ad</i>	288 25% <i>hkl</i>	187 16%	70 26% <i>hklm</i>	145 26% <i>ghklm</i>	29 14%	35 17%	68 18%	78 7%	222 16% <i>n</i>	538 37% <i>no</i>
NET: Not particularly/Not at all important	1950 49%	211 25%	344 73%acd f	412 50% <i>ad</i>	353 39% <i>a</i>	443 79% <i>abcdf</i>	186 45% <i>a</i>	633 55% <i>hkm</i>	491 43%	131 49%	312 57% <i>ghklm</i>	93 44%	95 46%	161 42%	298 26%	609 44% <i>n</i>	1044 71% <i>no</i>

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 46

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Comments about the business on social media (e.g. Twitter or Facebook)**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Mean	2.55	3.18bc def	1.96e	2.43be ef	2.81bc ef	1.83 e	2.64bc e	2.42	2.68gj j	2.46	2.39	2.70gj	2.67gj j	2.73gj j	3.14op	2.66p	2.00
Standard deviation	1.12	1.09	0.90	0.98	1.06	0.89	1.15	1.12	1.07	1.10	1.14	1.08	1.13	1.18	1.05	1.06	0.95
Standard error	0.02	0.04	0.04	0.03	0.03	0.04	0.06	0.03	0.03	0.07	0.05	0.08	0.08	0.06	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 47  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Its advertising**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Vital/Very important	869 22%	390 20%	479 23%a	157 33%ghi	186 27%ghi	187 28%ghi	137 19%i	92 15%	109 12%	220 20%	227 20%	219 25%	203 21%	74 20%	36 22%	97 22%	87 24%	88 24%	56 20%	38 19%	85 21%	126 24%	114 20%	68 19%	128 24%	434 25%
NET: Vital/Very/Fairly important	2420 60%	1090 55%	1330 65%a	367 77%efghi	449 66%ghi	439 65%hi	426 59%hi	302 51%	436 50%	637 59%	665 60%	581 66%jkm	536 56%	207 57%	107 67%ux	254 58%	220 61%	215 59%	180 64%	120 60%	222 55%	358 68%np uwx	332 59%	203 56%	351 65%	1094 64%
Vital	(5) 204 5%	100 5%	105 5%	42 9%ghi	61 9%ghi	43 6%hi	30 4%i	15 2%	14 2%	58 5%	49 4%	48 5%	50 5%	17 5%	10 6%	19 4%	25 7%	15 4%	13 5%	7 3%	27 7%	31 6%	27 5%	15 4%	25 5%	122 7%
Very important	(4) 665 17%	290 15%	374 18%a	115 24%ghi	125 18%hi	145 21%ghi	107 15%i	78 13%	95 11%	162 15%	178 16%	171 20%j	153 16%	56 16%	26 16%	78 18%	63 17%	73 20%	43 15%	32 16%	58 14%	95 18%	87 15%	54 15%	103 19%	312 18%
Fairly important	(3) 1551 39%	700 36%	851 42%a	209 44%h	263 39%	252 37%	289 40%	210 35%	327 37%	417 39%	439 39%	362 41% m	333 35%	133 37%	72 45% u	157 36%	133 37%	127 35%	124 44% pru	82 41%	137 34%	232 44% pru	218 39%	135 37%	223 41%	660 39%
Not particularly important	(2) 1221 30%	654 33% b	567 28%	92 19%	177 26% d	184 27% d	217 30% d	222 37% defg	329 38% defg	351 33% l	353 32% l	227 26%	291 30%	125 35% v	39 25%	145 33% v	115 32% v	103 29%	81 29%	62 31%	131 33% v	124 24%	182 32% v	113 31% v	148 28%	483 28%
Not at all important	(1) 377 9%	226 11% b	152 7%	19 4%	50 7%	53 8% d	73 10% d	73 12% defg	110 13% defg	86 8%	96 9%	68 8%	127 13% ijkl	30 8%	14 9%	42 10%	27 7%	43 12%	20 7%	19 9%	48 12%	41 8%	49 9%	45 12%	38 7%	135 8%
NET: Not particularly/Not at all important	1598 40%	879 45% b	719 35%	111 23%	227 34% d	237 35% d	290 41% de	295 49% defg	439 50% defg	437 41% l	449 40% l	294 34%	418 44% l	154 43% v	53 33%	188 42% v	141 39%	146 41% v	101 36%	81 40%	180 45% ov	165 32%	231 41% v	158 44% ov	186 35%	618 36%
Mean	2.78	2.69	2.86a	3.15ef ghi	2.96gh i	2.91gh i	2.73hi	2.56	2.51	2.77	2.76	2.89jk m	2.69	2.74	2.86	2.74	2.84	2.76	2.82	2.73	2.71	2.91pu wx	2.75	2.67	2.87	2.88
Standard deviation	1.00	1.02	0.97	0.96	1.05	1.02	0.98	0.95	0.90	0.98	0.97	0.99	1.06	0.98	0.99	1.00	1.02	1.04	0.94	0.95	1.07	0.98	0.98	1.01	0.96	1.03
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.05	0.05	0.05	0.07	0.06	0.05	0.04	0.05	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 47  
**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**  
**Its advertising**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Vital/Very important	869 22%	389 47%bcd ef	48 10%e	117 14%e	215 23%bcef	32 6%	68 17%be	267 23%i	261 23%i	33 12%	107 19%i	37 18%	49 24%i	92 24%i	343 30%op	325 23%p	201 14%
NET: Vital/Very/Fairly important	2420 60%	720 87%bcd ef	243 51%ef	499 60%bef	582 64%bef	207 37%	169 41%	723 62%ik	732 64%ijk	146 55%	314 57%k	95 46%	123 59%k	227 59%k	816 71%op	865 62%p	738 50%
Vital	(5) 204 5%	115 14%bcde f	1 *	13 2%b	44 5%bce	10 2%b	21 5%bce	69 6%i	61 5%i	5 2%	19 3%	5 2%	16 8%ijk	25 6%i	103 9%op	73 5%p	28 2%
Very important	(4) 665 17%	274 33%bcd ef	47 10%e	104 12%e	171 19%bcef	22 4%	47 12%e	197 17%i	200 17%i	28 10%	88 16%	32 15%	33 16%	67 17%i	240 21%p	252 18%p	173 12%
Fairly important	(3) 1551 39%	331 40%ef	195 41%ef	383 46%ade f	367 40%ef	174 31%f	101 25%	456 39%k	471 41%k	114 42%k	206 37%	58 28%	74 35%	135 35%	473 41%	541 39%	537 37%
Not particularly important	(2) 1221 30%	96 12%	197 42%acd	238 29%a	290 32%a	251 45%acd f	149 36%ac	356 31%	311 27%	103 38%ghj m	167 30%	91 44%ghj lm	65 31%	108 28%	270 23%	401 29%n	551 37%no
Not at all important	(1) 377 9%	15 2%	33 7%a	95 11%abd	43 5%a	101 18%abc d	91 22%abcd	81 7%	105 9%	19 7%	71 13%ghi	22 11%	20 9%	50 13%gi	68 6%	126 9%n	183 12%no
NET: Not particularly/Not at all important	1598 40%	112 13%	230 49%acd	333 40%a	333 36%a	351 63%abc d	241 59%abc d	436 38%	416 36%	122 45%gh	237 43%h	114 54%ghj lm	85 41%	158 41%	338 29%	527 38%n	733 50%no

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

Prepared by Populus

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 47

**Q.6 How important, if at all, are the following to you when forming an opinion of a large business?**

**Its advertising**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-senting Inter-ventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Mean	2.78	3.45bc def	2.55e	2.64ef	2.87bc ef	2.27	2.41	2.84ij k	2.83ij k	2.62	2.67	2.55	2.81k	2.76	3.03op	2.82p	2.53
Standard deviation	1.00	0.93	0.77	0.90	0.93	0.86	1.11	0.99	1.00	0.84	1.00	0.95	1.06	1.09	1.02	1.00	0.92
Standard error	0.02	0.03	0.04	0.03	0.03	0.03	0.05	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.03	0.03	0.02

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 48

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which paid its chief executive as high a basic salary as they needed to get his/her services**  
**Company B, which limited its chief executive's basic salary to 50 times the pay of its average employee**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	625 16%	315 16%	310 15%	86 18%	120 18%h	93 14%	124 17%h	76 13%	126 14%	164 15%	194 17% <sup>m</sup>	137 16%	131 14%	58 16%	22 14%	78 18%	44 12%	66 18%	42 15%	35 17%	58 15%	98 19% <sup>q</sup>	76 14%	48 13%	87 16%	289 17%
-3 = much more likely to buy from Company A	169 4%	85 4%	85 4%	19 4%	35 5%h	25 4%	34 5%	15 3%	41 5%	42 4%	48 4%	40 5%	39 4%	19 5%	4 2%	20 5%	8 2%	18 5%	9 3%	16 8% <sup>o</sup>	16 4%	27 5%	15 3%	17 5%	32 6%	64 4%
-2	173 4%	79 4%	94 5%	27 6%	35 5%	24 4%	27 4%	22 4%	37 4%	52 5%	53 5%	30 3%	38 4%	13 4%	10 6%	16 4%	19 5%	18 5%	9 3%	15 4%	22 4%	27 5%	16 5%	30 6%	79 5%	
-1	282 7%	151 8%	132 6%	40 8%	50 7%	44 6%	63 9% <sup>i</sup>	39 7%	47 5%	70 7%	92 8% <sup>m</sup>	67 8%	54 6%	26 7%	9 5%	42 10% <sup>q</sup>	17 5%	30 8% <sup>x</sup>	24 8% <sup>x</sup>	9 5%	27 7%	49 9% <sup>q</sup>	35 6%	15 4%	25 5%	146 9% <sup>A</sup>
0 = no impact	1206 30%	616 31%	590 29%	172 36% <sup>e</sup>	192 28% <sup>h</sup>	250 37% <sup>e</sup>	206 29% <sup>i</sup>	170 29%	216 25%	307 29%	337 30%	259 30%	304 32%	84 23%	49 30%	138 31% <sup>n</sup>	115 32% <sup>n</sup>	109 30%	93 33% <sup>n</sup>	52 26%	119 30%	147 28%	187 33% <sup>n</sup>	114 31% <sup>n</sup>	155 29%	535 31%
+1	665 17%	340 17%	325 16%	84 18%	128 19%	110 16%	110 15%	99 17%	133 15%	202 19% <sup>m</sup>	181 16%	159 18% <sup>m</sup>	123 13%	60 17%	28 18%	69 16%	58 16%	59 16%	40 14%	43 21%	70 17%	92 17%	96 14%	50 14%	91 17%	298 17%
+2	664 17%	294 15%	370 18% <sup>a</sup>	70 15%	116 17%	102 15%	111 16%	101 17%	164 19%	176 16%	197 18%	129 15%	162 17%	65 18%	27 17%	66 15%	52 14%	51 14%	48 17%	32 16%	50 12%	98 19% <sup>u</sup>	103 18% <sup>u</sup>	72 20% <sup>u</sup>	94 17%	255 15%
+3 = much more likely to buy from Company B	858 21%	404 21%	454 22%	65 14%	121 18%	121 18%	165 23% <sup>d</sup>	150 25% <sup>d</sup>	236 27% <sup>d</sup>	225 21%	206 19%	191 22%	235 25% <sup>k</sup>	94 26% <sup>v</sup>	34 21%	91 21%	92 25% <sup>v</sup>	77 21%	58 21%	39 19%	106 26% <sup>v</sup>	88 17%	100 18%	78 22%	111 21%	335 20%
NET: More likely to buy from company B	2187 54%	1038 53%	1149 56%	219 46%	364 54% <sup>d</sup>	333 49%	387 54% <sup>d</sup>	350 59% <sup>d</sup>	533 61% <sup>d</sup>	604 56%	584 52%	480 55%	520 54%	220 61% <sup>p</sup>	90 56%	226 51%	203 56%	187 52%	147 52%	114 57%	225 56%	277 53%	299 53%	200 55%	296 55%	889 52%
Mean	0.85	0.80	0.90	0.56	0.73	0.75	0.85 <sup>d</sup>	1.04 <sup>d</sup> <sub>e</sub>	1.06 <sup>d</sup> <sub>e</sub>	0.87	0.76	0.85	0.95 <sup>k</sup>	1.01	0.90	0.77	0.99	0.75	0.86	0.74	0.95	0.72	0.83	0.91	0.80	0.77

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 48

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which paid its chief executive as high a basic salary as they needed to get his/her services**

**Company B, which limited its chief executive's basic salary to 50 times the pay of its average employee**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard deviation	1.63	1.61	1.64	1.53	1.64	1.53	1.67	1.57	1.69	1.61	1.62	1.63	1.65	1.71	1.57	1.63	1.58	1.68	1.57	1.74	1.65	1.63	1.52	1.64	1.70	1.60
Standard error	0.03	0.04	0.04	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.12	0.07	0.09	0.08	0.09	0.12	0.09	0.08	0.06	0.09	0.08	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which paid its chief executive as high a basic salary as they needed to get his/her services**  
**Company B, which limited its chief executive's basic salary to 50 times the pay of its average employee**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	625 16%	166 20% cde f	90 19% cde f	115 14% cde	132 14% cde	77 14% cde	44 11% cde	216 19% jk	178 15% k	44 16% k	74 14% k	17 8% k	26 13% k	56 14% k	206 18% p	217 16% p	202 14% p
-3 = much more likely to buy from Company A	169 4%	46 6% ce	23 5% ce	23 3% ce	42 5% ce	15 3% ce	21 5% ce	51 4% ce	50 4% ce	10 4% ce	24 4% ce	7 3% ce	10 5% ce	10 2% ce	54 5% ce	59 4% ce	57 4% ce
-2	173 4%	48 6% cf	29 6% cf	26 3% cf	41 4% cf	21 4% cf	8 2% cf	69 6% h	42 4% h	13 5% h	21 4% h	4 2% h	7 3% h	12 3% h	62 5% h	51 4% h	59 4% h
-1	282 7%	73 9% df	38 8% df	66 8% df	49 5% df	41 7% df	15 4% df	96 8% k	86 7% k	20 8% k	29 5% k	6 3% k	9 4% k	34 9% k	90 8% k	107 8% k	86 6% k
0 = no impact	1206 30%	200 24% df	163 34% adf	437 52% abdef	150 16% abdef	185 33% adf	72 18% adf	363 31% h	299 26% h	70 26% h	154 28% h	50 24% h	50 24% h	178 46% ghijkl	364 32% p	456 33% p	386 26% p
+1	665 17%	158 19% f	80 17% f	144 17% f	141 15% f	100 18% f	43 10% f	190 16% f	203 18% m	62 23% gjk	90 16% gjk	29 14% gjk	36 18% gjk	46 12% gjk	212 18% gjk	220 16% gjk	233 16% gjk
+2	664 17%	149 18% c	71 15% c	82 10% c	209 23% abc	93 17% c	61 15% c	178 15% c	209 18% m	44 16% m	100 18% m	43 21% m	34 17% m	44 11% m	186 16% m	214 15% m	265 18% m
+3 = much more likely to buy from Company B	858 21%	159 19% c	69 15% c	55 7% c	283 31% abc	102 18% c	190 46% abc	212 18% c	259 23% gm	49 18% gm	133 24% gm	69 33% ghi	61 29% gim	61 16% gim	186 16% gim	286 21% n	386 26% no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 48

**Q.7** Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)

Company A, which paid its chief executive as high a basic salary as they needed to get his/her services

Company B, which limited its chief executive's basic salary to 50 times the pay of its average employee

Base: All respondents

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis- trustful Regulators (1) (d)	Dis- illu- sioned Critics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	2187 54%	465 56%bc	220 46%c	281 34%	633 69%abc e	295 53%c	294 72%abc e	580 50% <i>m</i>	672 58% <i>gm</i>	155 58% <i>gm</i>	323 59% <i>gm</i>	141 68% <i>gm</i>	132 63% <i>gm</i>	151 39%	584 51%	720 52%	883 60% <i>no</i>
Mean	0.85	0.75c	0.55c	0.34	1.26ab ce	0.83bc	1.56ab cde	0.69	0.94 <i>gm</i>	0.82	0.99 <i>gm</i>	1.38gh ijm	1.13 <i>gm</i>	0.60	0.66	0.80	1.05no
Standard deviation	1.63	1.70	1.59	1.22	1.71	1.51	1.73	1.64	1.63	1.57	1.64	1.58	1.68	1.45	1.60	1.61	1.64
Standard error	0.03	0.06	0.07	0.04	0.06	0.06	0.08	0.05	0.05	0.09	0.07	0.11	0.12	0.07	0.05	0.04	0.04

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 49

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which went out of its way to ensure half of its executive board were women**  
**Company B, which put its best performing executives on its board even if these were all men**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	790 20%	290 15%	500 24%a	117 24% <b>fhi</b>	158 23% <b>fhi</b>	117 17%	146 20%	102 17%	150 17%	226 21%	232 21%	155 18%	176 18%	64 18%	23 15%	86 20% <b>s</b>	78 21% <b>s</b>	70 19% <b>s</b>	34 12%	37 18%	69 17%	138 27% <b>nop rsuw</b>	105 19% <b>s</b>	85 23% <b>os</b>	125 23%	343 20%
-3 = much more likely to buy from Company A	208 5%	59 3%	149 7% <b>a</b>	23 5%	33 5%	30 4%	44 6%	29 5%	49 6%	43 4%	56 5%	48 5%	61 6% <b>j</b>	19 5%	6 4%	21 5%	24 7% <b>s</b>	13 4%	7 3%	13 6%	17 4%	36 7% <b>s</b>	28 5%	23 6%	27 5%	88 5%
-2	259 6%	89 5%	169 8% <b>a</b>	40 8% <b>f</b>	56 8% <b>f</b>	28 4%	48 7%	39 7%	47 5%	73 7%	63 6%	62 7%	61 6%	24 7%	5 3%	30 7%	22 6%	24 7%	11 4%	10 5%	23 6%	45 9% <b>os</b>	34 6%	29 8%	36 7%	121 7%
-1	323 8%	141 7%	182 9%	54 11% <b>hi</b>	69 10% <b>hi</b>	59 9%	54 8%	34 6%	53 6%	110 10% <b>lm</b>	114 10% <b>lm</b>	44 5%	54 6%	21 6%	12 8%	35 8%	31 9%	33 9%	15 5%	14 7%	29 7%	57 11% <b>ns</b>	43 8%	33 9%	62 12% <b>B</b>	134 8%
0 = no impact	1501 37%	751 38%	750 37%	168 35%	267 40% <b>i</b>	306 45% <b>dgh i</b>	272 38% <b>i</b>	226 38% <b>i</b>	262 30%	357 33%	419 38%	338 39%	387 41% <b>j</b>	126 35%	64 40%	167 38%	136 38%	139 38%	112 40%	66 33%	153 38%	192 37%	208 37%	138 38%	195 36%	687 40%
+1	538 13%	257 13%	281 14%	83 17% <b>gh</b>	104 15% <b>g</b>	86 13%	77 11%	72 12%	116 13%	164 15%	158 14%	102 12%	114 12%	39 11%	30 19% <b>n</b>	53 12%	56 16%	50 14%	42 15%	32 16%	49 12%	69 13%	68 12%	49 14%	77 14%	214 12%
+2	510 13%	280 14% <b>b</b>	230 11%	53 11%	62 9%	89 13%	91 13%	84 14% <b>e</b>	130 15% <b>e</b>	147 14%	145 13%	109 12%	109 11%	67 19% <b>qrs uvw</b>	20 12%	56 13%	41 11%	40 11%	33 12%	29 14%	47 12%	63 12%	71 13%	44 12%	51 9%	219 13%
+3 = much more likely to buy from Company B	678 17%	391 20% <b>b</b>	287 14%	57 12%	85 13%	78 12%	129 18% <b>def</b>	113 19% <b>def</b>	216 25% <b>def gh</b>	180 17%	159 14%	172 20% <b>k</b>	168 18%	66 18% <b>v</b>	24 15%	80 18% <b>v</b>	51 14%	63 17% <b>v</b>	60 21% <b>qvx</b>	37 18% <b>v</b>	83 21% <b>vx</b>	59 11%	109 19% <b>vx</b>	45 12%	91 17%	249 15%
NET: More likely to buy from company B	1727 43%	928 47% <b>b</b>	798 39%	193 40%	251 37%	253 37%	298 42%	269 45% <b>ef</b>	462 53% <b>def gh</b>	491 46%	462 42%	382 44%	391 41%	172 48% <b>vx</b>	74 46%	188 43%	148 41%	153 42%	135 48% <b>vx</b>	98 49% <b>vx</b>	180 45%	192 37%	249 44% <b>v</b>	139 38%	218 41%	682 40%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 49

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**Company A, which went out of its way to ensure half of its executive board were women**  
**Company B, which put its best performing executives on its board even if these were all men**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	0.53	0.76b	0.31	0.33	0.30	0.43	0.51	0.63de	0.83de fgh	0.57	0.46	0.59	0.50	0.68vx	0.63v	0.55v	0.39	0.54v	0.81qv x	0.64v	0.66vx	0.23	0.61vx	0.32	0.44	0.44
Standard deviation	1.64	1.56	1.68	1.57	1.56	1.47	1.70	1.66	1.75	1.62	1.58	1.69	1.67	1.69	1.48	1.65	1.63	1.59	1.53	1.68	1.65	1.63	1.67	1.62	1.64	1.60
Standard error	0.03	0.03	0.04	0.07	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.09	0.08	0.09	0.12	0.09	0.08	0.07	0.08	0.08	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 49

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which went out of its way to ensure half of its executive board were women**  
**Company B, which put its best performing executives on its board even if these were all men**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	790 20%	217 26%bce	40 9%	119 14%b	234 26%bce	79 14%b	101 25%bce	188 16%	296 26%gijm	49 18%	71 13%	63 30%gjm	44 21%j	64 17%	274 24%op	263 19%	252 17%
-3 = much more likely to buy from Company A	208 5%	56 7%bce	11 2%	18 2%	60 7%bce	21 4%	42 10%bce	26 2%	70 6%g	12 4%	27 5%g	28 13%ghijm	15 7%g	27 7%g	55 5%	74 5%	79 5%
-2	259 6%	70 8%bce	7 2%	39 5%b	89 10%bce	23 4%b	30 7%b	64 6%	111 10%gijm	13 5%	20 4%	10 5%	17 8%j	18 5%	96 8%op	76 5%	86 6%
-1	323 8%	91 11%bce	22 5%	61 7%	84 9%b	35 6%	28 7%	97 8%j	116 10%jm	24 9%j	24 4%	25 12%jm	12 6%	19 5%	123 11%p	113 8%p	87 6%
0 = no impact	1501 37%	237 28%	140 30%	483 58%abd ef	256 28%	241 43%abd f	144 35%ad	392 34%	410 36%	115 43%g	206 37%	79 38%	72 35%	178 46%ghj l	435 38%p	578 42%p	488 33%
+1	538 13%	138 17%df	66 14%f	112 13%f	113 12%f	83 15%f	26 6%	177 15%j	167 15%j	35 13%	49 9%	29 14%	23 11%	52 13%	187 16%op	163 12%	188 13%
+2	510 13%	100 12%c	94 20%acde f	63 8%	134 15%c	74 13%c	45 11%	178 15%hjk	133 12%	35 13%	59 11%	16 8%	39 19%hjk m	43 11%	116 10%	181 13%	214 15%n
+3 = much more likely to buy from Company B	678 17%	139 17%c	133 28%acde	56 7%	177 19%ce	79 14%c	94 23%ace	225 19%hik m	142 12%	34 13%	165 30%ghiklm	22 10%	30 15%	49 13%	142 12%	207 15%	329 22%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 49

**Q.7** Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)

Company A, which went out of its way to ensure half of its executive board were women  
 Company B, which put its best performing executives on its board even if these were all men

Base: All respondents

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Crit-ics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	1727 43%	378 45% <sup>c</sup>	292 62% <sup>acd</sup> ef	230 28%	425 46% <sup>c</sup>	237 42% <sup>c</sup>	165 40% <sup>c</sup>	579 50% <sup>hik</sup> m	442 39%	104 39%	274 50% <sup>hik</sup> m	66 32%	92 44% <sup>k</sup>	143 37%	445 39%	551 40%	731 50% <sup>no</sup>
Mean	0.53	0.43	1.23 <sup>ac</sup> def	0.25	0.51 <sup>c</sup>	0.58 <sup>c</sup>	0.45	0.78 <sup>hi</sup> klm	0.27	0.45 <sup>k</sup>	0.94 <sup>h</sup> iklm	-0.01	0.48 <sup>k</sup>	0.39 <sup>k</sup>	0.31	0.47 <sup>n</sup>	0.75 <sup>no</sup>
Standard deviation	1.64	1.74	1.50	1.20	1.81	1.48	1.91	1.55	1.64	1.51	1.72	1.70	1.73	1.56	1.56	1.59	1.71
Standard error	0.03	0.06	0.07	0.04	0.06	0.06	0.09	0.05	0.05	0.09	0.07	0.12	0.12	0.08	0.05	0.04	0.04

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 50

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which pledged to use no zero hours or casual contracts at all**  
**Company B, which used zero hours and casual contracts because many of its workers preferred them**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	1732 43%	866 44%	865 42%	173 36%	264 39%	263 39%	368 51%def i	276 46%def	387 44%def	420 39%	471 42%	404 46%j	437 46%j	206 57%opq rstuvw x	68 42%	212 48%rsv	159 44%v	140 39%	105 37%	91 45%v	179 44%v	185 35%	236 42%	149 41%	244 45%	702 41%
-3 = much more likely to buy from Company A	799 20%	396 20%	403 20%	59 12%	106 16%	114 17%	178 25%def	135 23%def	208 24%def	162 15%	192 17%	219 25%jk	226 24%jk	96 27%qrs v	31 19%	110 25%qrs v	53 15%	58 16%	50 18%	48 24%qv	90 22%qv	75 14%	114 20%v	74 21%	101 19%	300 17%
-2	498 12%	239 12%	259 13%	57 12%	84 12%	74 11%	104 15%	70 12%	108 12%	129 12%	140 13%	98 11%	131 14%	60 17%rs	21 13%	59 13%	50 14%	32 9%	25 9%	28 14%	45 11%	68 13%	69 12%	41 11%	73 14%	215 13%
-1	435 11%	231 12%	203 10%	56 12%	74 11%	76 11%	86 12%i	72 12%i	71 8%	129 12% m	139 12% m	87 10%	80 8%	49 14%v	16 10%	43 10%	55 15% tw	50 14% v	31 11%	15 8%	44 11%	42 8%	53 9%	34 9%	70 13%	187 11%
0 = no impact	1274 32%	625 32%	649 32%	151 32%	251 37% ghi	252 37% ghi	199 28%	176 29%	245 28%	332 31%	370 33%	259 30%	313 33%	83 23%	51 32%	134 30%	123 34% n	122 34% n	99 35% n	56 28%	125 31% n	166 32% n	183 33% n	133 37% n	170 32%	559 33%
+1	459 11%	219 11%	240 12%	81 17% egh i	70 10%	80 12%	62 9%	63 10%	103 12%	143 13% m	130 12%	92 10%	94 10%	31 9%	16 10%	54 12% q	24 7%	42 12%	44 16% nqu	21 10%	36 9%	84 16% nqu x	69 12% q	37 10%	51 9%	206 12%
+2	323 8%	153 8%	170 8%	33 7%	60 9%	55 8%	53 7%	41 7%	82 9%	106 10% m	85 8%	76 9%	57 6%	28 8%	18 11% px	26 6%	34 9% x	38 10% px	18 6%	23 12% px	32 8%	51 10% x	38 7%	17 5%	35 6%	153 9%
+3 = much more likely to buy from Company B	230 6%	105 5%	125 6%	40 8% fg	31 5%	26 4%	34 5%	41 7% f	58 7% f	74 7%	58 5%	45 5%	53 6%	15 4%	7 5%	15 3%	20 6%	20 5%	15 5%	10 5%	30 7% p	36 7%	36 6%	25 7%	39 7%	94 5%
NET: More likely to buy from company B	1012 25%	477 24%	535 26%	154 32% efg h	161 24%	161 24%	149 21%	145 24%	242 28% g	322 30% klm	274 25%	212 24%	204 21%	73 20%	42 26%	96 22%	79 22%	100 28%	77 27%	54 27%	98 24%	171 33% npq uw	143 25%	79 22%	124 23%	452 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 50

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which pledged to use no zero hours or casual contracts at all**  
**Company B, which used zero hours and casual contracts because many of its workers preferred them**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	-0.51	-0.54	-0.48	-0.17f ghi	-0.41g	-0.44g	-0.78	-0.58	-0.54g	-0.28k lm	-0.47m	-0.64	-0.69	-0.91	-0.47n	-0.76	-0.45n p	-0.31n p	-0.37n p	-0.58	-0.53n	-0.21n ptuw	-0.50n p	-0.53n	-0.52	-0.42
Standard deviation	1.76	1.74	1.77	1.70	1.65	1.63	1.77	1.81	1.88	1.74	1.69	1.82	1.77	1.77	1.77	1.72	1.67	1.70	1.68	1.87	1.83	1.74	1.77	1.74	1.76	1.73
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.13	0.08	0.09	0.08	0.10	0.13	0.10	0.09	0.07	0.09	0.09	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 50

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which pledged to use no zero hours or casual contracts at all**  
**Company B, which used zero hours and casual contracts because many of its workers preferred them**  
**BAs: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	1732 43%	348 42%bc	123 26%	204 25%	506 55%abc e	243 44%bc	307 75%abc de	338 29%	626 55%gij m	113 42%g	250 45%gm	111 53%gm	127 61%gij m	133 35%	437 38%	631 45%n	664 45%n
-3 = much more likely to buy from Company A	799 20%	146 18%bc	42 9%	74 9%	227 25%abc e	100 18%bc	212 52%abc de	130 11%	297 26%gim	40 15%	131 24%gim	53 26%gim	68 33%gij m	62 16%g	165 14%	291 21%n	343 23%n
-2	498 12%	109 13%bc	32 7%	57 7%	162 18%abc e	69 12%bc	68 17%bc	105 9%	172 15%g	33 12%	70 13%g	31 15%g	36 17%g	42 11%	142 12%	178 13%	178 12%
-1	435 11%	93 11%f	49 10%	74 9%	117 13%cf	74 13%cf	28 7%	104 9%	156 14%gim	40 15%gim	49 9%	26 12%	23 11%	30 8%	130 11%	162 12%	142 10%
0 = no impact	1274 32%	173 21%	154 33%adf ef	462 56%abd ef	211 23%f	206 37%adf	67 16%	418 36%hl	280 24%	98 36%hl	174 32%hl	63 30%	42 20%	160 42%hjk l	402 35%p	451 32%	421 29%
+1	459 11%	125 15%def f	82 17%cde	95 11%f	88 10%f	56 10%f	14 3%	174 15%hij	117 10%	25 9%	57 10%	22 11%	18 9%	40 10%	152 13%	142 10%	165 11%
+2	323 8%	106 13%cde f	80 17%cdf	51 6%f	54 6%f	23 4%	10 3%	146 13%hijk l	68 6%k	17 6%k	35 6%k	2 1%	9 4%	35 9%k	93 8%	108 8%	123 8%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 50

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which pledged to use no zero hours or casual contracts at all**

**Company B, which used zero hours and casual contracts because many of its workers preferred them**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
+3 = much more likely to buy from Company B	230 6%	80 10% <i>cdef</i>	33 7% <i>cf</i>	21 2%	55 6% <i>cf</i>	29 5% <i>c</i>	11 3%	83 7%	57 5%	15 6%	34 6%	11 5%	12 6%	16 4%	70 6%	60 4%	99 7% <i>o</i>
NET: More likely to buy from company B	1012 25%	311 37% <i>cdef</i> <i>f</i>	196 41% <i>cde</i> <i>f</i>	166 20% <i>f</i>	197 22% <i>f</i>	108 19% <i>f</i>	35 9%	403 35% <i>hij</i> <i>klm</i>	242 21%	57 21%	127 23%	35 17%	39 19%	91 24%	315 27% <i>o</i>	310 22%	387 26% <i>o</i>
Mean	-0.51	-0.21 <i>de</i> <i>f</i>	0.22 <i>a</i> <i>cdef</i>	-0.18 <i>d</i> <i>ef</i>	-0.83 <i>f</i>	-0.58 <i>d</i> <i>f</i>	-1.78	0.01 <i>h</i> <i>ijklm</i>	-0.84	-0.45 <i>h</i> <i>kl</i>	-0.64 <i>l</i>	-0.91	-1.09	-0.36 <i>h</i> <i>p</i>	-0.31 <i>o</i>	-0.61	-0.56
Standard deviation	1.76	1.92	1.62	1.31	1.80	1.63	1.61	1.66	1.77	1.62	1.80	1.69	1.84	1.64	1.67	1.71	1.85
Standard error	0.03	0.07	0.07	0.05	0.06	0.07	0.08	0.05	0.05	0.10	0.08	0.12	0.13	0.08	0.05	0.05	0.05

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 51

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which was headquartered in Switzerland**

**Company B, which was headquartered in the UK**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	148	80	68	33	33	22	26	11	23	53	39	30	25	14	3	21	8	14	3	9	14	39	16	9	26	76
	4%	4%	3%	7% <sup>fghi</sup>	5% <sup>h</sup>	3%	4%	2%	3%	5% <sup>m</sup>	4%	3%	3%	4%	2%	5% <sup>s</sup>	2%	4%	1%	4%	3%	7% <sup>oqsuwx</sup>	3%	3%	5%	4%
-3 = much more likely to buy from Company A	30	11	19	4	7	3	6	2	9	12	7	5	6	3	1	-	1	1	-	3	3	10	4	2	3	14
	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	-	*	*	-	2% <sup>p</sup>	1%	2% <sup>p</sup>	1%	1%	1%	1%
-2	41	23	18	6	16	4	6	1	8	18	10	4	9	3	1	6	1	5	2	4	3	10	2	3	6	24
	1%	1%	1%	1%	2% <sup>fh</sup>	1%	1%	*	1%	2%	1%	*	1%	1%	1%	1%	*	1%	1%	2% <sup>w</sup>	1%	2% <sup>w</sup>	*	1%	1%	1%
-1	77	46	30	22	11	15	14	8	7	23	22	21	10	7	*	15	5	7	1	1	8	18	10	4	17	38
	2%	2%	1%	5% <sup>eghi</sup>	2% <sup>i</sup>	2% <sup>i</sup>	2%	1%	1%	2%	2%	2%	1%	2%	*	3% <sup>stx</sup>	1%	2%	*	2%	2%	3% <sup>s</sup>	2%	1%	3%	2%
0 = no impact	1056	499	557	174	228	188	178	139	149	281	321	213	242	80	46	111	94	82	76	44	81	180	161	100	162	491
	26%	25%	27%	36% <sup>fghi</sup>	34% <sup>ghi</sup>	28% <sup>i</sup>	25% <sup>i</sup>	23% <sup>i</sup>	17%	26%	29%	24%	25%	22%	29%	25%	26%	23%	27%	22%	20%	35% <sup>npqrstu</sup>	29% <sup>u</sup>	28% <sup>u</sup>	30%	29%
+1	646	327	319	102	110	129	108	80	117	201	178	141	127	57	21	69	72	68	45	31	64	82	84	53	86	306
	16%	17%	16%	21% <sup>ghi</sup>	16%	19% <sup>hi</sup>	15%	13%	13%	19% <sup>m</sup>	16%	16%	13%	16%	13%	16%	20%	19%	16%	16%	16%	16%	15%	15%	16%	18%
+2	836	424	412	67	140	138	163	140	189	235	247	172	181	87	39	84	66	76	55	48	102	83	121	76	115	349
	21%	22%	20%	14%	21% <sup>d</sup>	20% <sup>d</sup>	23% <sup>d</sup>	23% <sup>d</sup>	22% <sup>d</sup>	22%	22%	20%	19%	24% <sup>v</sup>	24% <sup>v</sup>	19%	18%	21%	20%	24% <sup>v</sup>	25% <sup>v</sup>	16%	21%	21%	21%	20%
+3 = much more likely to buy from Company B	1331	638	693	102	165	199	241	227	397	304	329	319	379	124	52	157	122	122	101	69	141	139	181	124	148	490
	33%	32%	34%	21%	24%	29% <sup>d</sup>	34% <sup>de</sup>	38% <sup>def</sup>	45% <sup>def</sup>	28% <sup>gh</sup>	30%	36% <sup>jk</sup>	40% <sup>jk</sup>	34%	32%	35% <sup>v</sup>	34%	34%	36% <sup>v</sup>	34%	35% <sup>v</sup>	27%	32%	34% <sup>v</sup>	28%	29%
NET: More likely to buy from company B	2814	1390	1424	271	415	466	512	447	702	740	754	632	687	268	111	310	260	266	202	148	307	304	386	253	349	1145
	70%	71%	70%	57%	61%	69% <sup>de</sup>	72% <sup>de</sup>	75% <sup>def</sup>	80% <sup>def</sup>	69% <sup>gh</sup>	68%	72%	72%	74% <sup>v</sup>	69% <sup>v</sup>	70% <sup>v</sup>	72% <sup>v</sup>	74% <sup>v</sup>	72% <sup>v</sup>	74% <sup>v</sup>	76% <sup>vw</sup>	58%	69% <sup>v</sup>	70% <sup>v</sup>	65%	67%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 51

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which was headquartered in Switzerland**  
**Company B, which was headquartered in the UK**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	1.51	1.51	1.51	1.04	1.22	1.43de	1.56de	1.72de fg	1.87de fgh	1.39	1.43	1.60jk	1.66jk	1.60v	1.54v	1.54v	1.55v	1.57v	1.61v	1.57v	1.66v	1.14	1.50v	1.55v	1.34	1.37
Standard deviation	1.35	1.34	1.36	1.35	1.38	1.30	1.34	1.26	1.31	1.37	1.33	1.33	1.35	1.33	1.32	1.36	1.28	1.31	1.27	1.42	1.30	1.48	1.33	1.34	1.35	1.36
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.06	0.07	0.07	0.10	0.07	0.07	0.07	0.05	0.07	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 51

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**Company A, which was headquartered in Switzerland**  
**Company B, which was headquartered in the UK**  
**BAse: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	148 4%	46 5%bd	6 1%	48 6%bde	12 1%	16 3%	20 5%bd	39 3%	61 5%jkl	12 4%k	12 2%	1 *	2 1%	17 4%k	66 6%op	48 3%	34 2%
-3 = much more likely to buy from Company A	30 1%	7 1%	1 *	8 1%	6 1%	3 1%	5 1%	4 *	8 1%	6 2%gj	2 *	1 *	- -	7 2%g	11 1%	9 1%	10 1%
-2	41 1%	16 2%d	4 1%	11 1%d	2 *	3 1%	6 1%d	12 1%	15 1%	3 1%	7 1%	- -	- -	4 1%	22 2%op	10 1%	9 1%
-1	77 2%	23 3%bd	2 *	29 3%bd	4 *	10 2%d	9 2%bd	23 2%	38 3%jk	3 1%	3 1%	- -	2 1%	6 2%	33 3%p	29 2%p	15 1%
0 = no impact	1056 26%	194 23%df	110 23%df	396 48%abd ef	139 15%	156 28%df	62 15%	276 24%	269 23%	74 27%	126 23%	52 25%	56 27%	162 42%ghi jkl	402 35%op	366 26%p	288 20%
+1	646 16%	139 17%f	78 16%f	152 18%df	125 14%	112 20%df	41 10%	185 16%	201 17%am	41 15%	77 14%	49 23%gjm	34 16%	46 12%	212 18%p	237 17%p	197 13%
+2	836 21%	147 18%	132 28%ace f	142 17%	243 27%ace f	102 18%	70 17%	286 25%hjm	234 20%am	71 26%jm	100 18%	37 18%	48 23%lm	54 14%	207 18%	301 22%	329 22%n
+3 = much more likely to buy from Company B	1331 33%	306 37%ce	148 31%c	94 11%	396 43%abc e	171 31%ce	216 53%abc de	373 32%	383 33%	72 27%	235 43%ghi lm	70 34%	68 33%	105 27%	267 23%	440 32%n	624 42%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 51

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which was headquartered in Switzerland**

**Company B, which was headquartered in the UK**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	2814 70%	592 71% <sup>c</sup>	357 75% <sup>ce</sup>	388 47%	764 84% <sup>abc</sup>	385 69% <sup>c</sup>	328 80% <sup>ace</sup>	844 73% <sup>m</sup>	818 71% <sup>m</sup>	183 68% <sup>m</sup>	413 75% <sup>m</sup>	155 74% <sup>m</sup>	150 72% <sup>m</sup>	206 53%	686 59%	978 70% <sup>n</sup>	1149 78% <sup>no</sup>
Mean	1.51	1.53 <sup>c</sup>	1.63 <sup>ce</sup>	0.77	1.94 <sup>ab</sup>	1.44 <sup>c</sup>	1.94 <sup>ab</sup>	1.57 <sup>m</sup>	1.50 <sup>m</sup>	1.38	1.74 <sup>gh</sup>	1.58 <sup>m</sup>	1.59 <sup>m</sup>	1.13	1.14	1.50 <sup>n</sup>	1.81 <sup>no</sup>
Standard deviation	1.35	1.42	1.22	1.21	1.19	1.30	1.41	1.30	1.37	1.40	1.33	1.23	1.23	1.44	1.37	1.32	1.29
Standard error	0.02	0.05	0.05	0.04	0.04	0.05	0.07	0.04	0.04	0.08	0.06	0.09	0.09	0.07	0.04	0.04	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 52

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which was profitable and paid dividends to shareholders that included major UK pension pots**

**Company B, which prioritised donating staff time and money to charities even if that meant making lower profits and paying lower dividends to shareholders that included major UK pension pots**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	1120	594	526	91	143	155	225	177	330	314	293	246	267	117	32	118	102	83	79	66	122	147	163	91	138	418
	28%	30%	26%	19%	21%	23%	31%	30%	38%	29%	26%	28%	28%	32%	20%	27%	28%	23%	28%	33%	30%	28%	29%	25%	26%	24%
-3 = much more likely to buy from Company A	356	178	178	18	44	34	70	69	120	88	85	77	106	41	10	30	34	30	29	21	27	55	54	24	35	124
	9%	9%	9%	4%	6%	5%	10%	12%	14%	8%	8%	9%	11%	11%	6%	7%	9%	8%	10%	11%	7%	11%	10%	7%	6%	7%
-2	335	187	149	33	43	36	81	49	94	92	80	84	79	39	7	40	42	20	17	15	36	43	46	31	36	141
	8%	9%	7%	7%	6%	5%	11%	8%	11%	9%	7%	10%	8%	11%	5%	9%	12%	6%	6%	7%	9%	8%	8%	9%	7%	8%
-1	429	229	200	40	56	85	74	59	116	134	127	85	83	38	15	49	26	33	34	30	58	49	63	36	67	153
	11%	12%	10%	8%	8%	13%	10%	10%	13%	12%	11%	10%	9%	10%	9%	11%	7%	9%	12%	15%	15%	9%	11%	10%	12%	9%
0 = no impact	1301	608	693	163	246	273	201	197	220	332	405	258	305	96	59	155	115	125	84	60	121	186	186	113	174	598
	32%	31%	34%	34%	36%	40%	28%	33%	25%	31%	36%	30%	32%	27%	37%	35%	32%	35%	30%	30%	30%	36%	33%	31%	32%	35%
+1	725	349	376	117	134	109	123	98	144	211	216	148	150	56	37	67	66	76	57	31	72	99	92	72	106	326
	18%	18%	18%	25%	20%	16%	17%	16%	16%	20%	19%	17%	16%	15%	23%	15%	18%	21%	20%	15%	18%	19%	16%	20%	20%	19%
+2	447	229	218	51	89	78	84	61	84	126	106	105	109	44	15	55	40	47	27	25	42	41	68	43	63	199
	11%	12%	11%	11%	13%	11%	12%	10%	10%	12%	10%	10%	11%	12%	10%	12%	11%	13%	10%	12%	11%	8%	12%	12%	12%	12%
+3 = much more likely to buy from Company B	426	189	236	55	64	62	83	64	97	91	94	118	123	48	17	47	38	30	34	19	44	50	54	43	57	172
	11%	10%	12%	11%	9%	9%	12%	11%	11%	8%	8%	13%	13%	13%	11%	11%	11%	8%	12%	9%	11%	10%	10%	12%	11%	10%
NET: More likely to buy from company B	1597	768	830	223	287	249	290	223	325	428	416	371	383	148	69	169	145	153	118	74	159	190	214	158	226	697
	40%	39%	41%	47%	42%	37%	40%	37%	37%	40%	37%	42%	40%	41%	43%	38%	40%	42%	42%	37%	40%	36%	38%	44%	42%	41%
Mean	0.18	0.12	0.24	0.47	0.34	0.29	0.13	0.08	-0.07	0.14	0.15	0.26	0.19	0.14	0.38	0.23	0.14	0.27	0.21	0.07	0.19	0.06	0.13	0.32	0.30	0.25

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 52

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**Company B, which prioritised donating staff time and money to charities even if that meant making lower profits and paying lower dividends to shareholders that included major UK pension pots**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard deviation	1.67	1.67	1.66	1.48	1.54	1.47	1.76	1.73	1.83	1.62	1.55	1.75	1.78	1.84	1.51	1.62	1.72	1.58	1.71	1.70	1.64	1.65	1.68	1.64	1.58	1.60
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.11	0.07	0.09	0.08	0.10	0.12	0.09	0.08	0.07	0.09	0.08	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

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Table 52

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**Company A, which was profitable and paid dividends to shareholders that included major UK pension pots**

**Company B, which prioritised donating staff time and money to charities even if that meant making lower profits and paying lower dividends to shareholders that included major UK pension pots**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	1120 28%	279 34% cde f	217 46% acd ef	176 21%	219 24%	150 27% cf	78 19%	409 35% hkm	260 23% k	80 30% hkm	188 34% hkm	22 11%	60 29% k	86 22% k	234 20%	380 27% n	506 34% no
-3 = much more likely to buy from Company A	356 9%	98 12% cd	68 14% cdef	40 5%	64 7%	51 9% c	34 8% c	107 9% k	83 7%	16 6%	83 15% ghik m	6 3%	22 11% k	34 9% k	62 5%	104 8%	189 13% no
-2	335 8%	95 11% cde f	66 14% cdef	42 5%	71 8%	39 7%	22 5%	130 11% hk	70 6%	23 8% k	53 10% hk	6 3%	21 10% k	28 7%	76 7%	117 8%	142 10% n
-1	429 11%	86 10% f	84 18% acd ef	94 11% f	84 9% f	60 11% f	22 5%	172 15% hijkl m	107 9%	41 15% hijkl m	52 9%	10 5%	16 8%	23 6%	96 8%	158 11% n	175 12% n
0 = no impact	1301 32%	183 22%	126 27% f	463 56% abd ef	225 25% f	232 42% abd f	71 17%	361 31%	325 28%	90 33%	174 32%	59 28%	63 30%	189 49% ghi jkl	409 35% p	474 34% p	417 28%
+1	725 18%	183 22% cef	90 19% c	116 14%	186 20% cf	91 16%	59 14%	191 16%	252 22% gjm	56 21% m	84 15%	41 20%	38 18%	51 13%	251 22% op	232 17%	242 16%
+2	447 11%	106 13% bce	26 6%	56 7%	144 16% bce	42 8%	72 18% bce	108 9%	172 15% gij m	26 10%	46 8%	35 17% gjm	20 9%	28 7%	141 12%	161 12%	145 10%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 52

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which was profitable and paid dividends to shareholders that included major UK pension pots**

**Company B, which prioritised donating staff time and money to charities even if that meant making lower profits and paying lower dividends to shareholders that included major UK pension pots**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
+3 = much more likely to buy from Company B	426 11%	81 10%bc	14 3%	20 2%	139 15%abce	42 8%bc	129 32%abcde	91 8%	139 12%gi	17 6%	59 11%	52 25%ghijlm	27 13%i	31 8%	119 10%	145 10%	161 11%
NET: More likely to buy from company B	1597 40%	369 44%bce	130 27%	193 23%	470 51%abc e	176 31% c	260 64%abc de	389 34%	563 49%gij m	99 37%	189 34%	128 61%ghijlm	85 41% m	110 29%	511 44% op	539 39%	548 37%
Mean	0.18	0.08b	-0.50	-0.01b	0.52ab ce	0.02b	1.03a bcde	-0.06	0.45gi jm	0.08	-0.10	1.09gh ijlm	0.16	0.04	0.39op	0.21p	-0.01
Standard deviation	1.67	1.80	1.57	1.18	1.72	1.54	1.91	1.63	1.64	1.48	1.81	1.53	1.78	1.52	1.63	1.79	
Standard error	0.03	0.07	0.07	0.04	0.06	0.06	0.09	0.05	0.05	0.09	0.08	0.11	0.13	0.08	0.05	0.04	0.04

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 53

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which employed fewer people in the UK than Company B with the same wage bill but paid, on average, higher wages**

**Company B, which employed more people in the UK than Company A with the same wage bill but paid, on average, lower wages**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	1301	655	646	166	200	197	249	188	301	363	359	272	306	126	48	153	104	125	93	69	132	175	155	121	182	545
	32%	33%	32%	35%	30%	29%	35%	31%	34%	34%	32%	31%	32%	35%	30%	35%w	29%	35%w	33%	35%	33%	33%	28%	33%	34%	32%
-3 = much more likely to buy from Company A	294	151	143	18	46	44	61	45	80	59	75	62	97	31	10	30	24	20	32	15	30	44	32	26	33	120
	7%	8%	7%	4%	7%	6%	9%d	8%d	9%d	6%	7%	7%	10%jk	9%	6%	7%	7%	6%	11%rw	7%	7%	8%	6%	7%	6%	7%
-2	410	192	218	57	63	63	85	51	91	122	112	91	85	50	13	43	32	33	25	24	44	66	39	41	58	177
	10%	10%	11%	12%	9%	9%	12%	9%	10%	11%	10%	10%	9%	14%w	8%	10%	9%	9%	9%	12%	11%	13%w	7%	11%	11%	10%
-1	596	311	285	91	91	91	103	91	130	182	172	118	124	45	25	80	47	72	36	30	57	64	84	54	91	249
	15%	16%	14%	19%	13%	13%	14%	15%	15%	17%km	15%	14%	13%	12%	16%	18%v	13%	20%nqs	13%	15%	14%	12%	15%	15%	17%	15%
0 = no impact	1487	729	758	179	276	263	262	209	298	375	439	311	361	123	62	155	148	134	87	62	159	198	224	135	185	651
	37%	37%	37%	37%	41%i	39%	37%	35%	34%	35%	39%	36%	38%	34%	39%	35%	41%st	37%	31%	31%	39%	38%	40%st	37%	34%	38%
+1	597	304	293	87	100	109	83	88	130	164	184	121	128	57	31	67	53	49	55	39	51	69	76	52	72	267
	15%	15%	14%	18%g	15%	16%g	12%	15%	15%	15%	17%	14%	13%	16%	19%	15%	15%	13%	19%uw	19%	13%	13%	14%	14%	13%	16%
+2	331	158	173	25	61	59	58	57	72	92	75	78	86	27	16	33	38	24	25	17	28	40	54	29	53	132
	8%	8%	8%	5%	9%	9%	8%	9%d	8%	9%	7%	9%	9%	7%	10%	8%	10%	7%	9%	9%	7%	8%	10%	8%	10%	8%
+3 = much more likely to buy from Company B	302	123	179	20	40	49	64	56	74	79	56	93	73	29	4	33	20	30	22	14	32	39	54	25	47	117
	8%	6%	9%a	4%	6%	7%	9%d	9%d	8%d	7%k	5%	11%k	8%k	8%	3%	7%	5%	8%o	8%	7%	8%o	8%	10%o	7%	9%	7%
NET: More likely to buy from company B	1230	585	645	133	201	216	205	200	275	336	315	292	287	113	51	133	111	102	101	70	111	149	183	106	171	516
	31%	30%	31%	28%	30%	32%	29%	34%	31%	31%	28%	33%	30%	31%	32%	30%	31%	28%	36%	35%	28%	29%	33%	29%	32%	30%
Mean	-0.03	-0.08	0.01	-0.13	-0.02	0.04	-0.09	0.07	-0.07	-0.02	-0.11	0.08k	-0.07	-0.11	-0.03	-0.05	0.01	-0.03	-0.04	-0.05	-0.08	-0.12	0.15n	-0.08	0.02	-0.05
																						v				
Standard deviation	1.54	1.51	1.57	1.33	1.47	1.50	1.62	1.60	1.62	1.51	1.43	1.63	1.61	1.62	1.36	1.52	1.47	1.49	1.66	1.57	1.54	1.58	1.52	1.52	1.57	1.51

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 53

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which employed fewer people in the UK than Company B with the same wage bill but paid, on average, higher wages**

**Company B, which employed more people in the UK than Company A with the same wage bill but paid, on average, lower wages**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard error	0.02	0.03	0.04	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.09	0.10	0.07	0.08	0.07	0.10	0.11	0.08	0.08	0.06	0.08	0.08	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 53

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which employed fewer people in the UK than Company B with the same wage bill but paid, on average, higher wages**

**Company B, which employed more people in the UK than Company A with the same wage bill but paid, on average, lower wages**

**BAse: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	1301 32%	297 36%ce	157 33%ce	167 20%	332 36%ce	165 30%ce	183 45%abcde	335 29%	400 35%gm	95 35%	174 32%	78 37%	84 40%gm	107 28%	366 32%	447 32%	489 33%
-3 = much more likely to buy from Company A	294 7%	83 10%bc	24 5%	23 3%	64 7%ce	43 8%ce	57 14%bcde	65 6%	86 8%	16 6%	49 9%g	18 9%	20 10%	29 8%	64 6%	105 8%	125 8%n
-2	410 10%	108 13%ce	41 9%ce	40 5%	114 12%ce	44 8%ce	64 16%bce	102 9%	128 11%	26 10%	53 10%	19 9%	33 16%g	36 9%	120 10%	148 11%	143 10%
-1	596 15%	107 13%	92 19%ace	103 12%	154 17%ce	78 14%	62 15%	167 14%	185 16%gm	52 19%jm	72 13%	41 20%gm	31 15%	43 11%	181 16%	194 14%	221 15%
0 = no impact	1487 37%	210 25%	169 36%adf	486 58%abdef	272 30%	240 43%abdf	111 27%	436 38%	382 33%	104 39%	190 35%	83 40%	64 31%	183 47%ghj	454 39%p	526 38%	507 34%
+1	597 15%	157 19%cf	72 15%f	106 13%	137 15%f	86 15%f	39 9%	197 17%	175 15%	38 14%	80 15%	26 12%	26 13%	51 13%	188 16%	192 14%	218 15%
+2	331 8%	85 10%ce	48 10%ce	45 5%	89 10%ce	32 6%	32 8%	100 9%	106 9%	21 8%	44 8%	13 6%	17 8%	24 6%	86 7%	116 8%	128 9%
+3 = much more likely to buy from Company B	302 8%	82 10%bce	26 6%	29 4%	84 9%bc	34 6%ce	46 11%bce	90 8%	86 7%	10 4%	62 11%ghik	9 4%	17 8%	21 5%	60 5%	112 8%n	130 9%n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 53

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which employed fewer people in the UK than Company B with the same wage bill but paid, on average, higher wages**

**Company B, which employed more people in the UK than Company A with the same wage bill but paid, on average, lower wages**

**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	1230 31%	324 39% bce f	146 31% c	180 22%	311 34% ce	153 27% c	116 28% c	388 33% ikm	367 32% km	70 26%	186 34% km	48 23%	60 29%	95 25%	334 29%	420 30%	476 32%
Mean	-0.03	*f	*f	0.04f	-0.01f	-0.07	-0.29	0.09i kl	-0.05	-0.15	0.05	-0.26	-0.23	-0.10	-0.06	-0.03	-0.01
Standard deviation	1.54	1.74	1.44	1.11	1.63	1.45	1.83	1.49	1.57	1.39	1.67	1.42	1.68	1.42	1.41	1.56	1.61
Standard error	0.02	0.06	0.07	0.04	0.05	0.06	0.09	0.04	0.05	0.08	0.07	0.10	0.12	0.07	0.04	0.04	0.04

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 54

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which paid its small number of interns the living wage**  
**Company B, which offered a greater number of three month unpaid internships for 18-25 year olds wishing to gain experience**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	1744 43%	838 43%	906 44%	198 41%	266 39%	273 40%	348 49%ef	273 46%	386 44%	478 44%	494 44%	377 43%	395 41%	191 53%orvwx	64 40%	207 47%r	159 44%r	127 35%	123 44%	87 43%	181 45%r	224 43%	230 41%	151 42%	258 48%	723 42%
-3 = much more likely to buy from Company A	633 16%	290 15%	343 17%	65 14%	96 14%	88 13%	137 19%ef	93 16%	153 18%f	138 13%	180 16%	149 17%j	166 17%j	79 22%qrw	22 14%	76 17%	47 13%	43 12%	42 15%	36 18%	70 17%	81 15%	75 13%	61 17%	82 15%	246 14%
-2	552 14%	266 13%	286 14%	61 13%	88 13%	83 12%	100 14%	105 18%fi	115 13%	156 15%	152 14%	114 13%	129 14%	61 17%t	22 13%	59 13%	56 15%	45 13%	40 14%	19 10%	50 12%	77 15%	80 14%	42 12%	90 17%	236 14%
-1	559 14%	283 14%	277 14%	72 15%	82 12%	101 15%	111 16%	75 13%	118 13%	183 17%em	162 15%em	114 13%	100 10%	51 14%	21 13%	72 16%r	56 16%	39 11%	41 14%	31 16%	61 15%	66 13%	75 13%	48 13%	86 16%	242 14%
0 = no impact	1236 31%	624 32%	612 30%	161 34%i	214 32%	244 36%ghi	214 30%	171 29%	232 26%	293 27%	359 32%j	274 31%	310 32%j	87 24%	42 26%	134 30%	119 33%n	127 35%n	88 31%	61 30%	116 29%	161 31%	178 32%n	124 34%n	141 26%	563 33%A
+1	459 11%	240 12%	219 11%	65 14%	94 14%g	66 10%	68 9%	66 11%	100 11%	150 14%lm	125 11%	86 10%	97 10%	31 9%	36 22%npqrsuvwx	50 11%	36 10%	39 11%	37 13%	28 14%	51 13%	50 10%	63 11%	37 10%	62 11%	194 11%
+2	329 8%	158 8%	171 8%	30 6%	62 9%g	61 9%	41 6%	44 7%	90 10%dg	91 8%	78 7%	75 9%	84 9%	27 7%	12 7%	27 6%	33 9%	35 10%	16 6%	16 8%	37 9%	47 9%	56 10%p	24 7%	38 7%	137 8%
+3 = much more likely to buy from Company B	251 6%	109 6%	141 7%	23 5%	41 6%	32 5%	46 6%	42 7%	67 8%f	63 6%	57 5%	63 7%	68 7%	26 7%	7 5%	25 6%	14 4%	33 9%qu	17 6%	10 5%	18 4%	40 8%	34 6%	25 7%	38 7%	95 6%
NET: More likely to buy from company B	1038 26%	507 26%	531 26%	118 25%	197 29%g	159 24%	155 22%	152 26%	257 29%fg	304 28%k	260 23%	224 26%	250 26%	84 23%	55 34%npq	102 23%	83 23%	107 30%	70 25%	53 26%	105 26%	137 26%	154 27%	86 24%	138 26%	427 25%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 54

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which paid its small number of interns the living wage**

**Company B, which offered a greater number of three month unpaid internships for 18-25 year olds wishing to gain experience**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	-0.42	-0.41	-0.44	-0.41	-0.30g	-0.37g	-0.61	-0.48	-0.38g	-0.36	-0.50	-0.42	-0.40	-0.68	-0.31	-0.54	-0.46	-0.14n pqsu	-0.45	-0.45	-0.48	-0.38	-0.32n	-0.42	-0.48	-0.41
Standard deviation	1.71	1.67	1.75	1.60	1.70	1.60	1.72	1.75	1.82	1.67	1.66	1.76	1.77	1.83	1.66	1.68	1.60	1.73	1.67	1.69	1.70	1.76	1.69	1.71	1.74	1.66
Standard error	0.03	0.04	0.04	0.07	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.13	0.08	0.09	0.09	0.10	0.12	0.09	0.09	0.07	0.09	0.08	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 54

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which paid its small number of interns the living wage**  
**Company B, which offered a greater number of three month unpaid internships for 18-25 year olds wishing to gain experience**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	1744 43%	340 41% <sup>c</sup>	204 43% <sup>c</sup>	226 27%	485 53% <sup>abc</sup>	230 41% <sup>c</sup>	261 64% <sup>abc</sup>	440 38%	558 49% <sup>gm</sup>	120 45% <sup>m</sup>	237 43% <sup>m</sup>	115 55% <sup>gjm</sup>	119 57% <sup>gjm</sup>	134 35%	464 40%	621 45%	660 45%
-3 = much more likely to buy from Company A	633 16%	119 14% <sup>bc</sup>	44 9%	51 6%	188 21% <sup>abc</sup>	68 12% <sup>c</sup>	163 40% <sup>abc</sup>	114 10%	203 18% <sup>g</sup>	36 14%	101 18% <sup>g</sup>	61 29% <sup>ghi</sup>	59 28% <sup>ghi</sup>	49 13%	161 14%	225 16%	247 17%
-2	552 14%	103 12% <sup>c</sup>	73 15% <sup>c</sup>	64 8%	169 18% <sup>ace</sup>	76 14% <sup>c</sup>	68 17% <sup>c</sup>	162 14%	161 14%	51 19% <sup>jm</sup>	68 12%	30 15%	28 14%	44 12%	149 13%	183 13%	220 15%
-1	559 14%	118 14% <sup>f</sup>	86 18% <sup>cf</sup>	111 13% <sup>f</sup>	129 14% <sup>f</sup>	86 15% <sup>f</sup>	30 7%	164 14%	193 17% <sup>jm</sup>	32 12%	67 12%	24 11%	32 15%	41 11%	153 13%	213 15%	193 13%
0 = no impact	1236 31%	180 22%	128 27% <sup>f</sup>	452 54% <sup>abd</sup>	199 22%	203 36% <sup>abd</sup>	73 18%	367 32% <sup>h</sup>	283 25%	89 33% <sup>h</sup>	176 32% <sup>h</sup>	60 29%	49 24%	166 43% <sup>ghi</sup>	375 33% <sup>p</sup>	458 33% <sup>p</sup>	403 27%
+1	459 11%	116 14% <sup>df</sup>	64 14% <sup>f</sup>	103 12% <sup>f</sup>	89 10% <sup>f</sup>	67 12% <sup>f</sup>	19 5%	150 13%	137 12%	30 11%	62 11%	20 10%	16 8%	34 9%	159 14% <sup>o</sup>	134 10%	166 11%
+2	329 8%	98 12% <sup>cde</sup>	59 12% <sup>cde</sup>	36 4%	72 8% <sup>c</sup>	31 6%	32 8% <sup>c</sup>	120 10% <sup>kl</sup>	92 8%	17 6%	43 8%	7 3%	9 4%	32 8%	92 8%	103 7%	134 9%
+3 = much more likely to buy from Company B	251 6%	97 12% <sup>bcde</sup>	18 4%	15 2%	69 8% <sup>bc</sup>	26 5% <sup>c</sup>	25 6% <sup>c</sup>	83 7%	79 7%	11 4%	33 6%	6 3%	14 7%	18 5%	64 6%	77 6%	109 7%

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

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 54

**Q.7** Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)

Company A, which paid its small number of interns the living wage

Company B, which offered a greater number of three month unpaid internships for 18-25 year olds wishing to gain experience

Base: All respondents

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	1038 26%	312 38%bcd ef	141 30%cef	154 19%	230 25%cf	124 22%	76 19%	353 30%ikl m	308 27%k	59 22%	138 25%k	34 16%	40 19%	85 22%	315 27%o	314 23%	409 28%o
Mean	-0.42	-0.09d ef	-0.27d f	-0.20d ef	-0.64f	-0.42d f	-1.21	-0.16h ijkl	-0.49k l	-0.54k l	-0.47k l	-1.02	-0.90 l	-0.32k l	-0.35	-0.49	-0.42
Standard deviation	1.71	1.89	1.60	1.19	1.85	1.54	1.94	1.66	1.77	1.60	1.74	1.67	1.82	1.57	1.66	1.67	1.79
Standard error	0.03	0.07	0.07	0.04	0.06	0.06	0.09	0.05	0.05	0.10	0.07	0.12	0.13	0.08	0.05	0.05	0.04

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 55

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which enjoyed a high-profile and popular British chief executive but a recent history of poor financial performance**  
**Company B, which had a low-profile American chief executive with a history of steady financial performance**  
**Base: All respondents**

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	392 10%	215 11%b	177 9%	54 11%	80 12%i	71 10%	72 10%	50 8%	65 7%	109 10%	112 10%	90 10%	81 9%	35 10%	10 6%	50 11%t	26 7%	29 8%	26 9%	10 5%	43 11%	75 14%oqrt w	47 8%	41 11%t	45 8%	194 11%
-3 = much more likely to buy from Company A	61 2%	33 2%	28 1%	7 1%	4 1%	9 1%	21 3%ei	9 2%	11 1%	5 *	22 2%j	11 1%	24 2%j	7 2%	1 1%	10 2%	1 *	5 2%	4 2%	2 1%	6 2%	11 2%	9 2%	5 1%	6 1%	28 2%
-2	119 3%	68 3%	52 3%	19 4%	31 5%	16 2%	17 2%	14 2%	22 2%	41 4%km	20 2%	39 4%km	20 2%	18 5%rw	4 2%	18 4%w	6 2%	6 2%	7 2%	4 2%	14 4%	22 4%w	9 2%	11 3%	13 2%	66 4%
-1	211 5%	115 6%	96 5%	27 6%	44 7%ai	45 7%ai	34 5%	27 5%	33 4%	63 6%	70 6%mi	40 5%	38 4%	10 3%	4 3%	22 5%	18 5%	17 5%	14 5%	5 2%	23 6%	42 8%not	30 5%	25 7%nt	26 5%	101 6%
0 = no impact	1213 30%	620 31%	593 29%	168 35%hi	243 36%ghi	244 36%ghi	205 29%ii	164 27%ii	190 22%	284 26%	369 33%jj	260 30%	300 31%jj	86 24%	48 30%	140 32%nt	110 30%	116 32%nt	85 30%	45 22%	121 30%	156 30%	176 31%nt	130 36%nt	168 31%	553 32%
+1	859 21%	424 22%	435 21%	100 21%	141 21%	131 19%	148 21%	140 23%	199 23%	259 24%ll	241 22%	158 18%	201 21%	76 21%	35 22%	98 22%	84 23%	79 22%	68 24%	45 22%	95 24%	93 18%	119 21%	67 19%	124 23%	353 21%
+2	841 21%	407 21%	434 21%	89 19%	111 16%	141 21%	148 21%	125 21%	228 26%def gh	239 22%	221 20%	187 21%	193 20%	85 24%	36 22%	94 21%	86 24%	70 19%	53 19%	55 28%rvx	79 20%	93 18%	129 23%	61 17%	109 20%	318 19%
+3 = much more likely to buy from Company B	713 18%	303 15%	409 20%a	67 14%	102 15%	89 13%	144 20%def	118 20%f	193 22%def	183 17%	171 15%	179 20%k	179 19%	79 22%p	33 21%	59 13%	55 15%	68 19%	50 18%	45 23%p	64 16%	105 20%p	92 16%	62 17%	92 17%	294 17%
NET: More likely to buy from company B	2412 60%	1134 58%	1279 62%a	256 54%	353 52%	361 53%	440 61%def	382 64%def	620 71%def gh	682 63%k	633 57%	525 60%	573 60%	240 66%pvx	103 64%x	252 57%	226 62%x	217 60%	171 61%	146 73%pq suvwx	237 59%	292 56%	339 60%x	190 53%	325 60%	965 56%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 55

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, which enjoyed a high-profile and popular British chief executive but a recent history of poor financial performance**

**Company B, which had a low-profile American chief executive with a history of steady financial performance**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	1.01	0.91	1.10a	0.82	0.81	0.85	1.04def	1.11def	1.29defgh	1.05k	0.92	1.05	1.02	1.15px	1.18px	0.85	1.07	1.04	1.01	1.37pqrsuvwx	0.93	0.91	1.03	0.86	1.02	0.91
Standard deviation	1.39	1.39	1.39	1.38	1.37	1.33	1.47	1.38	1.36	1.35	1.36	1.46	1.42	1.49	1.33	1.40	1.25	1.36	1.37	1.30	1.39	1.52	1.34	1.41	1.34	1.42
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.08	0.10	0.06	0.07	0.07	0.08	0.09	0.07	0.08	0.05	0.07	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 55

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**  
**Company A, which enjoyed a high-profile and popular British chief executive but a recent history of poor financial performance**  
**Company B, which had a low-profile American chief executive with a history of steady financial performance**  
**BAse: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	392 10%	131 16%bcde	28 6%	67 8%	67 7%	46 8%	53 13%bcde	108 9%	127 11%	26 10%	52 9%	16 8%	18 8%	34 9%	134 12%p	142 10%	116 8%
-3 = much more likely to buy from Company A	61 2%	20 2%	5 1%	11 1%	9 1%	8 1%	9 2%	8 1%	22 2%g	5 2%	15 3%g	1 *	2 1%	6 1%	11 1%	30 2%	20 1%
-2	119 3%	45 5%bcde	9 2%	13 2%	19 2%	11 2%	23 6%bcde	35 3%	35 3%	2 1%	19 3%i	7 3%	6 3%	9 2%	51 4%op	33 2%	36 2%
-1	211 5%	67 8%bd	15 3%	43 5%	39 4%	27 5%	20 5%	65 6%	70 6%j	18 7%j	18 3%	8 4%	9 4%	19 5%	72 6%p	80 6%	60 4%
0 = no impact	1213 30%	147 18%	92 19%	444 53%abd ef	206 23%a	206 37%abd f	119 29%abd	298 26%	348 30%g	78 29%	159 29%	71 34%	49 24%	170 44%ghi jl	411 36%p	449 32%p	353 24%
+1	859 21%	162 19%	115 24%f	177 21%	215 23%f	123 22%f	67 16%	247 21%	267 23%m	71 27%m	112 20%	48 23%	39 19%	63 16%	241 21%	279 20%	339 23%
+2	841 21%	195 23%c	143 30%acd ef	98 12%	221 24%ce	106 19%c	78 19%c	287 25%hjm	215 19%	57 21%	106 19%	40 19%	54 26%m	67 17%	199 17%	289 21%	353 24%n
+3 = much more likely to buy from Company B	713 18%	196 24%ce	95 20%ce	46 6%	205 22%ce	77 14%c	93 23%ce	219 19%m	192 17%	36 14%	122 22%him	34 16%	49 23%im	51 13%	169 15%	234 17%	310 21%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 55

**Q.7** Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)

Company A, which enjoyed a high-profile and popular British chief executive but a recent history of poor financial performance

Company B, which had a low-profile American chief executive with a history of steady financial performance

Base: All respondents

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	2412 60%	553 67% cef	353 75% ace f	322 39%	641 70% cef	306 55% c	237 58% c	753 65% hm	673 59% m	165 61% m	339 62% m	122 58% m	141 68% hm	182 47%	609 53%	801 58%	1002 68% no
Mean	1.01	1.11 ce ef	1.35 ac f	0.49	1.28 ce f	0.88 c	0.99 c	1.14 hm	0.93	0.96	1.06 m	0.98	1.27 hi m	0.77	0.81	0.95	1.21 no
Standard deviation	1.39	1.59	1.27	1.08	1.34	1.30	1.57	1.36	1.41	1.31	1.50	1.31	1.41	1.32	1.37	1.41	1.37
Standard error	0.02	0.06	0.06	0.04	0.04	0.05	0.08	0.04	0.04	0.08	0.06	0.09	0.10	0.07	0.04	0.04	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 56

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, whose chief executive announced their preferred result of a UK-wide referendum on the UK's membership of the EU and suggested which way employees should vote**  
**Company B, whose management remained silent and neutral on all political issues**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: More likely to buy from company A	602 15%	329 17% <sup>b</sup>	272 13%	87 18% <sup>h</sup>	94 14%	103 15%	111 15%	71 12%	136 16%	166 15%	150 13%	151 17%	135 14%	41 11%	17 11%	69 16%	58 16%	43 12%	31 11%	35 17%	76 19% <sup>nor</sup> s	107 20% <sup>nor</sup> swx	81 14%	46 13%	68 13%	275 16%
-3 = much more likely to buy from Company A	155 4%	93 5% <sup>b</sup>	62 3%	16 3%	26 4%	29 4%	25 3%	18 3%	40 5%	35 3%	29 3%	38 4%	53 6% <sup>jk</sup>	10 3%	5 3%	9 2%	17 5%	12 3%	7 3%	9 5%	26 6% <sup>px</sup>	30 6% <sup>p</sup>	20 3%	9 2%	14 3%	74 4%
-2	159 4%	82 4%	78 4%	27 6% <sup>h</sup>	27 4%	28 4%	30 4% <sup>h</sup>	12 2%	36 4% <sup>h</sup>	48 4%	32 3%	42 5%	37 4%	14 4%	2 1%	17 4%	12 3%	11 3%	7 2%	11 6%	14 3%	30 6%	23 4%	18 5%	20 4%	66 4%
-1	287 7%	155 8%	132 6%	44 9%	41 6%	46 7%	56 8%	41 7%	60 7%	83 8% <sup>m</sup>	88 8% <sup>m</sup>	71 8% <sup>m</sup>	46 5%	16 5%	10 6%	42 10% <sup>nx</sup>	29 8%	20 6%	17 6%	14 7%	36 9%	46 9%	38 7%	19 5%	33 6%	134 8%
0 = no impact	1188 30%	584 30%	603 29%	154 32% <sup>hi</sup>	267 39% <sup>ghi</sup>	251 37% <sup>ghi</sup>	206 29% <sup>i</sup>	145 24% <sup>i</sup>	165 19%	293 27%	354 32% <sup>j</sup>	272 31%	269 28%	80 22%	50 31%	130 29%	109 30%	113 31% <sup>n</sup>	85 30%	52 26%	104 26%	165 32% <sup>n</sup>	173 31% <sup>n</sup>	127 35% <sup>nu</sup>	175 32%	562 33%
+1	598 15%	306 16%	292 14%	94 20% <sup>fi</sup>	96 14%	93 14%	110 15%	91 15%	115 13%	185 17% <sup>l</sup>	174 16%	108 12%	131 14%	43 12%	24 15%	68 15%	58 16%	51 16%	53 19% <sup>n</sup>	23 11%	61 15%	83 16%	84 15%	49 14%	88 16%	264 15%
+2	630 16%	294 15%	336 16%	73 15%	78 12%	100 15%	105 15%	108 18% <sup>e</sup>	166 19% <sup>eg</sup>	181 17%	186 17%	114 13%	149 16%	78 22% <sup>quv</sup> x	27 17%	70 16%	48 13%	60 17%	42 15%	38 19% <sup>v</sup>	56 14%	60 12%	100 18% <sup>v</sup>	50 14%	71 13%	246 14%
+3 = much more likely to buy from Company B	1000 25%	456 23%	545 27% <sup>a</sup>	70 15%	142 21% <sup>d</sup>	129 19%	185 26% <sup>df</sup>	181 30% <sup>def</sup>	293 34% <sup>def</sup>	250 23%	250 22%	230 26%	270 28% <sup>jk</sup>	120 33% <sup>pqv</sup> wx	42 26%	105 24%	89 25%	94 26%	71 25%	53 26%	105 26%	107 20%	125 22%	90 25%	137 25%	366 21%
NET: More likely to buy from company B	2229 55%	1056 54%	1173 57%	237 50%	316 47%	322 48%	400 56% <sup>ef</sup>	380 64% <sup>def</sup> g	573 66% <sup>def</sup> g	616 57% <sup>l</sup>	610 55%	452 52%	550 58% <sup>l</sup>	241 67% <sup>pqr</sup> uvw	94 58%	244 55%	195 54%	205 57% <sup>v</sup>	166 59% <sup>v</sup>	114 57%	222 55%	251 48%	308 55%	189 52%	296 55%	876 51%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 56

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, whose chief executive announced their preferred result of a UK-wide referendum on the UK's membership of the EU and suggested which way employees should vote**  
**Company B, whose management remained silent and neutral on all political issues**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	0.94	0.85	1.04a	0.63	0.75	0.72	0.96df	1.23de	1.23de	0.94	0.95	0.86	1.01	1.34pq	1.10v	0.95v	0.88	1.04v	1.06v	0.96	0.87	0.63	0.91v	0.93v	0.98	0.80
Standard deviation	1.64	1.67	1.61	1.53	1.58	1.60	1.65	1.59	1.74	1.61	1.54	1.71	1.73	1.62	1.55	1.57	1.67	1.60	1.53	1.75	1.77	1.71	1.60	1.59	1.57	1.63
Standard error	0.03	0.04	0.04	0.07	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.07	0.05	0.09	0.12	0.07	0.09	0.08	0.09	0.12	0.09	0.08	0.06	0.08	0.08	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 56

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3 to +3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, whose chief executive announced their preferred result of a UK-wide referendum on the UK's membership of the EU and suggested which way employees should vote**  
**Company B, whose management remained silent and neutral on all political issues**

**BAse: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company A	602 15%	175 21% <sup>bcd</sup> ef	72 15%	102 12%	117 13%	75 14%	60 15%	194 17% <sup>k</sup>	185 16% <sup>k</sup>	39 14% <sup>k</sup>	89 16% <sup>k</sup>	9 4%	27 13% <sup>k</sup>	50 13% <sup>k</sup>	181 16%	214 15%	207 14%
-3 = much more likely to buy from Company A	155 4%	49 6% <sup>cde</sup>	18 4%	17 2%	26 3%	16 3%	28 7% <sup>cde</sup>	40 3%	50 4%	10 4%	31 6% <sup>k</sup>	3 1%	6 3%	13 3%	42 4%	55 4%	58 4%
-2	159 4%	55 7% <sup>cdef</sup>	23 5%	21 3%	35 4%	16 3%	10 3%	59 5% <sup>k</sup>	38 3% <sup>k</sup>	12 5% <sup>k</sup>	25 5% <sup>k</sup>	- -	12 6% <sup>k</sup>	11 3%	54 5%	58 4%	47 3%
-1	287 7%	71 9%	31 7%	64 8%	57 6%	43 8%	22 5%	95 8%	98 8% <sup>k</sup>	16 6%	33 6%	7 3%	9 4%	25 7%	84 7%	101 7%	102 7%
0 = no impact	1188 30%	208 25% <sup>df</sup>	105 22%	447 54% <sup>abd</sup> ef	172 19%	183 33% <sup>abd</sup> f	74 18%	350 30% <sup>jl</sup>	322 28% <sup>l</sup>	91 34% <sup>jl</sup>	131 24%	51 25%	37 18%	161 42% <sup>ghj</sup> kl	420 36% <sup>p</sup>	457 33% <sup>p</sup>	310 21%
+1	598 15%	139 17% <sup>f</sup>	75 16% <sup>f</sup>	129 16% <sup>f</sup>	147 16% <sup>f</sup>	75 14% <sup>f</sup>	33 8%	183 16%	167 15%	42 16%	64 12%	45 22% <sup>hj</sup>	30 14%	58 15%	189 16%	203 15%	206 14%
+2	630 16%	129 16% <sup>c</sup>	96 20% <sup>cf</sup>	87 10%	171 19% <sup>cf</sup>	94 17% <sup>c</sup>	52 13%	188 16%	175 15%	48 18%	80 15%	41 20% <sup>m</sup>	41 20% <sup>m</sup>	46 12%	152 13%	205 15%	274 19% <sup>no</sup>
+3 = much more likely to buy from Company B	1000 25%	180 22% <sup>c</sup>	125 27% <sup>c</sup>	67 8%	307 34% <sup>abc</sup> e	130 23% <sup>c</sup> de	192 47% <sup>abc</sup> de	245 21%	299 26% <sup>gim</sup>	49 18%	187 34% <sup>ghi</sup> m	61 29% <sup>gim</sup>	73 35% <sup>ghi</sup> m	70 18%	212 18%	314 23% <sup>n</sup>	474 32% <sup>no</sup>

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 56

**Q.7 Imagine for a moment there are two companies - Company A and Company B - offering the same quality of service or product at the same price but they have the following differences, described below. For each difference, please indicate whether you would be more likely to buy from Company A or Company B or whether the difference would have no real impact. Please use a -3-+3 scale (-3=much more likely to buy from Company A, 0=has no real impact, +3=much more likely to buy from Company B)**

**Company A, whose chief executive announced their preferred result of a UK-wide referendum on the UK's membership of the EU and suggested which way employees should vote**  
**Company B, whose management remained silent and neutral on all political issues**

**Base: All respondents**

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: More likely to buy from company B	2229 55%	448 54% <sup>c</sup>	296 63% <sup>ace</sup>	283 34%	625 68% <sup>ace</sup>	300 54% <sup>c</sup>	276 67% <sup>ace</sup>	615 53% <sup>m</sup>	641 56% <sup>m</sup>	138 52%	331 60% <sup>gim</sup>	148 71% <sup>ghim</sup>	144 69% <sup>ghim</sup>	174 45%	553 48%	722 52%	954 65% <sup>no</sup>
Mean	0.94	0.73 <sup>c</sup>	1.08 <sup>ac</sup>	0.42	1.32 <sup>ab</sup>	0.95 <sup>ace</sup>	1.43 <sup>ab</sup>	0.83	0.95 <sup>m</sup>	0.79	1.11 <sup>gi</sup>	1.42 <sup>gh</sup>	1.35 <sup>gh</sup>	0.71	0.70	0.84	1.23 <sup>no</sup>
Standard deviation	1.64	1.76	1.67	1.22	1.63	1.57	1.88	1.62	1.67	1.58	1.81	1.34	1.68	1.50	1.56	1.63	1.68
Standard error	0.03	0.07	0.08	0.04	0.05	0.06	0.09	0.05	0.05	0.09	0.08	0.10	0.12	0.07	0.05	0.04	0.04

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 57

**Q.8 To what extent do you agree or disagree with the following statements?**

**Summary Table**

**Base: All respondents**

		Statements							
		Big businesses make a positive contribution to life in the UK	I trust big businesses that I deal with regularly to keep my data safe	I trust big businesses that I deal with regularly to be honest with me	Government needs to be tougher on big businesses	If given a chance, big businesses will rip-off customers	I constantly worry about not having the income I need to maintain my family's current standard of living	Britain's best years are behind us	Globalisation is more of an opportunity than a threat
Unweighted base		4018	4018	4018	4018	4018	4018	4018	4018
Weighted base		4018	4018	4018	4018	4018	4018	4018	4018
NET: Agree		2354 59%	1724 43%	1598 40%	2859 71%	2577 64%	2034 51%	1753 44%	1691 42%
NET: Very Strongly/ Strongly agree		881 22%	612 15%	545 14%	1708 43%	1370 34%	1094 27%	925 23%	684 17%
Very strongly agree	(7)	223 6%	172 4%	160 4%	850 21%	675 17%	550 14%	464 12%	182 5%
Strongly agree	(6)	657 16%	440 11%	385 10%	859 21%	695 17%	543 14%	461 11%	501 12%
Somewhat agree	(5)	1473 37%	1112 28%	1053 26%	1151 29%	1207 30%	941 23%	828 21%	1008 25%
Neither agree nor disagree	(4)	1227 31%	1114 28%	1275 32%	953 24%	1061 26%	1040 26%	1201 30%	1566 39%
Somewhat disagree	(3)	262 7%	744 19%	724 18%	131 3%	307 8%	561 14%	696 17%	467 12%
Strongly disagree	(2)	98 2%	248 6%	254 6%	55 1%	50 1%	263 7%	277 7%	172 4%
Very strongly dis- agree	(1)	76 2%	188 5%	167 4%	21 1%	24 1%	120 3%	92 2%	121 3%
NET: Disagree		436 11%	1180 29%	1145 28%	207 5%	381 9%	944 23%	1065 26%	761 19%
NET: Very strongly/ Strongly disagree		175 4%	436 11%	421 10%	76 2%	74 2%	383 10%	369 9%	293 7%
Mean		4.69	4.18	4.14	5.27	5.03	4.56	4.40	4.34
Standard deviation		1.17	1.39	1.34	1.25	1.27	1.54	1.48	1.26

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 57

**Q.8 To what extent do you agree or disagree with the following statements?**

**Summary Table**

**Base: All respondents**

	Statements							
	Big businesses make a positive contribution to life in the UK	I trust big businesses that I deal with regularly to keep my data safe	I trust big businesses that I deal with regularly to be honest with me	Government needs to be tougher on big businesses	If given a chance, big businesses will rip-off customers	I constantly worry about not having the income I need to maintain my family's current standard of living	Britain's best years are behind us	Globalisation is more of an opportunity than a threat
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 58  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Big businesses make a positive contribution to life in the UK**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	2354 59%	1184 60%	1170 57%	267 56%	350 52%	365 54%	408 57%	352 59%	612 70% gh	695 65% klm	639 57%	478 55%	542 57%	196 54%	99 62%	257 58%	202 56%	219 61%	177 63%	127 63%	230 57%	309 59%	331 59%	206 57%	295 55%	960 56%
NET: Very Strongly/ Strongly agree	881 22%	488 25% b	392 19%	103 22%	127 19%	135 20%	151 21%	121 20%	243 28% def gh	281 26% km	212 19%	197 23%	190 20%	70 19%	36 22%	91 21%	74 21%	91 25% x	66 23%	50 25%	74 18%	131 25% x	134 24% x	63 18%	107 20%	362 21%
Very strongly agree	(7) 223 6%	120 6%	104 5%	34 7%	37 6%	36 5%	43 6%	27 4%	46 5%	71 7% k	48 4%	57 7%	46 5%	13 4%	10 6%	13 3%	15 4%	25 7% p	14 5%	12 6%	26 7% p	42 8% np x	38 7% p	14 4%	26 5%	118 7%
Strongly agree	(6) 657 16%	369 19% b	289 14%	69 14%	90 13%	100 15%	108 15%	95 16%	197 22% def gh	210 20% km	164 15%	140 16%	144 15%	57 16%	25 16%	78 18%	60 17%	66 18% u	52 18%	37 19%	48 12%	89 17%	96 17%	49 14%	81 15%	244 14%
Somewhat agree	(5) 1473 37%	696 35%	777 38%	164 34%	223 33%	230 34%	257 36%	230 39%	369 42% def g	414 39% l	427 38% l	280 32%	353 37%	126 35%	64 40%	167 38%	128 35%	128 36%	111 39%	77 38%	156 39%	178 34%	196 35%	143 39%	188 35%	598 35%
Neither agree nor disagree	(4) 1227 31%	530 27%	697 34% a	156 33% i	255 38% hi	234 35% hi	229 32% i	168 28% i	185 21%	261 24%	370 33% j	294 34% j	302 32% j	105 29%	49 31%	134 30%	125 34% t	101 28%	82 29%	48 24%	133 33% t	167 32%	174 31%	110 31%	186 35%	566 33%
Somewhat disagree	(3) 262 7%	149 8% b	112 5%	29 6%	45 7%	42 6%	45 6%	50 8%	51 6%	75 7%	64 6%	55 6%	67 7%	31 9% v	9 5%	34 8%	22 6%	28 8%	15 5%	19 10% uv	18 4%	22 4%	36 6%	27 7%	31 6%	108 6%
Strongly disagree	(2) 98 2%	64 3% b	35 2%	20 4% i	15 2%	14 2%	15 2%	17 3%	16 2%	27 3%	22 2%	25 3%	23 2%	12 3%	2 1%	8 2%	7 2%	8 2%	7 3%	5 3%	9 2%	13 2%	14 2%	14 4%	22 4%	39 2%
Very strongly disagree	(1) 76 2%	41 2%	35 2%	5 1%	10 2%	21 3% i	20 3% i	10 2%	11 1%	15 1%	19 2%	24 3%	19 2%	17 5% oqrs twx	1 1%	9 2%	5 1%	5 1%	1 *	2 1%	12 3% s	12 2%	8 1%	5 1%	4 1%	39 2%
NET: Disagree	436 11%	254 13% b	182 9%	54 11%	71 11%	77 11%	80 11%	77 13% i	77 9%	118 11%	105 9%	104 12%	110 12%	60 17% oqsu vw	12 7%	51 12%	35 10%	41 11%	23 8%	26 13%	39 10%	46 9%	58 10%	45 12%	57 11%	186 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 58

**Q.8 To what extent do you agree or disagree with the following statements?**

**Big businesses make a positive contribution to life in the UK**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/ Strongly disagree	175 4%	105 5% <sup>b</sup>	70 3%	25 5%	26 4%	35 5%	35 5%	27 5%	27 3%	42 4%	41 4%	49 6%	42 4%	29 8% <sup>opqr sw</sup>	3 2%	17 4%	13 3%	13 3%	8 3%	7 3%	21 5%	24 5%	22 4%	18 5%	26 5%	78 5%
Mean	4.69	4.71	4.67	4.67	4.60	4.60	4.65	4.65	4.90 <sup>de fgh</sup>	4.81 <sup>kl m</sup>	4.66	4.64	4.64	4.48	4.80 <sup>n</sup>	4.64	4.66	4.77 <sup>n</sup>	4.80 <sup>x</sup>	4.77 <sup>n</sup>	4.64	4.77 <sup>n</sup>	4.74 <sup>n</sup>	4.60	4.63	4.66
Standard deviation	1.17	1.24	1.11	1.20	1.14	1.21	1.21	1.16	1.11	1.18	1.10	1.25	1.16	1.32	1.06	1.13	1.10	1.19	1.06	1.17	1.20	1.23	1.18	1.13	1.13	1.21
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.06	0.06	0.08	0.06	0.06	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 58  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Big businesses make a positive contribution to life in the UK**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	2354 59%	709 85% cde f	421 89% cde f	358 43% f	548 60% cef	233 42% f	85 21%	857 74% hij klm	639 56% km	153 57% km	311 57% km	84 40%	104 50%	172 45%	617 54%	773 56%	964 66% no
NET: Very Strongly/ Strongly agree	881 22%	391 47% cde f	212 45% cdef	55 7%	161 18% cef	48 9% f	14 3%	386 33% hij klm	220 19% k	41 15%	113 20% k	20 10%	27 13%	59 15%	230 20%	286 21%	364 25% no
Very strongly agree	(7) 223 6%	125 15% bcde f	42 9% cdef	9 1%	37 4% cef	8 1%	4 1%	99 9% hijkl m	56 5% k	11 4%	27 5% k	2 1%	8 4%	18 5% k	72 6%	79 6%	73 5%
Strongly agree	(6) 657 16%	266 32% cde f	170 36% cdef	46 6% f	124 14% cef	41 7% f	10 3%	287 25% hij klm	165 14% m	30 11%	86 16% m	18 9%	19 9%	41 11% m	158 14%	208 15%	291 20% no
Somewhat agree	(5) 1473 37%	318 38% f	209 44% cef	303 36% f	387 42% cef	185 33% f	71 17%	470 41% km	419 36% m	112 42% m	199 36% m	64 31%	77 37%	113 29% m	387 34%	487 35%	600 41% no
Neither agree nor disagree	(4) 1227 31%	104 13%	44 9%	428 51% abd f	292 32% ab	254 46% abd f	105 26% ab	248 21%	356 31% g	93 35% g	168 31% g	78 37% g	63 30% g	170 44% ghi jl	411 36% p	463 33% p	353 24%
Somewhat disagree	(3) 262 7%	16 2%	6 1%	34 4% ab	58 6% ab	56 10% abc d	91 22% abcd e	41 4%	86 7% g	16 6%	44 8% g	18 9% g	23 11% g	30 8% g	74 6%	87 6%	101 7%
Strongly disagree	(2) 98 2%	2 *	2 *	11 1%	12 1% a	12 2% ab	59 14% abcd e	8 1%	39 3% g	5 2%	14 2% g	14 7% gijm	9 4% g	9 2% g	36 3%	29 2%	33 2%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 58

**Q.8 To what extent do you agree or disagree with the following statements?**

**Big businesses make a positive contribution to life in the UK**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly dis- agree	(1) 76 2%	1 *	- -	1 *	4 *	2 *	69 17% abcde	5 *	27 2%g	1 *	13 2%g	15 7% ghijm	9 4% gim	4 1%	15 1%	41 3% np	20 1%
NET: Disagree	436 11%	19 2%	8 2%	46 6% ab	74 8% ab	70 13% abcde	219 54% abcd	55 5%	153 13%g	22 8%g	71 13%g	47 22% ghijm	41 20% ghim	43 11%g	125 11%	157 11%	154 10%
NET: Very strongly/ Strongly disagree	175 4%	3 *	2 *	11 1%	16 2% a	14 3% ab	128 31% abcd	13 1%	67 6% gi	6 2%	27 5% g	29 14% ghijm	18 9% gim	13 3% g	51 4%	70 5%	54 4%
Mean	4.69	5.45cd ef	5.41cd ef	4.44f	4.71ce f	4.36f	3.23	5.10hi jklm	4.58kl	4.66kl	4.62kl	4.07	4.34	4.49k	4.63	4.63	4.80no
Standard deviation	1.17	0.98	0.86	0.77	0.99	0.92	1.45	1.04	1.21	0.99	1.20	1.31	1.29	1.08	1.16	1.21	1.14
Standard error	0.02	0.04	0.04	0.03	0.03	0.04	0.07	0.03	0.04	0.06	0.05	0.09	0.09	0.05	0.04	0.03	0.03

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 59  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I trust big businesses that I deal with regularly to keep my data safe**  
Base: All respondents

	Gender			Age						Social Grade					Region							Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
NET: Agree	1724 43%	802 41%	922 45%a	217 46%	287 42%	289 43%	306 43%	238 40%	387 44%	465 43%	464 42%	382 44%	412 43%	164 45%	73 46%	182 41%	161 45%	172 48% <sup>x</sup>	121 43%	79 39%	161 40%	229 44%	239 43%	142 39%	229 43%	736 43%	
NET: Very Strongly/ Strongly agree	612 15%	304 15%	308 15%	72 15%	126 19% <sup>h</sup>	99 15%	108 15%	72 12%	135 15%	175 16% <sup>k</sup>	129 12%	153 18% <sup>k</sup>	155 16% <sup>k</sup>	57 16%	28 18%	59 13%	38 10%	69 19% <sup>qsu</sup>	34 12%	30 15%	50 12%	94 18% <sup>q</sup>	100 18% <sup>q</sup>	54 15%	94 18%	271 16%	
Very strongly agree	(7) 4%	172 4%	88 4%	84 4%	14 3%	29 4%	23 3%	35 5%	16 3%	54 6% <sup>dfh</sup>	38 4%	28 3%	48 6% <sup>k</sup>	58 6% <sup>jk</sup>	17 5%	10 6%	15 3%	9 2%	23 6% <sup>qs</sup>	7 2%	9 4%	16 4%	23 4%	32 6%	11 3%	19 3%	74 4%
Strongly agree	(6) 11%	440 11%	216 11%	224 11%	58 12%	96 14% <sup>hi</sup>	76 11%	73 10%	56 9%	80 9%	137 13% <sup>k</sup>	101 9%	105 12%	97 10%	40 11%	18 11%	45 10%	29 8%	46 13%	27 9%	21 10%	34 8%	70 13%	68 12%	42 12%	76 14%	197 12%
Somewhat agree	(5) 28%	1112 28%	498 25%	614 30% <sup>a</sup>	146 31%	162 24%	190 28%	198 28%	165 28%	252 29%	290 27%	335 30%	229 26%	257 27%	107 30%	45 28%	123 28%	123 34% <sup>tw</sup>	103 28%	88 31%	49 24%	111 28%	135 26%	139 25%	88 24%	134 25%	465 27%
Neither agree nor disagree	(4) 28%	1114 28%	512 26%	602 29% <sup>a</sup>	126 26%	223 33% <sup>gi</sup>	211 31% <sup>i</sup>	186 26%	165 28%	203 23%	280 26%	333 30%	223 26%	278 29%	81 22%	52 32% <sup>n</sup>	144 33% <sup>nr</sup>	99 27%	92 25%	81 29%	52 26%	102 25%	147 28%	154 27%	111 31% <sup>n</sup>	164 30%	498 29%
Somewhat disagree	(3) 19%	744 19%	423 21% <sup>b</sup>	321 16%	86 18%	91 13%	108 16%	146 20% <sup>e</sup>	122 20% <sup>e</sup>	191 22% <sup>ef</sup>	211 20% <sup>m</sup>	225 20% <sup>m</sup>	162 19%	146 15%	24 17%	71 15%	66 18%	65 18%	54 19%	51 25% <sup>nop</sup>	98 24% <sup>nop</sup>	77 15%	113 20%	63 17%	93 17%	291 17%	
Strongly disagree	(2) 6%	248 6%	140 7% <sup>b</sup>	108 5%	26 5%	43 6%	33 5%	43 6%	44 7%	60 7%	70 6%	50 4%	53 6%	76 8% <sup>k</sup>	8 5%	28 6%	20 5%	23 6%	18 6%	13 6%	15 4%	37 7%	33 6%	27 7%	39 7%	91 5%	
Very strongly disagree	(1) 5%	188 5%	92 5%	96 5%	23 5%	32 5%	36 5%	35 5%	28 5%	34 4%	48 4%	43 4%	54 6%	43 4%	8% <sup>prs</sup>	4 3%	16 4%	16 4%	10 3%	7 3%	25 6% <sup>r</sup>	32 6% <sup>r</sup>	23 4%	19 5%	13 2%	96 6% <sup>A</sup>	
NET: Disagree	1180 29%	655 33% <sup>b</sup>	525 26%	134 28%	166 25%	177 26%	224 31% <sup>e</sup>	194 33% <sup>ef</sup>	285 33% <sup>ef</sup>	329 31%	317 28%	269 31%	265 28%	117 32% <sup>o</sup>	36 22%	116 26%	102 28%	98 27%	79 28%	70 35% <sup>op</sup>	138 34% <sup>op</sup>	146 28%	170 30%	108 30%	146 27%	478 28%	
NET: Very strongly/ Strongly disagree	436 11%	232 12%	204 10%	48 10%	75 11%	69 10%	78 11%	72 12%	94 11%	118 11%	92 8%	107 12% <sup>k</sup>	119 12% <sup>k</sup>	56 16% <sup>orsw</sup>	12 7%	44 10%	36 10%	33 9%	25 9%	20 10%	40 10%	69 13%	57 10%	45 12%	53 10%	187 11%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 59

**Q.8 To what extent do you agree or disagree with the following statements?**

**I trust big businesses that I deal with regularly to keep my data safe**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Mean	4.18	4.11	4.24a	4.21	4.25h	4.19	4.16	4.05	4.19	4.17	4.15	4.18	4.21	4.10	4.37u	4.18	4.15	4.34ux	4.18	4.10	4.06	4.19	4.21	4.10	4.24	4.19
Standard deviation	1.39	1.42	1.36	1.35	1.40	1.36	1.41	1.35	1.42	1.39	1.26	1.48	1.43	1.53	1.32	1.30	1.29	1.39	1.25	1.37	1.39	1.47	1.42	1.39	1.33	1.41
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.08	0.10	0.06	0.07	0.07	0.09	0.07	0.07	0.06	0.07	0.06	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 59  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I trust big businesses that I deal with regularly to keep my data safe**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	1724 43%	637 77% bcd ef	264 56% cde f	275 33% ef	367 40% cef	147 26% f	34 8%	574 50% ijk m	516 45% jkm	110 41%	204 37%	65 31%	90 43%	142 37%	505 44%	595 43%	624 42%
NET: Very Strongly/ Strongly agree	612 15%	311 37% bcd ef	74 16% cef	54 7% f	122 13% cef	40 7% f	11 3%	229 20% hik m	168 15% km	37 14%	84 15% km	15 7%	29 14%	38 10%	197 17%	208 15%	207 14%
Very strongly agree	(7) 172 4%	85 10% bcde f	15 3% c	9 1%	42 5% cf	15 3%	6 2%	58 5%	52 5%	10 4%	22 4%	2 1%	7 3%	16 4%	43 4%	59 4%	71 5%
Strongly agree	(6) 440 11%	226 27% bcd ef	59 12% cef	45 5% f	80 9% cef	25 5% f	4 1%	171 15% hkm	115 10% m	27 10%	61 11% m	13 6%	22 11%	22 6%	154 13% p	149 11%	136 9%
Somewhat agree	(5) 1112 28%	326 39% cde f	191 40% cde f	221 27% ef	245 27% ef	107 19% f	23 6%	346 30% j	349 30% j	73 27%	121 22% j	50 24%	61 29%	104 27%	308 27%	387 28%	417 28%
Neither agree nor disagree	(4) 1114 28%	128 15% f	104 22% af	456 55% abd ef	213 23% af	171 31% abd f	42 10%	308 27%	286 25%	84 31%	136 25% j	53 25%	51 25%	148 38% ghj kl	349 30% p	397 28%	368 25%
Somewhat disagree	(3) 744 19%	57 7%	88 19% ac	79 10%	242 26% abc	164 29% abc	113 28% abc	206 18%	211 18%	49 18%	133 24% ghm	41 20%	35 17%	54 14%	177 15%	254 18%	313 21% n
Strongly disagree	(2) 248 6%	6 1%	12 3% a	18 2%	65 7% abc	49 9% abc	98 24% abcd e	38 3%	78 7% g	16 6%	51 9% g	23 11% g	18 9% g	23 6%	68 6%	76 5%	104 7%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 59  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I trust big businesses that I deal with regularly to keep my data safe**  
**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly dis- agree	(1) 188 5%	4 *	5 1%	3 *	27 3%ac	27 5%abc	123 30%abcd e	33 3%	56 5%g	11 4%	27 5%	26 13%ghij m	14 7%g	18 5%	55 5%	71 5%	62 4%
NET: Disagree	1180 29%	67 8%	105 22%ac	101 12%a	334 37%abc	240 43%abc d	334 81%abc de	277 24%	346 30%g	75 28%	210 38%ghi m	90 43%ghi m	67 32%g	95 25%	300 26%	401 29%	479 33%n
NET: Very strongly/ Strongly disagree	436 11%	10 1%	17 4%a	22 3%	92 10%abc	75 13%abc	220 54%abcd e	70 6%	134 12%g	26 10%	77 14%g	49 23%ghi jm	32 15%g	40 10%g	123 11%	147 11%	166 11%
Mean	4.18	5.15bc def	4.48cd ef	4.25de f	4.08ef	3.75f	2.47	4.42hi jklm	4.17jk	4.17k	3.99k	3.60	4.06k	4.11k	4.23	4.17	4.13
Standard deviation	1.39	1.11	1.16	0.86	1.36	1.28	1.36	1.31	1.41	1.33	1.44	1.48	1.46	1.28	1.38	1.38	1.39
Standard error	0.02	0.04	0.05	0.03	0.04	0.05	0.07	0.04	0.04	0.08	0.06	0.11	0.10	0.06	0.04	0.04	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 60  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I trust big businesses that I deal with regularly to be honest with me**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	1598	750	848	197	274	256	265	193	413	437	436	332	394	138	73	173	139	167	114	77	137	231	231	119	181	668
	40%	38%	41%	41%h	41%h	38%	37%	32%	47%efgh	41%	39%	38%	41%	38%	45%ux	39%	46%ux	40%	38%	34%	44%ux	41%x	33%	34%	39%	
NET: Very Strongly/Strongly agree	545	276	269	75	118	90	79	55	129	157	116	128	144	60	22	52	47	62	35	30	52	86	62	38	61	249
	14%	14%	13%	16%h	17%gh	13%	11%	9%	15%gh	15%k	10%	15%k	15%k	17%w	14%	12%	13%	17%wx	12%	15%	13%	17%wx	11%	11%	11%	15%
Very strongly agree	(7) 160	78	82	21	39	25	28	19	28	43	34	45	38	13	5	11	13	29	8	4	23	31	12	10	29	76
	4%	4%	4%	4%	6%i	4%	4%	3%	3%	4%	3%	5%	4%	4%	3%	2%	4%	8%npqs	3%	2%	6%pw	6%pw	2%	3%	5%	4%
Strongly agree	(6) 385	198	187	53	78	65	51	36	101	114	82	83	105	47	17	41	34	32	27	26	30	55	49	28	32	173
	10%	10%	9%	11%h	12%gh	10%h	7%	6%	12%gh	11%k	7%	10%	11%k	13%u	10%	9%	9%	9%	9%	13%	7%	11%	9%	8%	6%	10%A
Somewhat agree	(5) 1053	474	579	122	157	166	187	138	283	280	320	203	250	79	50	121	92	105	78	47	85	144	169	81	120	418
	26%	24%	28%a	26%	23%	25%	26%	23%	32%defgh	26%	29%l	23%	26%	22%	31%nu	27%	25%	29%u	28%	23%	21%	28%	30%nux	22%	22%	24%
Neither agree nor disagree	(4) 1275	603	671	165	229	226	218	199	237	327	369	289	290	104	51	147	111	106	98	62	139	150	174	132	197	564
	32%	31%	33%	35%i	34%i	33%i	30%	33%i	27%	30%	33%	33%	30%	29%	32%	33%	31%	29%	35%	31%	34%	29%	31%	37%v	37%	33%
Somewhat disagree	(3) 724	372	352	71	107	123	141	142	140	207	213	152	154	71	19	77	84	49	47	42	81	85	100	69	111	291
	18%	19%	17%	15%	16%	18%	20%	24%defi	16%	19%	19%	17%	16%	20%	12%	17%	23%orv	14%	17%	21%or	20%r	16%	18%	19%	21%	17%
Strongly disagree	(2) 254	157	96	27	38	36	61	34	56	63	61	57	73	32	11	24	20	25	14	13	20	35	36	23	34	109
	6%	8%b	5%	6%	6%	5%	9%	6%	6%	6%	5%	7%	8%	9%	7%	6%	7%	5%	5%	6%	5%	7%	6%	6%	6%	6%
Very strongly disagree	(1) 167	86	81	17	28	35	31	28	29	41	36	46	44	17	6	20	8	14	9	7	25	21	22	18	15	81
	4%	4%	4%	3%	4%	5%	4%	5%	3%	4%	3%	5%	5%	5%	4%	5%	2%	4%	3%	3%	6%q	4%	4%	5%	3%	5%
NET: Disagree	1145	615	530	115	173	194	233	205	225	311	309	254	270	119	37	122	112	89	70	62	126	141	158	110	160	481
	28%	31%b	26%	24%	26%	29%	32%dei	34%dei	26%	29%	28%	29%	28%	33%or	23%	28%	31%	25%	25%	31%	31%	27%	28%	30%	30%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 60

**Q.8 To what extent do you agree or disagree with the following statements?**

**I trust big businesses that I deal with regularly to be honest with me**

**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/ Strongly disagree	421 10%	243 12% <sup>b</sup>	177 9%	44 9%	66 10%	71 11%	92 13%	62 10%	85 10%	104 10%	97 9%	103 12%	117 12% <sup>k</sup>	48 13%	17 11%	45 10%	28 8%	39 11%	23 8%	20 10%	45 11%	56 11%	58 10%	41 11%	49 9%	190 11%
Mean	4.14	4.08	4.20 <sup>a</sup>	4.24 <sup>gh</sup>	4.24 <sup>gh</sup>	4.10	4.02	3.95	4.26 <sup>fg</sup> <sub>h</sub>	4.17	4.13	4.12	4.15	4.08	4.25	4.11	4.14	4.32 <sup>uw</sup> <sub>x</sub>	4.20	4.11	4.04	4.25 <sup>x</sup>	4.12	4.00	4.09	4.14
Standard deviation	1.34	1.38	1.30	1.32	1.38	1.35	1.35	1.29	1.31	1.34	1.24	1.40	1.39	1.42	1.32	1.29	1.26	1.43	1.24	1.30	1.41	1.40	1.27	1.30	1.28	1.37
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.10	0.06	0.07	0.07	0.09	0.07	0.07	0.05	0.07	0.06	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 60  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I trust big businesses that I deal with regularly to be honest with me**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	1598 40%	620 75%bcd ef	286 61%cd ef	248 30%ef	299 33%ef	120 22%f	26 6%	605 52%hij klm	427 37%k	99 37%k	203 37%k	42 20%	67 32%k	125 32%k	471 41%	522 37%	605 41%
NET: Very Strongly/ Strongly agree	545 14%	302 36%bcd ef	67 14%cef	36 4%	98 11%cef	30 5%	12 3%	196 17%hjk m	147 13%	31 12%	63 11%	19 9%	36 18%	42 11%	192 17%op	169 12%	185 13%
Very strongly agree	(7) 160 4%	92 11%bcde f	14 3% c	3 *	29 3% c	14 3% c	8 2% c	53 5%	46 4%	10 4%	25 4%	3 2%	10 5%	10 2%	61 5% p	52 4%	47 3%
Strongly agree	(6) 385 10%	210 25%bcd ef	52 11%cef	33 4% f	69 8%cef	16 3%	4 1%	143 12%hj	101 9%	21 8%	38 7%	16 8%	27 13% j	32 8%	132 11% o	116 8%	137 9%
Somewhat agree	(5) 1053 26%	318 38%cd ef	219 46%acd ef	211 25%ef	201 22%ef	90 16%f	14 3%	409 35%hij klm	280 24%kl	68 25%kl	140 25%kl	22 11%	30 15%	83 22% k	279 24%	353 25%	421 29% n
Neither agree nor disagree	(4) 1275 32%	162 19%f	118 25%f	467 56%abd ef	279 31%af	205 37%abd f	44 11%	354 31%	340 30%	78 29%	164 30%	62 30%	69 33%	158 41% ghi jk	395 34% p	444 32%	436 30%
Somewhat disagree	(3) 724 18%	44 5%	60 13% a	99 12% a	240 26% abc	170 30% abc	111 27% abc	143 12%	232 20% g	64 24% g	110 20% g	58 28% gm	44 21% g	67 17% g	179 15%	264 19%	282 19% n
Strongly disagree	(2) 254 6%	3 *	8 2% a	16 2% a	73 8% abc	42 8% abc	111 27% abcd e	35 3%	95 8% g	19 7% g	41 7% g	20 10% g	19 9% g	23 6% g	65 6%	98 7%	91 6%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 60

**Q.8 To what extent do you agree or disagree with the following statements?**

**I trust big businesses that I deal with regularly to be honest with me**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages Age		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly dis- agree	(1) 167 4%	3 *	- -	2 *	23 2%abc	21 4%abc	119 29%abcd e	23 2%	54 5%g	8 3%	33 6%g	27 13%ghij lm	9 4%	13 3%	45 4%	66 5%	57 4%
NET: Disagree	1145 28%	50 6%	69 15%a	117 14%a	336 37%abc	233 42%abc	340 83%abc de	201 17%	381 33%gm	91 34%g	184 33%g	105 50%ghi jlm	72 35%g	102 27%g	288 25%	427 31%n	430 29%n
NET: Very strongly/ Strongly disagree	421 10%	6 1%	8 2%	18 2%	96 10%abc	63 11%abc	230 56%abcd e	58 5%	149 13%g	27 10%g	73 13%g	47 23%ghi jm	28 13%g	35 9%g	110 9%	163 12%	148 10%
Mean	4.14	5.15bc def	4.61cd ef	4.18de f	3.97ef	3.73f	2.43	4.49hi jklm	4.03k	4.05k	4.00k	3.44	4.02k	4.07k	4.24o	4.06	4.14
Standard deviation	1.34	1.08	1.00	0.79	1.27	1.17	1.32	1.20	1.38	1.30	1.40	1.45	1.43	1.21	1.36	1.35	1.31
Standard error	0.02	0.04	0.05	0.03	0.04	0.05	0.06	0.04	0.04	0.08	0.06	0.10	0.10	0.06	0.04	0.04	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 61  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Government needs to be tougher on big businesses**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	2859 71%	1383 70%	1476 72%	309 65%	452 67%	461 68%	545 76%def	454 76%def	638 73%de	743 69%	765 69%	664 76%jk	687 72%	276 76%vx	115 72%	306 69%	267 74%	267 74%	204 73%	148 74%	283 70%	356 68%	395 70%	242 67%	400 74%	1192 70%
NET: Very Strongly/Strongly agree	1708 43%	842 43%	866 42%	204 43%	271 40%	290 43%	329 46%	251 42%	363 41%	438 41%	426 38%	393 45%k	452 47%jk	179 50%prw	72 45%	177 40%	150 42%	146 40%	115 41%	89 44%	174 43%	225 43%	230 41%	150 41%	238 44%	714 42%
Very strongly agree (7)	850 21%	435 22%	415 20%	98 21%	128 19%	139 21%	192 27%efi	128 21%	165 19%	198 18%	181 16%	228 26%jk	242 25%jk	96 27%pvw	30 19%	82 19%	76 21%	79 22%	57 20%	46 23%	93 23%	98 19%	111 20%	80 22%	113 21%	378 22%
Strongly agree (6)	859 21%	407 21%	451 22%	106 22%	143 21%	151 22%	138 19%	123 21%	198 23%	240 22%	244 22%	165 19%	209 22%	83 23%	43 27%	95 21%	74 20%	67 19%	58 21%	43 21%	81 20%	126 24%	119 21%	70 19%	125 23%	336 20%
Somewhat agree (5)	1151 29%	541 27%	610 30%	105 22%	182 27%	170 25%	215 30%d	203 34%def	275 31%df	305 28%	340 30%m	271 31%m	235 25%	97 27%	43 27%	129 29%	116 32%	121 33%vx	89 32%	59 29%	109 27%	132 25%	165 29%	92 25%	162 30%	478 28%
Neither agree nor disagree (4)	953 24%	442 22%	510 25%	129 27%ghi	191 28%ghi	201 30%ghi	145 20%	116 19%	171 20%	246 23%	300 27%l	171 20%	236 25%l	65 18%	41 26%	116 26%n	84 23%	73 20%	64 23%	41 20%	102 25%	134 26%n	133 24%	99 27%n	125 23%	427 25%
Somewhat disagree (3)	131 3%	96 5%b	35 2%	19 4%	13 2%	13 2%	17 2%	20 3%	48 6%efg	56 5%klm	35 3%	17 2%	23 2%	12 3%	* 2%	10 2%	8 2%	17 5%o	11 4%o	10 5%o	11 3%	15 3%	19 3%	17 5%o	7 1%	51 3%
Strongly disagree (2)	55 1%	37 2%b	18 1%	10 2%f	19 3%fgh	1 *	6 1%	3 1%	15 2%f	26 2%km	11 1%	12 1%	6 1%	3 1%	3 2%	8 2%	1 *	3 1%	1 1%	2 1%	6 1%	14 3%q	9 2%	4 1%	5 1%	28 2%
Very strongly disagree (1)	21 1%	11 1%	10 1%	10 2%efgi	1 *	1 *	3 *	3 *	3 *	3 *	4 *	11 1%	3 *	6 2%u	1 *	2 *	1 *	2 1%	1 *	- *	- *	2 *	7 1%	* *	- *	14 1%
NET: Disagree	207 5%	144 7%b	63 3%	39 8%fgh	33 5%f	15 2%	27 4%	26 4%	66 8%fgh	85 8%klm	49 4%	40 5%	32 3%	20 6%	4 3%	20 5%	10 3%	21 6%	13 5%	12 6%	17 4%	32 6%	35 6%	21 6%	12 2%	93 5%A
NET: Very strongly/Strongly disagree	76 2%	48 2%b	28 1%	20 4%fgh	20 3%f	2 *	10 1%	6 1%	18 2%f	29 3%km	15 1%	23 3%m	9 1%	8 2%	4 2%	10 2%	2 1%	5 1%	2 1%	2 1%	6 1%	16 3%q	16 3%q	4 1%	5 1%	42 2%
Mean	5.27	5.25	5.30	5.14	5.18	5.29	5.43de	5.34d	5.23	5.17	5.17	5.38jk	5.40jk	5.43pv	5.30	5.20	5.33	5.28	5.28	5.34	5.31	5.20	5.21	5.23	5.36	5.25

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 61

**Q.8 To what extent do you agree or disagree with the following statements?****Government needs to be tougher on big businesses****Base: All respondents**

	Gender		Age							Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Standard deviation	1.25	1.31	1.19	1.41	1.25	1.17	1.24	1.19	1.25	1.28	1.17	1.30	1.23	1.32	1.19	1.23	1.16	1.24	1.19	1.23	1.24	1.28	1.29	1.27	1.15	1.29
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.07	0.09	0.06	0.06	0.06	0.07	0.08	0.06	0.06	0.05	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 61  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Government needs to be tougher on big businesses**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	2859 71%	628 76%bc	235 50%c	338 41%	825 90%abc	433 78%bc	400 98%abc	767 66%am	889 77%gm	194 72%m	419 76%gm	166 79%gm	163 78%gm	219 57%	762 66%	1005 72%n	1092 74%n
NET: Very Strongly/ Strongly agree	1708 43%	353 42%bc	70 15%c	78 9%	588 64%abc	241 43%bc	378 92%abc	365 32%	580 50%gim	107 40%g	271 49%gim	125 60%gij	112 54%gim	127 33%	475 41%	619 44%	614 42%
Very strongly agree	(7) 850 21%	125 15%bc	15 3%c	7 1%	298 33%abc	104 19%bc	301 73%abc	149 13%	287 25%gim	39 15%	155 28%gim	82 39%ghi	65 31%gim	62 16%	226 20%	331 24%np	293 20%
Strongly agree	(6) 859 21%	229 27%bcf	55 12%	71 9%	290 32%bce	137 25%bc	77 19%bc	217 19%	293 26%gm	67 25%gm	116 21%	42 20%	47 23%	65 17%	249 22%	289 21%	321 22%
Somewhat agree	(5) 1151 29%	275 33%df	165 35%df	260 31%df	237 26%f	191 34%df	22 5%	401 35%hjk	309 27%	88 33%km	148 27%	41 20%	51 25%	92 24%	287 25%	386 28%	478 32%no
Neither agree nor disagree	(4) 953 24%	168 20%df	162 34%ade	446 54%abde	66 7%f	107 19%df	5 1%	310 27%hjk	222 19%	61 23%	105 19%	33 16%	31 15%	147 38%ghi	320 28%p	346 25%p	287 20%
Somewhat disagree	(3) 131 3%	25 3%ef	58 12%acde	30 4%def	14 2%f	4 1%	-	58 5%h	19 2%	10 4%	18 3%	3 1%	8 4%	14 4%	33 3%	30 2%	68 5%no
Strongly disagree	(2) 55 1%	9 1%	15 3%adf	16 2%d	5 1%	7 1%	3 1%	19 2%	15 1%	2 1%	6 1%	4 2%	1 1%	4 1%	29 3%op	7 1%	18 1%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 61

**Q.8 To what extent do you agree or disagree with the following statements?**

**Government needs to be tougher on big businesses**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages Age			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly disagree	(1) 21 1%	2 *	3 1%	2 *	4 *	7 1%ac	2 1%	5 *	3 *	1 *	3 *	3 2%h	5 3%ghjm	1 *	11 1%	4 *	6 *
NET: Disagree	207 5%	36 4%f	76 16%acde	48 6%df	23 3%	18 3%	5 1%	82 7%h	38 3%	13 5%	27 5%	10 5%	14 7%h	19 5%	72 6%o	42 3%	93 6%o
NET: Very strongly/ Strongly disagree	76 2%	11 1%	18 4%adf	18 2%	9 1%	14 3%	5 1%	24 2%	18 2%	3 1%	9 2%	7 4%	6 3%	5 1%	40 3%op	12 1%	24 2%
Mean	5.27	5.27bc	4.47	4.43	5.83abc	5.32bc	6.60abc	5.01 m	5.48gi m	5.20g m	5.47gi m	5.69gi m	5.51gi m	5.00	5.16	5.36n	5.28
Standard deviation	1.25	1.12	1.09	0.83	1.09	1.20	0.84	1.18	1.20	1.14	1.27	1.40	1.41	1.21	1.32	1.21	1.22
Standard error	0.02	0.04	0.05	0.03	0.04	0.05	0.04	0.03	0.04	0.07	0.05	0.10	0.10	0.06	0.04	0.03	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 62  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**If given a chance, big businesses will rip-off customers**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	2577	1307	1270	313	404	442	482	386	549	670	685	588	633	249	99	275	230	237	183	128	272	327	359	218	367	1088
	64%	66% <sup>b</sup>	62%	66%	60%	65%	67% <sup>e</sup>	65%	63%	62%	62%	67% <sup>k</sup>	66%	69%	62%	62%	64%	65%	65%	64%	68%	63%	64%	60%	68%	64%
NET: Very Strongly/Strongly agree	1370	747	623	159	243	248	253	198	268	333	327	337	373	150	62	140	114	127	101	66	145	173	177	116	186	607
	34%	38% <sup>b</sup>	30%	33%	36%	37% <sup>i</sup>	35%	33%	31%	31%	29%	39% <sup>j</sup> <sup>k</sup>	39% <sup>j</sup> <sup>k</sup>	41% <sup>p</sup> <sup>q</sup> <sup>w</sup>	39%	32%	32%	35%	36%	33%	36%	33%	31%	32%	34%	35%
Very strongly agree	(7)	675	374	301	63	125	127	104	129	137	142	193	204	84	29	61	55	66	43	30	77	79	93	59	88	295
		17%	19% <sup>b</sup>	15%	13%	18%	19%	17%	15%	13%	13%	22% <sup>j</sup> <sup>k</sup>	21% <sup>j</sup> <sup>k</sup>	23% <sup>p</sup> <sup>q</sup> <sup>s</sup>	18%	14%	15%	18%	15%	15%	19%	15%	16%	16%	16%	17%
Strongly agree	(6)	695	373	322	95	119	122	126	94	140	196	185	145	169	66	33	79	59	61	58	68	94	84	57	97	312
		17%	19% <sup>b</sup>	16%	20%	18%	18%	16%	16%	18%	18%	17%	17%	18%	18%	21%	18%	16%	17%	18%	17%	18%	15%	16%	18%	18%
Somewhat agree	(5)	1207	560	647	155	161	194	229	188	280	338	358	251	260	99	37	135	116	109	82	127	154	182	102	182	481
		30%	28%	32%	32% <sup>e</sup>	24%	29%	32% <sup>e</sup>	31% <sup>e</sup>	32% <sup>e</sup>	31%	32% <sup>m</sup>	29%	27%	27%	23%	31%	32%	30%	31%	32%	30%	32% <sup>o</sup>	28%	34%	28%
Neither agree nor disagree	(4)	1061	464	596	121	210	177	172	163	218	261	321	219	260	80	52	123	93	88	54	102	129	141	119	136	468
		26%	24%	29% <sup>a</sup>	25%	31% <sup>g</sup> <sup>i</sup>	26%	24%	27%	25%	24%	29% <sup>j</sup>	25%	27%	22%	32% <sup>n</sup>	28%	26%	24%	28%	27%	25%	25%	33% <sup>n</sup> <sup>r</sup> <sup>v</sup>	25%	27%
Somewhat disagree	(3)	307	157	150	40	37	51	53	35	90	111	97	45	54	29	8	34	31	31	18	25	56	43	16	29	115
		8%	8%	7%	8%	6%	8%	7%	6%	10% <sup>e</sup> <sup>h</sup>	10% <sup>l</sup> <sup>m</sup>	9% <sup>l</sup> <sup>m</sup>	5%	6%	8%	5%	8%	9%	8% <sup>x</sup>	6%	8%	11% <sup>x</sup>	8%	4%	5%	7%
Strongly disagree	(2)	50	32	18	*	14	3	9	11	13	24	10	10	6	1	4	7	4	-	2	3	9	13	6	4	27
		1%	2%	1%	2% <sup>d</sup> <sup>f</sup>	*	1%	1%	2% <sup>d</sup> <sup>f</sup>	1%	2% <sup>k</sup> <sup>m</sup>	1%	1%	1%	*	1%	2%	1%	-	1%	1%	2% <sup>n</sup> <sup>s</sup>	2%	1%	2%	
Very strongly disagree	(1)	24	10	14	3	10	4	-	2	5	8	*	13	2	3	-	5	1	3	-	-	2	7	2	1	15
		1%	*	1%	1% <sup>g</sup>	1%	-	*	1%	1% <sup>k</sup>	*	2% <sup>k</sup> <sup>m</sup>	*	1%	-	1%	*	1%	-	-	-	*	1%	1%	*	1%
NET: Disagree		381	198	183	43	62	57	62	48	109	143	108	68	62	33	10	44	39	38	18	19	28	67	24	34	156
		9%	10%	9%	9%	8%	9%	8%	12% <sup>f</sup> <sup>g</sup> <sup>h</sup>	13% <sup>k</sup> <sup>l</sup> <sup>m</sup>	10% <sup>m</sup>	8%	6%	9%	6%	10%	11%	10%	6%	9%	7%	13% <sup>o</sup> <sup>s</sup>	11% <sup>s</sup> <sup>x</sup>	7%	6%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 62

**Q.8 To what extent do you agree or disagree with the following statements?**

**If given a chance, big businesses will rip-off customers**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/Strongly disagree	74 2%	42 2%	33 2%	4 1%	24 4%	6 1%	9 1%	13 2%	18 2%	32 3%	11 1%	23 3%	8 1%	4 1%	1 1%	9 2%	8 2%	7 2%	-	2 1%	3 1%	11 2%	21 4%	9 2%	5 1%	42 2%
Mean	5.03	5.11b	4.96	5.02	5.00	5.11i	5.10i	5.05	4.93	4.89	4.93	5.16jk	5.19jk	5.22pq vwx	5.12	4.94	4.97	5.06	5.10	5.01	5.15p	4.96	4.95	4.99	5.12	5.04
Standard deviation	1.27	1.31	1.23	1.20	1.37	1.27	1.24	1.26	1.28	1.29	1.18	1.35	1.26	1.33	1.24	1.26	1.26	1.30	1.16	1.21	1.22	1.30	1.34	1.26	1.18	1.30
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 62

**Q.8 To what extent do you agree or disagree with the following statements?****If given a chance, big businesses will rip-off customers****Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	2577 64%	515 62%bc	173 37%	325 39%	744 81%abc	432 77%abc	388 95%abc de	618 53%	820 71%gim	167 62%g	416 76%gim	157 75%gim	140 68%gm	217 56%	718 62%	924 66%	934 64%
NET: Very Strongly/ Strongly agree	1370 34%	264 32%bc	42 9%	73 9%	411 45%abc	222 40%abc	359 88%abc de	267 23%	461 40%gm	91 34%g	235 43%gim	99 48%gim	92 44%gm	106 28%	402 35%	502 36%p	466 32%
Very strongly agree	(7) 675 17%	96 12%bc	5 1%	16 2%	170 19%abc	106 19%abc	281 69%abcd e	97 8%	228 20%g	38 14%g	131 24%gim	60 29%ghi m	52 25%gim	58 15%g	188 16%	254 18%	233 16%
Strongly agree	(6) 695 17%	168 20%bc	37 8%	57 7%	241 26%abc	116 21%bc	78 19%abc	170 15%	232 20%gm	53 20%m	105 19%gim	39 19%	40 19%	48 12%	214 19%	248 18%	234 16%
Somewhat agree	(5) 1207 30%	251 30%f	132 28%f	252 30%f	333 36%abc	210 38%abc f	29 7%	351 30%	360 31%	76 28%	181 33%l	58 28%	48 23%	111 29%	316 27%	423 30%	468 32%n
Neither agree nor disagree	(4) 1061 26%	208 25%df	175 37%ade f	432 52%abd ef	127 14%f	110 20%df	8 2%	374 32%hjk l	247 22%	72 27%j	101 18%	41 20%	47 22%	137 36%hij kl	331 29%	349 25%	380 26%
Somewhat disagree	(3) 307 8%	84 10%def	108 23%acde f	67 8%def	34 4%f	10 2%	4 1%	136 12%hkm	66 6%	24 9%k	29 5%	5 2%	20 9%k	24 6%	77 7%	104 7%	126 9%
Strongly disagree	(2) 50 1%	19 2%cd	15 3%cdef	2 *	6 1%	5 1%	3 1%	23 2%h	8 1%	5 2%	5 1%	4 2%	- -	5 1%	15 1%	12 1%	24 2%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 62

**Q.8 To what extent do you agree or disagree with the following statements?**

**If given a chance, big businesses will rip-off customers**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages Age			
		Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly dis- agree	(1) 24 1%	5 1%	2 *	6 1%	3 *	1 *	7 2%de	7 1%	8 1%	-	-	1 1%	1 1%	3 1%	13 1%o	4 *	7 *
NET: Disagree	381 9%	109 13% cde f	125 26% acde f	75 9% def	43 5%	16 3%	13 3%	167 14% hjk m	81 7%	29 11% j	34 6%	10 5%	21 10%	32 8%	105 9%	119 9%	157 11%
NET: Very strongly/ Strongly disagree	74 2%	25 3% cde	17 4% cde	8 1%	9 1%	6 1%	10 2%	30 3%	16 1%	5 2%	5 1%	5 3%	1 1%	8 2%	28 2%	16 1%	31 2%
Mean	5.03	4.88bc	4.16	4.39b	5.39ab c	5.32ab c	6.43ab cde	4.67 m	5.22gi	4.97g	5.35gi m	5.44gi m	5.26gm	4.88g	5.01	5.11p	4.98
Standard deviation	1.27	1.27	1.02	0.87	1.12	1.12	1.13	1.20	1.25	1.25	1.22	1.31	1.35	1.25	1.30	1.25	1.27
Standard error	0.02	0.05	0.05	0.03	0.04	0.04	0.05	0.04	0.04	0.08	0.05	0.09	0.10	0.06	0.04	0.03	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 63  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**I constantly worry about not having the income I need to maintain my family's current standard of living**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	2034 51%	903 46%	1131 55%a	249 52%i	417 62%dhi	383 57%hi	426 60%hi	277 46%i	282 32%	452 42%	545 49%j	477 54%j	561 59%jk	194 54%w	83 51%	213 48%	191 53%	179 50%	138 49%	105 52%	219 55%w	280 54%w	257 46%	175 48%	281 52%	984 57%
NET: Very Strongly/ Strongly agree	1094 27%	475 24%	619 30%a	133 28%hi	241 36%dhi	223 33%hi	243 34%hi	124 21%i	131 15%	236 22%	265 24%	290 33%jk	303 32%jk	115 32%wx	51 32%hi	116 26%	94 26%	100 28%	75 27%	52 26%	119 30%	150 29%	137 24%	85 24%	157 29%	548 32%
Very strongly agree	(7) 14%	240 12%	310 15%a	64 14%i	117 17%hi	110 16%hi	128 18%hi	67 11%i	64 7%	113 10%	121 11%	141 16%jk	176 18%jk	54 15%	28 18%	53 12%	53 15%	48 13%	40 14%	24 12%	59 15%	62 12%	81 14%	50 14%	75 14%	271 16%
Strongly agree	(6) 14%	235 12%	309 15%a	68 14%i	124 18%hi	113 17%hi	115 16%hi	56 9%	67 8%	124 12%	144 13%	149 17%jk	127 13%	61 17%wx	23 15%	64 14%	42 12%	52 14%	36 13%	27 14%	60 15%	88 17%wx	56 10%	36 10%	83 15%	276 16%
Somewhat agree	(5) 23%	428 22%	512 25%a	117 24%i	176 26%i	159 24%i	183 26%i	153 26%i	152 17%	215 20%	280 25%j	187 21%	258 27%jl	80 22%	31 19%	96 22%	97 27%	79 22%	62 22%	54 27%	101 25%	131 25%	120 21%	90 25%	123 23%	437 26%
Neither agree nor disagree	(4) 26%	514 26%	526 26%	147 31%g	184 27%g	184 27%g	153 21%	153 26%	220 25%	262 24%	297 27%	232 27%	248 26%	79 22%	42 26%	116 26%	75 21%	94 26%	72 25%	57 28%	88 22%	142 27%	165 29%nu	112 31%nu	141 26%	432 25%
Somewhat disagree	(3) 14%	301 15%b	260 13%	57 12%e	49 7%	68 10%	99 14%e	103 17%ef	184 21%def	202 19%klm	169 15%lm	103 12%	88 9%	45 12%	25 16%	71 16%	64 18%	42 12%	49 17%	28 14%	54 13%	61 12%	78 14%	45 13%	78 14%	193 11%
Strongly disagree	(2) 7%	166 8%b	97 5%	15 3%	14 2%	34 5%e	27 4%	39 6%e	134 15%def	117 11%klm	72 6%lm	46 5%lm	27 3%	30 8%v	8 5%	32 7%	24 7%	30 8%v	15 5%	9 4%	29 7%	22 4%	45 8%v	20 5%	30 6%	70 4%
Very strongly dis- agree	(1) 3%	85 4%b	35 2%	8 2%	12 2%	8 1%	10 1%	26 4%efg	55 6%defg	42 4%	31 3%	17 2%	31 3%	14 4%	3 2%	11 2%	8 2%	17 5%t	8 3%	2 1%	12 3%	18 3%	19 3%	10 3%	8 2%	33 2%
NET: Disagree	944 23%	551 28%b	392 19%	81 17%e	75 11%	110 16%e	137 19%e	167 28%def	373 43%def	360 34%klm	271 24%lm	166 19%	146 15%	89 24%	36 22%	114 26%v	96 26%v	89 25%	72 26%	39 19%	94 23%	100 19%	141 25%	75 21%	116 22%	296 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 63

**Q.8 To what extent do you agree or disagree with the following statements?**  
**I constantly worry about not having the income I need to maintain my family's current standard of living**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	716	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/Strongly disagree	383 10%	251 13% <sup>b</sup>	132 6%	24 5%	26 4%	42 6%	38 5%	65 11% <sup>def</sup>	189 22% <sup>def</sup>	159 15% <sup>klm</sup>	103 9% <sup>m</sup>	64 7%	58 6%	44 12% <sup>t</sup>	11 7%	43 10%	32 9%	47 13% <sup>tv</sup>	23 8%	11 5%	41 10%	39 8%	64 11% <sup>t</sup>	29 8%	38 7%	103 6%
Mean	4.56	4.37	4.73 <sup>a</sup>	4.70 <sup>hi</sup>	4.98 <sup>dh</sup>	4.82 <sup>hi</sup>	4.85 <sup>hi</sup>	4.35 <sup>i</sup>	3.84	4.22	4.47 <sup>j</sup>	4.75 <sup>jk</sup>	4.84 <sup>jk</sup>	4.60	4.70	4.49	4.56	4.48	4.53	4.65	4.62	4.64	4.45	4.54	4.65	4.80
Standard deviation	1.54	1.59	1.47	1.40	1.38	1.45	1.49	1.53	1.58	1.59	1.48	1.51	1.50	1.64	1.55	1.52	1.54	1.62	1.54	1.38	1.57	1.47	1.57	1.47	1.48	1.46
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.06	0.05	0.09	0.12	0.07	0.08	0.08	0.09	0.09	0.08	0.07	0.06	0.08	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 63

**Q.8 To what extent do you agree or disagree with the following statements?**

**I constantly worry about not having the income I need to maintain my family's current standard of living**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	2034 51%	511 62%bce	125 26%	293 35%b	565 62%bce	252 45%bc	288 70%abc de	454 39%	664 58%gi	115 43%	291 53%gi	127 61%gi	111 54%g	224 58%gi	667 58%p	809 58%p	559 38%
NET: Very Strongly/ Strongly agree	1094 27%	286 34%bce	44 9%	107 13%	318 35%bce	129 23%bc	210 51%abc de	210 18%	369 32%gi	50 18%	165 30%gi	64 30%gi	72 34%gi	134 35%gi	373 32%p	466 33%p	254 17%
Very strongly agree	(7) 550 14%	148 18%bce	13 3%	38 5%	164 18%bce	69 12%bc	118 29%abcd e	96 8%	199 17%gi	22 8%	93 17%gi	32 15%gi	31 15%g	67 17%gi	181 16%p	238 17%p	131 9%
Strongly agree	(6) 543 14%	137 17%bce	32 7%	70 8%	154 17%bce	59 11%b	92 22%abc de	114 10%	170 15%g	28 10%	72 13%	31 15%	41 20%gi	67 17%gi	192 17%p	228 16%p	123 8%
Somewhat agree	(5) 941 23%	225 27%bf	81 17%	186 22%	247 27%bf	123 22%	78 19%	243 21%	295 26%g	65 24%	126 23%	64 31%gl	40 19%	90 23%	293 25%p	343 25%p	305 21%
Neither agree nor disagree	(4) 1040 26%	156 19%	99 21%	385 46%abd ef	169 18%	155 28%abd f	75 18%	288 25%	290 25%	71 26%	130 24%	59 28%	52 25%	115 30%	331 29%o	336 24%	373 25%
Somewhat disagree	(3) 561 14%	110 13% f	135 29%acd ef	97 12% f	125 14% f	73 13% f	21 5%	244 21%chjk lm	125 11% m	47 17%hkm	82 15% hkm	15 7%	25 12% m	20 5%	107 9%	168 12%	286 19% no
Strongly disagree	(2) 263 7%	33 4%	76 16%acde f	45 5%	38 4%	53 9%acdf	18 4%	104 9%hkm	50 4%	30 11%hkm	39 7%	7 3%	13 6%	19 5%	29 3%	61 4% n	172 12% no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 63

**Q.8 To what extent do you agree or disagree with the following statements?****I constantly worry about not having the income I need to maintain my family's current standard of living****Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly disagree	(1) 120 3%	21 2%	38 8% acde f	12 1%	17 2%	25 5% cdf	7 2%	71 6% hijkl m	19 2%	6 2%	8 2%	1 *	7 3%	7 2%	20 2%	19 1%	81 6% no
NET: Disagree	944 23%	164 20% f	248 53% acde ef	154 19% f	180 20% f	151 27% acd f	46 11%	418 36% hijkl lm	194 17%	83 31% hkm	129 24% hkm	23 11%	44 21% km	46 12%	156 14%	248 18% n	540 37% no
NET: Very strongly/ Strongly disagree	383 10%	54 6%	113 24% acde f	58 7%	55 6%	78 14% acdf	25 6%	174 15% hijk lm	69 6%	36 13% hkm	47 9%	8 4%	20 10%	26 7%	50 4%	80 6%	253 17% no
Mean	4.56 e	4.85bc	3.54	4.26b e	4.87bc	4.35b cde	5.32ab cde	4.08	4.83gi	4.23	4.66gi	4.92gi	4.69gi j	4.90gi j	4.86p	4.84p	4.05
Standard deviation	1.54	1.53	1.46	1.17	1.51	1.60	1.53	1.57	1.47	1.47	1.55	1.31	1.59	1.45	1.39	1.47	1.58
Standard error	0.02	0.06	0.07	0.04	0.05	0.06	0.07	0.05	0.04	0.09	0.07	0.09	0.11	0.07	0.04	0.04	0.04

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 64  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Britain's best years are behind us**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Agree	1753 44%	904 46%b	849 41%	202 42%	288 43%	319 47%i	319 45%	264 44%	361 41%	427 40%	415 37%	428 49%jk	483 51%jk	174 48%v	78 48%	204 46%	165 45%	153 42%	130 46%	95 47%	177 44%	204 39%	228 41%	146 40%	233 43%	768 45%
NET: Very Strongly/Strongly agree	925 23%	478 24%	448 22%	97 20%	167 25%	173 26%	168 24%	137 23%	183 21%	198 18%	207 19%	245 28%jk	276 29%jk	97 27%r	39 24%	106 24%	92 25%	69 19%	65 23%	49 24%	98 24%	114 22%	124 22%	72 20%	115 21%	401 23%
Very strongly agree	(7) 464 12%	241 12%	223 11%	37 8%	75 11%	87 13% <sup>d</sup>	98 14% <sup>d</sup>	67 11%	100 11%	90 8%	116 10%	106 12% <sup>j</sup>	152 16% <sup>jk</sup>	38 11%	17 11%	59 13%	35 10%	41 11%	23 8%	26 13%	64 16% <sup>qs</sup>	59 11%	62 11%	38 10%	59 11%	190 11%
Strongly agree	(6) 461 11%	237 12%	225 11%	60 13%	92 14%i	85 13%	71 10%	70 12%	83 10%	108 10%	90 8%	139 16% <sup>jk</sup>	124 13% <sup>k</sup>	58 16% <sup>rux</sup>	22 13%	47 11%	57 16% <sup>rux</sup>	29 8%	42 15% <sup>ru</sup>	23 11%	34 8%	55 11%	62 11%	34 10%	56 10%	211 12%
Somewhat agree	(5) 828 21%	426 22%	401 20%	105 22%	121 18%	146 22%	151 21%	127 21%	178 20%	229 21%	208 19%	183 21%	207 22%	77 21%	39 24%	98 22%	73 20%	84 23%	65 23%	46 20%	79 20%	90 17%	104 18%	73 20%	118 22%	368 21%
Neither agree nor disagree	(4) 1201 30%	528 27%	672 33% <sup>a</sup>	154 32%i	253 37% <sup>ghi</sup>	214 32%i	206 29%	163 27%	211 24%	325 30%	368 33% <sup>l</sup>	234 27%	273 29%	97 27%	46 28%	135 31%	109 30%	104 29%	85 30%	53 26%	113 28%	152 29%	179 32%	127 35% <sup>n</sup>	169 31%	540 32%
Somewhat disagree	(3) 696 17%	334 17%	362 18%	66 14%	97 14%	104 15%	124 17%	100 17%	205 23% <sup>def</sup>	211 20% <sup>m</sup>	212 19% <sup>m</sup>	135 15%	137 14%	60 17%	28 18%	72 16%	60 17%	70 19%	45 16%	38 19%	76 19%	97 19%	96 17%	52 14%	83 15%	247 14%
Strongly disagree	(2) 277 7%	145 7%	132 6%	39 8% <sup>f</sup>	35 5%	28 4%	49 7%	51 9% <sup>ef</sup>	76 9% <sup>ef</sup>	80 7% <sup>m</sup>	90 8% <sup>m</sup>	60 7%	47 5%	21 6%	5 3%	23 5%	21 6%	28 8%	15 5%	12 6%	29 7%	58 11% <sup>nopq</sup>	40 7%	25 7%	33 6%	122 7%
Very strongly disagree	(1) 92 2%	58 3% <sup>b</sup>	33 2%	16 3% <sup>e</sup>	4 1%	12 2%	18 3% <sup>e</sup>	19 3% <sup>e</sup>	23 3% <sup>e</sup>	30 3%	29 3%	18 2%	15 2%	9 3%	4 2%	8 2%	7 2%	6 2%	5 2%	3 1%	7 2%	12 2%	19 3%	12 3%	19 4%	34 2%
NET: Disagree	1065 26%	537 27%	528 26%	121 25%	136 20%	143 21%	191 27% <sup>ef</sup>	170 28% <sup>ef</sup>	303 35% <sup>def</sup>	322 30% <sup>lm</sup>	331 30% <sup>lm</sup>	213 24%	199 21%	91 25%	37 23%	103 23%	88 24%	104 29%	66 23%	53 27%	112 28%	167 32% <sup>ps</sup>	156 28%	89 25%	136 25%	403 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 64  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Britain's best years are behind us**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/ Strongly disagree	369 9%	203 10% <sup>b</sup>	166 8%	55 12% <sup>ef</sup>	39 6%	39 6%	67 9% <sup>ef</sup>	70 12% <sup>ef</sup>	98 11% <sup>ef</sup>	110 10% <sup>m</sup>	119 11% <sup>m</sup>	78 9%	62 6%	30 8%	9 5%	31 7%	28 8%	34 9%	21 7%	15 7%	35 9%	70 13% <sup>opq</sup>	59 11%	37 10%	53 10%	157 9%
Mean	4.40	4.42	4.39	4.30	4.52 <sup>di</sup>	4.57 <sup>dh</sup>	4.43 <sup>i</sup>	4.35	4.25	4.24	4.23	4.54 <sup>jk</sup>	4.67 <sup>k</sup>	4.49	4.52	4.52 <sup>v</sup>	4.47	4.33	4.45	4.49	4.46	4.25	4.32	4.33	4.37	4.45
Standard deviation	1.48	1.53	1.43	1.45	1.36	1.43	1.52	1.54	1.54	1.44	1.46	1.50	1.49	1.49	1.41	1.46	1.44	1.45	1.38	1.48	1.55	1.55	1.51	1.46	1.49	1.45
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.10	0.08	0.08	0.08	0.06	0.08	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 64  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Britain's best years are behind us**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	1753 44%	418 50%bc	102 22%	235 28%b	450 49%bc	275 49%bc	272 66%abc de	333 29%	578 50%gik m	93 35%	373 68%ghi klm	84 40%g	113 54%gik m	151 39%g	491 43%	638 46%	624 42%
NET: Very Strongly/ Strongly agree	925 23%	231 28%bc	33 7%	81 10%	237 26%bc	136 24%bc	207 51%abc de	145 13%	317 28%gim	37 14%	237 43%ghi klm	45 22%g	60 29%gim	73 19%g	264 23%	341 25%	320 22%
Very strongly agree	(7) 464 12%	90 11%bc	12 3%	31 4%	107 12%bc	78 14%bc	145 35%abcd e	64 5%	151 13%gi	18 7%	130 24%ghi klm	27 13%g	30 14%gi	42 11%g	111 10%	185 13%n	167 11%
Strongly agree	(6) 461 11%	140 17%bce	20 4%	51 6%	130 14%bc	59 11%bc	62 15%bc	82 7%	165 14%gim	19 7%	107 19%ghik m	17 8%	30 15%gi	32 8%	152 13%	156 11%	153 10%
Somewhat agree	(5) 828 21%	188 23%bf	69 15%	154 18%	213 23%bcf	138 25%bcf	65 16%	188 16%	262 23%g	56 21%	137 25%g	39 19%	53 26%g	78 20%	227 20%	297 21%	304 21%
Neither agree nor disagree	(4) 1201 30%	189 23%	104 22%	438 53%abd ef	220 24%	162 29%abf	88 22%	319 28%j	349 30%j	80 30%j	105 19%	78 38%gj	54 26%	164 43%ghi jl	407 35%op	420 30%p	374 25%
Somewhat disagree	(3) 696 17%	158 19%ef	159 34%acd ef	134 16%f	136 15%f	76 14%f	32 8%	305 26%chjk lm	154 13%	71 26%hjk lm	54 10%	28 13%	24 11%	50 13%	163 14%	228 16%	305 21%no
Strongly disagree	(2) 277 7%	47 6%cf	83 18%acde f	15 2%	84 9%acf	37 7%cf	11 3%	156 13%chijk lm	49 4%	18 7%j	12 2%	15 7%j	9 4%	18 5%	74 6%	76 5%	127 9%o

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 64

**Q.8 To what extent do you agree or disagree with the following statements?**

**Britain's best years are behind us**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly disagree	(1) 92 2%	19 2%	25 5% acde f	10 1%	24 3%	8 2%	6 2%	46 4% hjm	18 2%	6 2%	7 1%	4 2%	8 4% m	2 1%	20 2%	30 2%	42 3%
NET: Disagree	1065 26%	224 27% cf	267 56% acd ef	159 19% f	244 27% cf	121 22% f	49 12%	507 44% hij klm	220 19% j	95 35% hjk lm	73 13%	46 22% j	41 20%	70 18%	257 22%	335 24%	473 32% no
NET: Very strongly/ Strongly disagree	369 9%	66 8% cf	107 23% acde f	25 3%	108 12% acef	45 8% cf	17 4%	202 17% hijk lm	67 6%	24 9% j	19 3%	18 9% j	17 8% j	20 5%	94 8%	106 8%	169 11% no
Mean	4.40	4.52bc	3.47	4.18b	4.46bc	4.56bc	5.35ab cde	3.81 m	4.65gi	4.09g	5.16gh iklm	4.42gi	4.66gi	4.45gi	4.43	4.50p	4.29
Standard deviation	1.48	1.49	1.33	1.03	1.55	1.46	1.57	1.44	1.42	1.35	1.45	1.45	1.53	1.29	1.40	1.48	1.54
Standard error	0.02	0.06	0.06	0.04	0.05	0.06	0.08	0.04	0.04	0.08	0.06	0.10	0.11	0.06	0.04	0.04	0.04

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 65  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Globalisation is more of an opportunity than a threat**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
NET: Agree	1691 42%	861 44%	830 41%	249 52% efg hi	289 43% h	286 42% h	296 41%	212 36%	359 41%	501 47% lm	497 45% m	353 40%	340 36%	140 39%	62 38%	201 46%	144 40%	145 40%	122 43%	85 42%	158 39%	261 50% noq ruwx	227 40%	147 41%	230 43%	773 45%	
NET: Very Strongly/ Strongly agree	684 17%	363 18%	321 16%	124 26% fgh i	146 22% ghi	116 17% h	115 16% h	65 11%	118 13%	234 22% klm	178 16%	151 17% m	120 13%	51 14%	26 16%	69 16%	65 18%	62 17%	41 15%	34 17%	58 15%	139 27% nop qrstuw x	91 16%	46 13%	98 18%	342 20%	
Very strongly agree	(7) 5%	182 5%	102 4%	80 4%	38 8% fghi	51 7% fghi	27 4%	29 4%	15 3%	23 3%	46 4%	56 5%	47 5%	33 3%	14 4%	4 3%	12 3%	24 7% p	17 5%	9 3%	6 3%	13 3%	44 8% nops tux	27 5%	12 3%	28 5%	97 6%
Strongly agree	(6) 12%	501 13%	261 12%	241 12%	86 18% ghi	95 14% h	89 13% h	86 12%	50 8%	95 11%	189 18% klm	122 11%	104 12%	87 9%	36 10%	22 13%	57 13%	42 12%	45 12%	32 11%	29 14%	46 11%	95 18% nqs uw	63 11%	35 10%	70 13%	245 25%
Somewhat agree	(5) 25%	1008 25%	499 25%	509 25%	125 26%	143 21%	170 25%	181 25%	147 25%	242 28% e	266 25%	319 29% lm	202 23%	220 23%	89 25%	36 22%	132 30% qr	78 22%	83 23%	81 29%	50 25%	99 25%	122 23%	136 24%	101 28%	133 25%	430 25%
Neither agree nor disagree	(4) 39%	1566 39%	640 32%	926 45% a	160 34%	303 45% dgi	297 44% di	274 38%	229 38%	303 35%	368 34%	440 39% j	354 40% j	405 42% j	130 36%	72 45% v	155 35%	155 43% v	134 37%	112 40%	79 39%	169 42%	180 34%	228 41%	153 42%	219 41%	664 39%
Somewhat disagree	(3) 12%	467 12%	276 14% b	191 9%	38 8%	55 8%	56 8%	13% def	93 17% def	101 14% def	124 12%	132 10%	114 11%	99 13%	58 16% vx	18 11%	58 13%	43 12%	52 14% x	28 10%	27 10%	40 10%	50 9%	63 11%	30 8%	58 11%	159 9%
Strongly disagree	(2) 4%	172 4%	115 6% b	58 3%	19 4%	18 3%	15 2%	37 5% f	30 5% f	52 6% ef	43 4%	32 3%	39 4%	58 6% k	22 6%	5 3%	15 3%	10 3%	19 5%	10 5%	21 5%	17 3%	22 4%	21 6%	22 4%	62 4%	
Very strongly disagree	(1) 3%	121 3%	77 4% b	44 2%	11 2%	11 2%	22 3%	17 2%	25 4% e	36 4% e	30 3%	31 3%	31 3%	29 3%	12 3%	3 2%	12 3%	9 3%	11 3%	10 4%	1 1%	14 4%	15 3%	23 4% t	11 3%	9 2%	54 3%
NET: Disagree	761 19%	468 24% b	293 14%	69 14%	84 12%	93 14%	147 20% def	156 26% def	212 24% def	206 19%	177 16%	168 19%	210 22% k	92 25% qsv	27 17%	86 19%	62 17%	82 23% v	47 17%	38 19%	76 19%	81 16%	108 19%	62 17%	89 17%	275 16%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 65

**Q.8 To what extent do you agree or disagree with the following statements?****Globalisation is more of an opportunity than a threat****Base: All respondents**

	Gender		Age						Social Grade					Region							Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Very strongly/Strongly disagree	293 7%	192 10% <sup>b</sup>	102 5%	30 6%	29 4%	37 6%	54 8% <sup>e</sup>	55 9% <sup>ef</sup>	88 10% <sup>ef</sup>	73 7%	63 6%	69 8%	87 9% <sup>k</sup>	34 9%	9 5%	27 6%	19 5%	30 8%	20 7%	11 5%	35 9%	32 6%	45 8%	32 9%	31 6%	116 7%
Mean	4.34	4.30	4.39	4.63 <sup>fg</sup> hi	4.54 <sup>gh</sup> i	4.41 <sup>hi</sup>	4.31 <sup>h</sup>	4.09	4.19	4.44 <sup>m</sup>	4.41 <sup>m</sup>	4.32 <sup>m</sup>	4.17	4.19	4.33	4.36	4.39	4.28	4.34	4.38	4.26	4.60 <sup>np</sup> rsuw	4.30	4.28	4.42	4.45
Standard deviation	1.26	1.37	1.15	1.32	1.22	1.20	1.25	1.24	1.29	1.30	1.22	1.30	1.23	1.30	1.15	1.20	1.26	1.30	1.22	1.15	1.24	1.36	1.30	1.21	1.22	1.29
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.05	0.07	0.07	0.08	0.07	0.07	0.05	0.06	0.06	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 65  
**Q.8 To what extent do you agree or disagree with the following statements?**  
**Globalisation is more of an opportunity than a threat**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Agree	1691 42%	528 63% cde f	280 59% cde f	219 26%	398 44% cef	163 29%	103 25%	575 50% hjk lm	492 43% jm	127 47% jm	178 32%	83 40%	77 37%	128 33%	538 47% p	582 42%	571 39%
NET: Very Strongly/ Strongly agree	684 17%	293 35% bcd ef	122 26% cdef	41 5%	146 16% cef	43 8%	39 10% c	234 20% ejlm	202 18% j	46 17%	66 12%	42 20% j	26 13%	56 14%	270 23% op	231 17% p	182 12%
Very strongly agree	(7) 182 5%	70 8% cde	32 7% ce	5 1%	42 5% ce	9 2%	23 6% ce	54 5%	50 4%	13 5%	22 4%	12 6%	8 4%	21 6%	88 8% op	56 4%	38 3%
Strongly agree	(6) 501 12%	223 27% bcd ef	90 19% cdef	36 4%	103 11% cef	34 6%	16 4%	180 15% ijlm	152 13% j	32 12%	44 8%	31 15% j	18 8%	34 9%	182 16% p	175 13% p	145 10%
Somewhat agree	(5) 1008 25%	234 28% cef f	158 34% cde f	178 21% f	253 28% cef	120 22% f	64 16%	341 29% ijkm	290 25% m	81 30% ijkm	113 20%	41 20%	51 24%	72 19%	268 23%	351 25%	389 26%
Neither agree nor disagree	(4) 1566 39%	227 27% f	146 31% f	535 64% abd ef	326 36% af f	248 44% abd f	85 21%	448 39% k	440 38% k	95 35%	194 35%	57 27%	73 35%	207 54% ghi jkl	463 40%	571 41% p	532 36%
Somewhat disagree	(3) 467 12%	62 7%	34 7%	61 7%	142 16% abc	85 15% abc	84 20% abc	105 9%	140 12% gm	28 10%	95 17% ghi m	32 16% gm	39 19% ghim	23 6%	94 8%	148 11%	225 15% no
Strongly disagree	(2) 172 4%	12 1%	9 2%	12 1%	35 4% ac	47 9% abc d	57 14% abcd e	18 2%	39 3% g	16 6% g	53 10% ghm	12 6% g	14 7% g	19 5% g	37 3%	53 4%	82 6% n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 65

**Q.8 To what extent do you agree or disagree with the following statements?**

**Globalisation is more of an opportunity than a threat**

**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Very strongly disagree	(1) 121 3%	4 *	5 1%	5 1%	14 1%	13 2%ac	81 20%abcd e	12 1%	39 3%g	4 1%	30 5%gim	24 11%ghij lm	4 2%	8 2%	22 2%	39 3%	61 4%n
NET: Disagree	761 19%	77 9%	47 10%	79 9%	190 21%abc	146 26%abc d	222 54%abc de	136 12%	217 19%gm	47 18%g	178 32%ghi m	69 33%ghi m	58 28%ghi m	50 13%	153 13%	240 17%n	368 25%no
NET: Very strongly/ Strongly disagree	293 7%	15 2%	13 3%	17 2%	49 5%ac	61 11%abc d	138 34%abcd e	31 3%	78 7%g	19 7%g	83 15%ghi m	36 17%ghim	19 9%g	27 7%g	59 5%	92 7%	143 10%no
Mean	4.34	4.96bc def	4.78cd ef	4.20ef	4.36ce f	3.99f	3.33	4.59hj klm	4.36jk	4.43jk l	3.95	4.04	4.14	4.31j	4.57op	4.36p	4.15
Standard deviation	1.26	1.17	1.15	0.77	1.21	1.15	1.71	1.11	1.27	1.23	1.39	1.65	1.26	1.18	1.27	1.22	1.27
Standard error	0.02	0.04	0.05	0.03	0.04	0.05	0.08	0.03	0.04	0.07	0.06	0.12	0.09	0.06	0.04	0.03	0.03

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 66

**Q.9 To what extent would you support or oppose the following?****Summary Table****Base: All respondents**

	Compulsory worker representation on the boards of businesses in the UK with more than 500 employees	A maximum wage, meaning no employee or manager can earn more than 10 times the average wage of staff	The abolition of the non-domicile (or 'non-dom') rule tax status, which allows some British residents to not pay tax on foreign income	A minimum price of 50p per unit of alcohol	Raising the Corporation Tax rate on business's profits from 20% to 30%	Capping bonuses at 50% of annual salary	Health warnings on the packaging of sugary drinks like fruit juices and soft drinks
Unweighted base	4018	4018	4018	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018	4018	4018	4018
NET: Support	2692 67%	2725 68%	2323 58%	1644 41%	1760 44%	3031 75%	3108 77%
Strongly support	1028 26%	1402 35%	1310 33%	683 17%	635 16%	1759 44%	1589 40%
Somewhat support	1664 41%	1323 33%	1012 25%	961 24%	1125 28%	1272 32%	1519 38%
Somewhat oppose	439 11%	565 14%	609 15%	901 22%	906 23%	365 9%	424 11%
Strongly oppose	130 3%	249 6%	321 8%	739 18%	434 11%	159 4%	161 4%
NET: Oppose	569 14%	814 20%	929 23%	1640 41%	1340 33%	524 13%	585 15%
Don't know	757 19%	479 12%	766 19%	734 18%	918 23%	463 12%	325 8%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 67

**Q.9 To what extent would you support or oppose the following?**  
**Compulsory worker representation on the boards of businesses in the UK with more than 500 employees**  
**Base: All respondents**

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	2692 67%	1312 67%	1380 67%	271 57%	430 64%	434 64%	509 71%def	426 71%def	622 71%def	732 68%	736 66%	585 67%	639 67%	270 vw	112 75%qsu	313 69%	233 71%	250 65%	181 69%	136 68%	262 65%	337 64%	367 65%	230 64%	377 70%	1097 64%
Strongly support	1028 26%	512 26%	516 25%	81 17%	173 26% <sup>d</sup>	149 22%	230 32% <sup>def</sup>	171 29% <sup>df</sup>	224 26% <sup>d</sup>	266 25%	263 24%	229 26%	270 28% <sup>k</sup>	116 32% <sup>psu</sup>	42 26%	108 24%	101 28%	92 25%	62 22%	58 29%	96 24%	137 26%	125 22%	91 25%	143 27%	426 25%
Somewhat support	1664 41%	800 41%	863 42%	190 40%	257 38%	286 42%	279 39%	255 43%	398 45% <sup>eg</sup>	466 43%	472 42%	356 41%	369 39%	154 42%	70 43%	205 46% <sup>qv</sup>	132 37%	158 44%	119 42%	79 39%	166 41%	200 38%	242 43%	139 38%	234 43%	671 39%
Somewhat oppose	439 11%	271 14% <sup>b</sup>	168 8%	58 12%	82 12% <sup>g</sup>	77 11%	58 8%	63 11%	101 12% <sup>g</sup>	148 14% <sup>km</sup>	109 10%	102 12%	80 8%	29 8%	19 12%	42 9%	42 12%	39 11%	34 12%	24 12%	44 11%	72 14% <sup>n</sup>	59 10%	35 10%	66 12%	209 12%
Strongly oppose	130 3%	93 5% <sup>b</sup>	37 2%	22 5%	17 3%	14 2%	15 2%	24 4%	37 4% <sup>fg</sup>	54 5% <sup>lm</sup>	37 3% <sup>m</sup>	23 3%	16 2%	11 3%	2 1%	17 4%	16 4%	12 3%	12 4%	3 1%	12 3%	14 3%	21 4%	11 3%	14 3%	61 4%
NET: Oppose	569 14%	364 18% <sup>b</sup>	205 10%	79 17% <sup>g</sup>	99 15% <sup>g</sup>	92 14%	73 10%	87 15% <sup>g</sup>	139 16% <sup>g</sup>	202 19% <sup>klm</sup>	146 13%	125 14% <sup>m</sup>	96 10%	41 11%	21 13%	59 13%	58 16%	51 14%	45 16%	27 14%	56 14%	86 16%	80 14%	46 13%	80 15%	271 16%
Don't know	757 19%	293 15%	464 23% <sup>a</sup>	127 27% <sup>ghi</sup>	148 22% <sup>hi</sup>	150 22% <sup>hi</sup>	134 19% <sup>hi</sup>	84 14%	114 13%	140 13%	233 21% <sup>ij</sup>	165 19% <sup>ij</sup>	219 23% <sup>ij</sup>	51 14%	29 18%	70 16%	70 19%	60 17%	54 19%	37 18%	84 21%	100 19%	115 20% <sup>n</sup>	85 24% <sup>npr</sup>	81 15%	344 20% <sup>A</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 67

**Q.9 To what extent would you support or oppose the following?****Compulsory worker representation on the boards of businesses in the UK with more than 500 employees****Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	2692 67%	604 73%bce	262 55%c	314 38%	779 85%abc	372 67%bce	360 88%abc	731 63% m	849 74%gjm	196 73%gm	364 66% m	158 76%gm	161 77%gjm	198 51%	701 61%	943 68%n	1048 71%n
Strongly support	1028 26%	198 24%bc	39 8% c	39 5%	368 40%abc	114 20%bc	270 66%abc	181 16%	366 32%gm	73 27%gm	154 28%gm	90 43%ghi	78 38%gij	70 18%	254 22%	379 27%n	396 27%n
Somewhat support	1664 41%	406 49%cf	223 47%cf	275 33% f	411 45%cf	258 46%cf	91 22%	550 47%hjk	482 42%km	123 46%km	210 38%	67 32%	82 40%	128 33%	447 39%	565 41%	652 44%n
Somewhat oppose	439 11%	112 13%def	98 21%ade	135 16%def	35 4%	44 8%df	15 4%	165 14%hk	104 9%	28 10%	62 11%	12 6%	19 9%	42 11%	139 12%	136 10%	164 11%
Strongly oppose	130 3%	20 2% d	47 10%acde	31 4% d	6 1%	20 4% d	6 2%	65 6%hjk	18 2%	12 4%h	15 3%	2 1%	7 3%	11 3%	39 3%	29 2%	61 4% o
NET: Oppose	569 14%	131 16%df	145 31%acd	166 20%def	42 5%	64 11%df	21 5%	230 20%hjk	123 11%	40 15%k	77 14%k	14 7%	26 12%	53 14%k	178 15% o	165 12%	226 15% o
Don't know	757 19%	96 12% f	65 14% f	352 42%abd	93 10%	122 22%abdf	29 7%	199 17%	177 15%	32 12%	110 20% gil	37 18%	22 10%	135 35%ghi	275 24% p	284 20% p	198 13%

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 68

**Q.9 To what extent would you support or oppose the following?**

**A maximum wage, meaning no employee or manager can earn more than 10 times the average wage of staff**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	2725	1276	1449	275	431	449	532	404	635	684	708	639	694	264	110	295	252	248	186	133	265	354	384	234	360	1129
	68%	65%	71%a	58%	64%	66% <sup>d</sup>	74% <sup>def</sup>	68% <sup>d</sup>	73% <sup>def</sup>	64%	64%	73% <sup>jk</sup>	73% <sup>jk</sup>	73% <sup>x</sup>	69%	67%	70%	69%	66%	66%	66%	68%	68%	65%	67%	66%
Strongly support	1402	663	739	133	239	196	303	213	318	326	325	359	393	146	65	152	130	121	85	67	139	175	186	137	193	571
	35%	34%	36%	28%	35% <sup>d</sup>	29%	42% <sup>def</sup>	36% <sup>df</sup>	36% <sup>df</sup>	30%	29%	41% <sup>jk</sup>	41% <sup>jk</sup>	40% <sup>s</sup>	40%	34%	36%	34%	30%	34%	35%	34%	33%	38%	36%	33%
Somewhat support	1323	613	709	142	192	252	229	191	316	358	383	280	301	118	45	143	122	127	101	66	126	179	198	98	167	558
	33%	31%	35%	30%	28%	37% <sup>de</sup>	32%	32%	36% <sup>ee</sup>	33%	34%	32%	32%	33%	28%	32%	34%	35% <sup>x</sup>	36% <sup>x</sup>	33%	31%	34%	35% <sup>x</sup>	27%	31%	33%
Somewhat oppose	565	320	245	84	104	95	80	81	121	192	174	94	105	40	18	77	53	54	48	23	52	83	70	47	81	251
	14%	16% <sup>b</sup>	12%	18% <sup>g</sup>	15%	14%	11%	14%	14%	18% <sup>lm</sup>	16% <sup>lm</sup>	11%	11%	11%	11%	17% <sup>n</sup>	15%	15%	17%	11%	13%	16%	12%	13%	15%	15%
Strongly oppose	249	168	81	52	32	22	50	52	40	101	74	43	30	15	9	26	25	20	18	19	25	26	42	23	26	134
	6%	9% <sup>b</sup>	4%	11% <sup>efi</sup>	5%	3%	7% <sup>f</sup>	9% <sup>efi</sup>	5%	9% <sup>klm</sup>	7% <sup>m</sup>	5%	3%	4%	6%	6%	7%	5%	6%	10% <sup>n</sup>	6%	5%	8%	6%	5%	8%
NET: Oppose	814	488	326	136	137	117	130	132	161	293	248	138	135	55	27	103	78	74	66	42	78	109	112	69	107	384
	20%	25% <sup>b</sup>	16%	29% <sup>efg</sup>	20%	17%	18%	22%	18%	27% <sup>klm</sup>	22% <sup>lm</sup>	16%	14%	15%	17%	23% <sup>n</sup>	22%	20%	23% <sup>n</sup>	21%	19%	21%	20%	19%	20%	22%
Don't know	479	204	274	66	109	111	54	60	79	97	159	98	125	42	23	44	32	40	30	25	59	59	66	58	71	199
	12%	10%	13% <sup>a</sup>	14% <sup>gi</sup>	16% <sup>ghi</sup>	16% <sup>ghi</sup>	8%	10%	9%	9%	14% <sup>j</sup>	11%	13% <sup>j</sup>	12%	15%	10%	9%	11%	11%	13%	15% <sup>q</sup>	11%	12%	16% <sup>pq</sup>	13%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 68

**Q.9 To what extent would you support or oppose the following?**

**A maximum wage, meaning no employee or manager can earn more than 10 times the average wage of staff**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	2725 68%	601 72%abc	212 45%	391 47%	753 82%abc e	406 73%bc e	361 88%abc de	678 59%	869 76%gim	178 66%g	415 75%gim	156 75%gm	145 70%g	236 61%	706 61%	981 70%n	1039 71%n
Strongly support	1402 35%	287 34%abc	66 14%	115 14%	445 49%abc e	205 37%bc e	285 70%abc de	295 25%	435 38%gim	76 28%	265 48%ghim	106 51%ghim	90 44%gim	117 30%	372 32%	499 36%	531 36%
Somewhat support	1323 33%	315 38%bf	146 31%f	276 33%f	308 34%f	202 36%f	76 18%	383 33%jk	434 38%gjk lm	102 38%jkl	151 27%	50 24%	55 26%	119 31%	334 29%	481 35%n	507 34%n
Somewhat oppose	565 14%	131 16%def	134 28%acd ef	137 17%def	83 9%f	62 11%f	18 4%	219 19%hjk lm	143 12%	52 19%hjk lm	58 10%	20 9%	23 11%	44 12%	189 16%o	175 13%	202 14%
Strongly oppose	249 6%	50 6%df	88 19%acde f	53 6%df	21 2%	31 5%df	6 1%	129 11%hijk lm	30 3%	11 4%	35 6%h	5 2%	10 5%	25 6%h	85 7%	73 5%	92 6%
NET: Oppose	814 20%	181 22%def	222 47%acd ef	191 23%def	104 11%f	92 17%df	23 6%	347 30%hjk lm	172 15%	63 24%hjk	93 17%	25 12%	33 16%	69 18%	273 24%o	247 18%	294 20%
Don't know	479 12%	49 6%	39 8%	251 30%abde f	57 6%	59 11%adf	25 6%	133 12%	107 9%	27 10%	43 8%	28 13%	29 14%j	80 21%ghi j	175 15%p	165 12%	139 9%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 69

**Q.9 To what extent would you support or oppose the following?****The abolition of the non-domicile (or 'non-dom') rule tax status, which allows some British residents to not pay tax on foreign income****Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	2323	1241	1082	229	345	380	422	381	566	694	653	461	515	232	89	261	211	214	167	106	217	309	328	189	314	948
	58%	63% <sup>b</sup>	53%	48%	51%	56% <sup>d</sup>	59% <sup>de</sup>	64% <sup>def</sup>	65% <sup>defg</sup>	65% <sup>klm</sup>	59% <sup>l</sup>	53%	54%	64% <sup>tux</sup>	56%	59%	58%	59%	53%	54%	59%	58%	52%	58%	55%	
Strongly support	1310	745	565	105	171	196	254	228	357	364	361	266	320	143	63	149	111	123	81	73	115	144	179	129	188	492
	33%	38% <sup>b</sup>	28%	22%	25%	29% <sup>d</sup>	35% <sup>def</sup>	38% <sup>defg</sup>	41% <sup>defg</sup>	34%	32%	30%	34%	40% <sup>qsu</sup>	39% <sup>uv</sup>	34%	31%	34%	29%	36%	29%	28%	32%	36% <sup>v</sup>	35% <sup>B</sup>	29%
Somewhat support	1012	495	517	124	174	184	168	152	209	330	292	195	195	88	27	112	100	91	86	33	102	165	149	60	127	456
	25%	25%	25%	26%	26%	27%	23%	26%	24%	31% <sup>klm</sup>	26% <sup>m</sup>	22%	20%	24% <sup>x</sup>	17%	25% <sup>otx</sup>	28% <sup>otx</sup>	25% <sup>tx</sup>	31% <sup>otx</sup>	16%	25% <sup>tx</sup>	32% <sup>otx</sup>	26% <sup>otx</sup>	17%	24%	27%
Somewhat oppose	609	301	307	93	109	92	94	75	145	167	148	148	146	50	28	59	64	52	39	37	61	75	79	65	81	273
	15%	15%	15%	19% <sup>fgh</sup>	16%	14%	13%	13%	17%	16%	13%	17%	15%	14%	18%	13%	18%	14%	14%	18%	15%	14%	14%	18%	15%	16%
Strongly oppose	321	153	168	38	41	47	66	46	83	66	72	98	84	39	14	37	40	28	19	24	29	26	38	29	35	137
	8%	8%	8%	8%	6%	7%	9%	8%	9% <sup>ee</sup>	6%	6%	11% <sup>ijk</sup>	9% <sup>j</sup>	11% <sup>v</sup>	9%	8%	11% <sup>v</sup>	8%	7%	12% <sup>v</sup>	7%	5%	7%	8%	7%	8%
NET: Oppose	929	454	475	131	150	139	160	121	228	233	220	246	231	88	42	96	103	80	58	61	90	101	117	94	117	410
	23%	23%	23%	27% <sup>fh</sup>	22%	21%	22%	20%	26% <sup>fh</sup>	22%	20%	28% <sup>ijk</sup>	24% <sup>k</sup>	24%	26%	22%	29% <sup>vw</sup>	22%	21%	30% <sup>psv</sup>	22%	19%	21%	26%	22%	24%
Don't know	766	274	492	118	182	157	134	95	81	147	242	168	209	42	29	85	48	68	56	34	95	112	117	79	107	354
	19%	14%	24% <sup>a</sup>	25% <sup>hi</sup>	27% <sup>ghi</sup>	23% <sup>hi</sup>	19% <sup>i</sup>	16% <sup>i</sup>	9%	14%	22% <sup>j</sup>	19% <sup>j</sup>	22% <sup>j</sup>	12%	18%	19% <sup>n</sup>	13%	19% <sup>n</sup>	20% <sup>n</sup>	17%	24% <sup>nq</sup>	22% <sup>nq</sup>	21% <sup>nq</sup>	22% <sup>nq</sup>	20%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 69

**Q.9 To what extent would you support or oppose the following?****The abolition of the non-domicile (or 'non-dom') rule tax status, which allows some British residents to not pay tax on foreign income****Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	2323 58%	507 61%bce	251 53%c	300 36%	635 70%abc	299 54%cd	331 81%abc	638 55%de	720 63%gm	175 65%gm	338 61%gm	130 62%gm	127 61%gm	162 42%	574 50%	802 58%n	947 64%no
Strongly support	1310 33%	221 27%c	110 23%c	87 11%	420 46%abc	175 31%bcde	297 72%abcde	277 24%	438 38%gm	110 41%gm	217 39%gm	88 42%gm	89 43%gm	77 20%	276 24%	450 32%n	585 40%no
Somewhat support	1012 25%	286 34%cde	141 30%def	212 26%fg	215 24%fg	123 22%fg	34 8%	361 31%ghjklm	283 25%	65 24%	121 22%	42 20%	38 18%	85 22%	298 26%	353 25%	362 25%
Somewhat oppose	609 15%	136 16%df	114 24%ade	158 19%df	102 11%fg	84 15%fg	14 3%	230 20%ghijklm	163 14%	35 13%	76 14%	17 8%	28 14%	48 13%	202 18%o	186 13%	220 15%
Strongly oppose	321 8%	63 8%	47 10%cd	42 5%	70 8%	64 12%acd	35 9%cd	87 8%	92 8%ei	11 4%	52 9%ei	19 9%	22 10%ei	33 8%	79 7%	113 8%	129 9%
NET: Oppose	929 23%	199 24%df	161 34%acd	200 24%df	172 19%fg	148 27%df	49 12%	317 27%ghikm	255 22%	45 17%	128 23%	35 17%	50 24%	81 21%	281 24%	300 22%	349 24%
Don't know	766 19%	125 15%f	62 13%f	332 40%abdef	106 12%fg	111 20%abdf	29 7%	204 18%	173 15%	48 18%	84 15%	43 21%	31 15%	142 37%ghijkl	300 26%op	291 21%p	175 12%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 70  
**Q.9 To what extent would you support or oppose the following?**  
**A minimum price of 50p per unit of alcohol**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	1644 41%	758 38%	886 43% <sup>a</sup>	169 35%	279 41%	264 39%	285 40%	238 40%	407 47% <sup>dfg</sup>	462 43%	434 39%	346 40%	402 42%	156 43%	66 41%	160 36%	148 41%	162 45% <sup>ps</sup>	97 34%	95 47% <sup>ps</sup>	175 44% <sup>s</sup>	209 40%	234 42%	142 39%	235 44%	665 39%
Strongly support	683 17%	341 17%	343 17%	62 13%	114 17%	100 15%	131 18%	108 18%	169 19% <sup>df</sup>	192 18%	165 15%	157 18%	170 18%	95 26% <sup>pqr</sup>	29 18%	59 13%	60 17%	67 18%	38 14%	36 18%	71 18%	83 16%	88 16%	58 16%	99 18%	281 16%
Somewhat support	961 24%	417 21%	543 27% <sup>a</sup>	107 22%	165 24%	165 24%	154 22%	131 22%	238 27% <sup>gh</sup>	270 25%	269 24%	190 22%	233 24%	61 17%	37 23%	101 23%	88 24%	95 26% <sup>n</sup>	59 21%	59 29% <sup>n</sup>	104 26% <sup>n</sup>	127 24% <sup>n</sup>	147 26% <sup>n</sup>	84 23%	135 25%	384 22%
Somewhat oppose	901 22%	453 23%	448 22%	141 30% <sup>gi</sup>	156 23%	160 24%	134 19%	142 24%	167 19%	256 24%	241 22%	212 24%	192 20%	89 25%	39 25%	110 25%	73 20%	77 21%	79 28% <sup>uw</sup>	41 20%	75 19%	119 23%	112 20%	87 24%	121 23%	396 23%
Strongly oppose	739 18%	487 25% <sup>b</sup>	252 12%	71 15%	95 14%	113 17%	154 22% <sup>de</sup>	139 23% <sup>def</sup>	166 19% <sup>e</sup>	200 19%	190 17%	176 20%	173 18%	67 18%	28 18%	96 22% <sup>v</sup>	81 22% <sup>v</sup>	60 17%	60 21% <sup>v</sup>	31 16%	85 21% <sup>v</sup>	75 14%	95 17%	62 17%	81 15%	326 19%
NET: Oppose	1640 41%	939 48% <sup>b</sup>	700 34%	213 45%	251 37%	274 40%	288 40%	281 47% <sup>efg</sup>	333 38%	456 42%	431 39%	388 44% <sup>m</sup>	365 38%	155 43%	68 42%	205 46% <sup>rtv</sup>	154 43%	137 38%	139 49% <sup>rtu</sup>	72 36%	160 40%	193 37%	207 37%	149 41%	202 38%	721 42%
Don't know	734 18%	272 14%	463 23% <sup>a</sup>	95 20% <sup>h</sup>	146 22% <sup>hi</sup>	138 20% <sup>hi</sup>	142 20% <sup>hi</sup>	78 13%	134 15%	156 15%	249 22% <sup>jl</sup>	141 16%	188 20% <sup>j</sup>	50 14%	27 17%	77 17%	59 16%	63 17%	46 16%	34 17%	67 17%	120 23% <sup>n</sup>	121 22% <sup>n</sup>	71 20%	101 19%	326 19%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 70  
**Q.9 To what extent would you support or oppose the following?**  
**A minimum price of 50p per unit of alcohol**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	1644 41%	429 52%bcd e	180 38% c	220 26%	393 43% c	232 42% c	188 46% bc	487 42% m	487 42% m	132 49% jm	205 37%	88 42% m	98 47% jm	117 30%	449 39%	550 39%	645 44% no
Strongly support	683 17%	179 22% bce	69 15% c	65 8%	155 17% c	82 15% c	132 32% abc de	188 16%	192 17% m	57 21% m	99 18% m	38 18%	59 28% ghj m	44 12%	176 15%	231 17%	276 19%
Somewhat support	961 24%	250 30% bcf	111 24% f	156 19%	238 26% cf	150 27% cf	56 14%	299 26% jm	295 26% jm	75 28% jm	106 19%	50 24%	39 19%	73 19%	272 24%	319 23%	369 25%
Somewhat oppose	901 22%	173 21%	96 20%	223 27% abe f	222 24% f	118 21%	69 17%	225 19%	289 25% g	68 25%	122 22%	49 24%	41 20%	84 22%	298 26% op	294 21%	309 21%
Strongly oppose	739 18%	133 16% c	141 30% acd ef	91 11%	162 18% c	124 22% ac	89 22% ac	232 20% hi	180 16%	36 13%	155 28% ghi klm	27 13%	37 18%	69 18%	166 14%	268 19% n	305 21% n
NET: Oppose	1640 41%	305 37%	237 50% acd f	314 38%	383 42%	242 43% a	159 39%	457 39%	469 41%	104 39%	277 50% ghi klm	76 37%	78 37%	153 40%	464 40%	562 40%	614 42%
Don't know	734 18%	97 12%	56 12%	298 36% abd ef	137 15%	83 15%	63 15%	215 19% ij	193 17%	32 12%	69 13%	44 21% ij	32 15%	115 30% ghi jl	241 21% p	281 20% p	212 14%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 71  
**Q.9 To what extent would you support or oppose the following?**  
**Raising the Corporation Tax rate on business's profits from 20% to 30%**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	1760 44%	848 43%	911 44%	210 44%	324 48%i	290 43%	315 44%	256 43%	364 42%	463 43%	469 42%	393 45%	434 45%	192 53%qrs uvw	70 43%	209 47%su	145 40%	152 42%	109 39%	93 46%	157 39%	229 44%	236 42%	168 46%	264 49%	744 43%
Strongly support	635 16%	347 18%b	288 14%	61 13%	108 16%	119 18%	122 17%	95 16%	129 15%	151 14%	155 14%	165 19%jk	164 17%	77 21%qru	26 16%	75 17%	45 12%	45 12%	39 14%	30 15%	55 14%	82 16%	94 17%	67 19%r	96 18%	264 15%
Somewhat support	1125 28%	501 25%	623 30%a	149 31%	216 32%f	171 25%	193 27%	161 27%	235 27%	313 29%	314 28%	228 26%	270 28%	116 32%	44 27%	134 30%	100 28%	108 30%	69 25%	63 31%	102 25%	147 28%	142 25%	100 28%	168 31%	480 28%
Somewhat oppose	906 23%	503 26%b	403 20%	111 23%	123 18%	159 24%	147 20%	143 24%e	224 26%eg	267 25%fm	252 23%	199 23%	188 20%	79 22%	37 23%	116 26%x	81 22%	72 20%	67 24%	44 22%	103 26%	120 23%	116 21%	70 19%	111 21%	388 23%
Strongly oppose	434 11%	305 15%b	129 6%	36 8%	51 8%	54 8%	87 12%def	76 13%def	131 15%def	164 15%klm	102 9%	87 10%	81 9%	23 6%	12 8%	41 9%	54 15%nop x	49 14%n	41 15%nx	21 10%	48 12%n	52 10%	63 11%n	31 8%	40 7%	201 12%A
NET: Oppose	1340 33%	807 41%b	533 26%	147 31%	174 26%	213 32%	233 33%e	218 37%e	354 40%def	431 40%klm	354 32%	286 33%	269 28%	102 28%	49 31%	158 36%x	135 37%nx	121 34%	108 38%nx	65 32%	152 38%nx	172 33%	178 32%	100 28%	151 28%	589 34%A
Don't know	918 23%	314 16%	605 30%a	121 25%i	178 26%hi	173 26%i	168 23%i	122 20%	156 18%	180 17%	291 26%j	196 22%j	251 26%j	68 19%	42 26%p	76 17%	81 22%	88 24%p	65 23%	43 22%	93 23%	122 23%	148 26%np	93 26%p	123 23%	379 22%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 71  
**Q.9 To what extent would you support or oppose the following?**  
**Raising the Corporation Tax rate on business's profits from 20% to 30%**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	1760 44%	423 51%bce	84 18%	205 25%b	485 53%bce	243 44%bc	320 78%abc de	391 34%	597 52%gm	124 46%gm	258 47%gm	133 64%ghi jm	112 54%gm	119 31%	534 46%	605 43%	621 42%
Strongly support	635 16%	122 15%bc	7 1%	41 5%b	158 17%bc	88 16%bc	218 53%abcd e	90 8%	228 20%gim	36 13%g	116 21%gim	61 29%ghi m	50 24%gim	48 12%g	169 15%	241 17%	224 15%
Somewhat support	1125 28%	302 36%bce f	77 16%	163 20%	327 36%bce f	155 28%bc	101 25%b	300 26% m	369 32%gjm	88 33% m	142 26% m	72 34% m	62 30% m	72 19%	365 32% op	364 26%	396 27%
Somewhat oppose	906 23%	196 24% f	157 33% acd ef	200 24% f	197 22% f	118 21% f	38 9%	320 28% hijk m	262 23% k	71 27% ijk	105 19% k	21 10%	43 21% k	76 20% k	234 20%	306 22%	366 25% n
Strongly oppose	434 11%	87 10% df	168 35% acde f	70 8% df	45 5%	48 9% df	17 4%	204 18% hijkl m	76 7%	21 8%	82 15% ghijkl m	9 4%	8 4%	31 8%	87 8%	140 10%	206 14% no
NET: Oppose	1340 33%	282 34% df	325 69% acd ef	270 32% df	242 26% f	166 30% f	55 13%	524 45% hijkl klm	337 29% k	92 34% k	187 34% kl	30 15%	51 25% k	106 28% k	321 28%	446 32%	572 39% no
Don't know	918 23%	126 15% f	65 14% f	358 43% abd ef	187 20% abf	148 27% abdf	35 9%	244 21%	214 19%	53 20%	106 19%	46 22%	44 21%	159 41% ghi jkl	299 26% p	341 24% p	279 19%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 72  
**Q.9 To what extent would you support or oppose the following?**  
**Capping bonuses at 50% of annual salary**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	3031	1489	1541	284	445	491	555	493	762	835	822	675	698	291	126	328	267	271	203	157	323	363	433	269	400	1216
	75%	76%	75%	59%	66%	73%de	78%de	83%defg	87%defgh	78%mi	74%	77%	73%	80%sv	78%	74%	74%	75%	72%	78%	80%sv	69%	77%v	74%	74%	71%
Strongly support	1759	912	847	135	231	249	347	306	491	459	455	415	429	180	76	193	148	161	122	79	179	197	257	167	228	679
	44%	46%b	41%	28%	34%	37%de	49%def	51%defg	56%defgh	43%	41%	47%k	45%	50%tv	47%	44%	41%	45%	43%	39%	45%	38%	46%v	46%v	42%	40%
Somewhat support	1272	578	694	149	214	242	208	188	271	376	367	260	269	110	50	135	119	110	82	77	144	166	176	102	171	537
	32%	29%	34%a	31%	32%	36%g	29%	31%	31%	35%mi	33%mi	30%	28%	31%	31%	33%	30%	29%	39%x	36%	32%	31%	28%	32%	31%	
Somewhat oppose	365	201	164	72	79	68	57	35	54	108	119	61	77	29	11	35	47	33	39	14	27	59	44	27	51	186
	9%	10%b	8%	15%fghi	12%hi	10%hi	8%	6%	6%	10%	11%l	7%	8%	8%	7%	8%	13%uw	9%	14%ptuw	7%	7%	11%	8%	7%	10%	11%
Strongly oppose	159	94	65	39	37	18	28	22	16	51	39	36	32	10	5	26	13	15	8	13	21	21	12	18	100	
	4%	5%b	3%	8%fghi	6%fi	3%	4%i	4%i	2%	5%	4%	4%	3%	3%	3%	6%	4%	4%	3%	6%	3%	4%	4%	3%	3%	6%
NET: Oppose	524	295	229	111	116	86	85	57	69	159	158	97	110	39	17	61	60	49	47	27	40	80	66	39	69	285
	13%	15%b	11%	23%fghi	17%ghi	13%i	12%i	10%	8%	15%	14%	11%	12%	11%	10%	14%	17%u	13%	17%u	14%	10%	15%	12%	11%	13%	17%
Don't know	463	185	278	83	115	99	76	46	44	80	134	103	147	32	18	52	35	42	31	17	39	79	64	54	69	210
	12%	9%	14%a	17%ghi	17%ghi	15%hi	11%i	8%	5%	7%	12%j	12%j	15%j	9%	11%	12%	10%	12%	11%	8%	10%	15%nt	11%	15%n	13%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 72

**Q.9 To what extent would you support or oppose the following?****Capping bonuses at 50% of annual salary****Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	3031 75%	639 77%bc	327 69%bc	407 49%	824 90%abc e	452 81%bc e	382 93%abc e	878 76% m	882 77% m	220 82% m	438 79% m	165 79% m	176 85% ghm	228 59%	729 63%	1046 75% n	1255 85% no
Strongly support	1759 44%	339 41%bc	143 30% c	124 15%	579 63% abc e	258 46% bc e	316 77% abc de	464 40% m	513 45% m	134 50% gm	305 55% ghm	120 57% ghm	102 49% gm	100 26%	366 32%	597 43% n	796 54% no
Somewhat support	1272 32%	301 36% df	184 39% df	284 34% df	245 27% f	193 35% df	65 16%	414 36% jk	369 32% jk	87 32% jk	133 24%	45 22%	73 35% jk	128 33% jk	363 31%	450 32%	459 31%
Somewhat oppose	365 9%	95 11% def	74 16% def	114 14% def	36 4%	36 6% f	11 3%	125 11% jl	117 10% l	18 7%	40 7%	17 8%	7 3%	33 9%	151 13% op	125 9% p	89 6%
Strongly oppose	159 4%	33 4% df	41 9% adef	53 6% def	17 2%	12 2%	3 1%	58 5% k	44 4%	5 2%	20 4%	2 1%	5 2%	22 6% ik	76 7% op	46 3%	37 3%
NET: Oppose	524 13%	127 15% def f	115 24% ade f	167 20% adef	53 6%	48 9% f	14 3%	184 16% ijl	161 14% ll	23 9%	60 11%	19 9%	12 6%	55 14% l	227 20% op	171 12% p	127 9%
Don't know	463 12%	65 8% df	31 7%	258 31% abde f	37 4%	58 10% df	14 3%	98 8%	105 9%	25 9%	53 10%	25 12%	20 10%	102 26% ghi jkl	198 17% op	176 13% p	90 6%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 73

**Q.9 To what extent would you support or oppose the following?**

**Health warnings on the packaging of sugary drinks like fruit juices and soft drinks**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Support	3108	1487	1621	348	449	506	578	471	756	846	832	683	747	280	128	336	291	293	216	158	306	393	433	274	413	1271
	77%	76%	79%a	73%	66%	75%e	81%def	79%e	86%def	79%k	75%	78%	78%	77%	80%	76%	80%	81%	77%	79%	76%	75%	77%	76%	77%	74%
Strongly support	1589	727	862	160	224	227	303	267	408	452	389	366	381	144	67	155	150	148	108	77	158	205	231	147	225	605
	40%	37%	42%a	34%	33%	34%	42%def	45%def	47%def	42%k	35%	42%k	40%k	40%	41%	35%	41%	41%	38%	38%	39%	39%	41%	41%	42%B	35%
Somewhat support	1519	760	759	188	225	278	276	204	348	394	442	317	366	136	62	182	141	145	108	81	148	188	202	127	187	665
	38%	39%	37%	39%	33%	41%eh	38%	34%	40%e	37%	40%	36%	38%	37%	38%	41%	39%	40%	39%	40%	37%	36%	36%	35%	35%	39%
Somewhat oppose	424	242	182	58	101	73	69	51	72	129	120	84	90	39	11	54	25	32	31	23	51	67	57	33	61	198
	11%	12%b	9%	12%	15%ghi	11%	10%	9%	8%	12%	11%	10%	9%	11%	7%	12%q	7%	9%	11%	12%	13%q	13%q	10%	9%	11%	12%
Strongly oppose	161	102	59	23	31	26	25	39	17	41	41	42	37	18	6	21	24	11	9	5	22	13	24	10	20	88
	4%	5%b	3%	5%i	5%i	4%	4%	7%gi	2%	4%	4%	5%	4%	5%	4%	5%	7%vx	3%	3%	2%	5%	3%	4%	3%	4%	5%
NET: Oppose	585	344	241	81	132	99	95	90	89	170	161	126	127	57	17	75	49	42	39	28	73	80	82	43	81	287
	15%	17%b	12%	17%i	19%gi	15%i	13%	15%i	10%	16%	14%	14%	13%	16%	11%	17%	14%	12%	14%	14%	18%rx	15%	15%	12%	15%	17%
Don't know	325	137	188	48	96	72	43	36	29	58	121	66	80	25	15	30	22	26	26	15	23	50	48	45	44	155
	8%	7%	9%a	10%gi	14%ghi	11%ghi	6%i	6%i	3%	5%	11%j	8%	8%j	7%	10%	7%	6%	7%	9%	7%	6%	10%	9%	12%npqr	8%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 73

**Q.9 To what extent would you support or oppose the following?**

**Health warnings on the packaging of sugary drinks like fruit juices and soft drinks**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Support	3108 77%	707 85%bce	366 77%c	464 56%	798 87%bce	417 75%c	356 87%bce	923 80%jm	911 79%jm	213 79%	406 74%	161 77%	164 79%	277 72%	797 69%	1084 78%n	1227 83%no
Strongly support	1589 40%	330 40%c	180 38%c	127 15%	499 55%abc e	199 36%c	254 62%abc de	456 39%	472 41%m	117 43%m	209 38%	90 43%	92 44% m	130 34%	384 33%	530 38%	675 46%no
Somewhat support	1519 38%	377 45%df	186 39%df	337 41%df	299 33% f	218 39% df	101 25%	467 40%	438 38%	97 36%	197 36%	71 34%	72 35%	147 38%	413 36%	554 40%	552 38%
Somewhat oppose	424 11%	75 9%	63 13% adf	126 15% adf	66 7%	65 12% df	28 7%	113 10%	127 11%	36 13%	64 12%	25 12%	20 10%	37 10%	158 14% op	142 10%	123 8%
Strongly oppose	161 4%	26 3%	25 5% d	45 5% d	24 3%	28 5% d	13 3%	49 4%	32 3%	5 2%	44 8% ghik m	3 2%	11 5%	10 3%	54 5%	51 4%	56 4%
NET: Oppose	585 15%	100 12%	88 19% adf	171 21% adf	90 10%	94 17% adf	41 10%	161 14%	159 14%	42 16%	108 20% ghm	28 13%	31 15%	47 12%	213 18% op	193 14%	179 12%
Don't know	325 8%	24 3%	19 4%	197 24% abde f	26 3%	47 8% abdf	13 3%	75 6%	78 7%	13 5%	37 7%	20 9%	13 6%	61 16% ghi jl	144 12% op	115 8% p	66 4%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

**Q10. Over the last year what would you say has been the biggest business story that you have noticed? This can be a story that showed a particular (or multiple) businesses in a positive or a negative light but please only describe one story.**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Banking	1069	665	404	63	97	136	188	236	349	342	282	221	224	103	46	119	103	108	71	54	96	118	154	98	121	378
	27%	34% <sup>b</sup>	20%	13%	14%	20% <sup>de</sup>	26% <sup>def</sup>	39% <sup>defg</sup>	40% <sup>defg</sup>	32% <sup>klm</sup>	25%	25%	23%	29%	28%	27%	29%	30% <sup>v</sup>	25%	27%	24%	23%	27%	27%	22%	22%
Banking scandals (e.g. non-specific stories about Libor, forex)	674	438	236	35	46	66	126	159	243	222	164	149	140	74	31	67	60	70	51	27	58	71	95	70	74	218
	17%	22% <sup>b</sup>	12%	7%	7%	10%	18% <sup>def</sup>	27% <sup>defg</sup>	28% <sup>defg</sup>	21% <sup>km</sup>	15%	17%	15%	20% <sup>v</sup>	19%	15%	17%	19% <sup>v</sup>	18%	14%	14%	14%	17%	19%	14%	13%
HSBC (e.g. tax avoidance allegations, job cuts)	207	130	77	20	41	37	31	35	43	62	73	37	36	12	10	30	27	20	8	10	20	26	28	16	27	94
	5%	7% <sup>b</sup>	4%	4%	6%	5%	4%	6%	5%	6%	7% <sup>m</sup>	4%	4%	3%	6%	7% <sup>s</sup>	7% <sup>s</sup>	6%	3%	5%	5%	5%	5%	4%	5%	5%
Barclays (e.g. fines, Libor, forex)	70	45	25	1	2	9	10	20	29	19	22	10	19	2	2	8	5	7	4	10	7	9	14	3	7	19
	2%	2% <sup>b</sup>	1%	*	*	1%	1%	3% <sup>defg</sup>	3% <sup>defg</sup>	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	5% <sup>npqs</sup>	2%	2%	2%	1%	1%	1%
Banking bonuses (non-specific)	55	25	30	3	3	11	9	5	24	18	13	12	11	4	2	4	5	7	4	5	6	6	9	3	7	16
	1%	1%	1%	1%	1%	2%	1%	1%	3% <sup>deh</sup>	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%
RBS (e.g. bonuses, fines)	31	10	21	-	1	7	8	11	4	9	4	10	9	10	-	5	1	3	2	-	4	1	4	2	3	14
	1%	1%	1%	-	*	1%	1%	2% <sup>dei</sup>	1%	1%	*	1%	1%	3% <sup>qvw</sup>	-	1%	*	1%	1%	-	1%	*	1%	1%	1%	1%
Co-op Bank (e.g. financial losses)	22	12	10	2	2	3	4	6	6	6	6	3	7	3	-	3	4	1	1	*	2	4	3	2	-	12
	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	*	*	*	1%	1%	1%	*	-	1%
Lloyds Bank (e.g. restructuring)	10	6	5	3	2	4	-	1	1	6	2	*	2	-	1	1	2	*	1	1	-	1	1	2	3	4
	*	*	*	1%	*	1%	-	*	*	1%	*	*	*	-	1%	*	*	*	*	*	*	*	*	1%	*	*
NET: Supermarkets	685	327	358	76	90	126	149	89	154	193	200	126	166	72	32	67	55	54	43	39	76	83	105	58	91	292
	17%	17%	17%	16%	13%	19% <sup>e</sup>	21% <sup>eh</sup>	15%	18% <sup>e</sup>	18%	18%	14%	17%	20%	20%	15%	15%	15%	15%	20%	19%	16%	19%	16%	17%	17%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/uv/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

**Q10. Over the last year what would you say has been the biggest business story that you have noticed? This can be a story that showed a particular (or multiple) businesses in a positive or a negative light but please only describe one story.**  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
Tesco (e.g. financial losses, horsemeat, accountancy scandal, job cuts)	556 14%	269 14%	288 14%	68 14%	74 11%	97 14%	128 18%ehi	75 13%	115 13%	167 16%	168 15%	103 12%	118 12%	63 17%qr	27 17%q	59 13%	30 8%	41 11%	35 12%	31 15%q	66 17%q	64 12%	86 15%q	55 15%q	82 15%	243 14%	
Supermarkets (e.g. non-specific stories about horsemeat, job cuts, financial losses)	85 2%	37 2%	48 2%	6 1%	8 1%	20 3%	11 2%	11 2%	29 3%e	16 1%	22 2%	12 1%	36 4%jkl	5 1%	2 1%	5 1%	11 3%	10 3%	8 3%	7 3%u	3 1%	14 3%	16 3%	4 1%	6 1%	32 2%	
Aldi/Lidl (e.g. increased market share)	32 1%	15 1%	16 1%	2 *	2 *	8 1%	6 1%	2 *	11 1%	10 1%	6 1%	8 1%	8 1%	1 *	- -	4 1%	9 2%nswx	3 1%	- -	2 1%	7 2%x	4 1%	2 *	- -	2 *	13 1%	
Morrisons (e.g. job cuts)	12 *	6 *	5 *	- -	5 1%i	2 *	4 1%	1 *	- -	- -	4 *	4 *	4 *	4 1%	3 2%pruvwx	- -	5 1%pvw	- -	- -	- -	- -	- -	- -	* *	- -	2 *	5 *
NET: Tax avoidance allegations	283 7%	130 7%	153 7%	43 9%	56 8%	40 6%	52 7%	42 7%	51 6%	89 8%	79 7%	54 6%	61 6%	31 9%t	6 4%	36 8%t	21 6%	28 8%t	23 8%t	6 3%	23 6%	26 5%	39 7%	44 12%oqtuvw	53 10%B	112 7%	
Multinational companies and tax avoidance (non-specific)	196 5%	90 5%	106 5%	27 6%	34 5%	32 5%	39 5%	27 5%	37 4%	56 5%	58 5%	42 5%	41 4%	17 5%	4 2%	25 6%	16 4%	22 6%	13 5%	5 3%	17 4%	21 4%	26 5%	31 9%otuvw	33 6%	77 5%	
Starbucks (e.g. tax avoidance allegations)	37 1%	11 1%	26 1%	7 1%	11 2%	4 1%	5 1%	3 *	8 1%	8 1%	10 1%	7 1%	12 1%	6 2%	- -	1 *	2 *	2 1%	6 2%pw	1 *	6 1%	5 1%	3 1%	5 2%	6 1%	13 1%	
Amazon (e.g. tax avoidance allegations)	34 1%	20 1%	14 1%	8 2%	6 1%	2 *	6 1%	9 2%fi	3 *	21 2%klm	6 1%	3 *	4 *	6 2%v	2 1%v	6 1%v	1 *	2 1%	3 1%v	- -	1 *	- -	9 2%v	4 1%v	9 2%	16 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

**Q10. Over the last year what would you say has been the biggest business story that you have noticed? This can be a story that showed a particular (or multiple) businesses in a positive or a negative light but please only describe one story.**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
Google (e.g. tax avoidance allegations)	15*	8*	7*	*	6 1%	2*	2*	2*	2*	4*	5*	1*	4*	2 1%	-	4 1%	2*	* *	-	-	1*	1*	3 1%	5 1%	5*	
Thomas Cook (e.g. death of Christi and Bobby Shepherd)	108	34 3%	74 4%a	14 3%	17 3%	15 2%	16 2%	24 4%	22 3%	44 4%lm	34 3%	15 2%	15 2%	10 3%	4 3%	5 1%	7 2%	9 2%	9 3%	7 4%	19 5%px	14 3%	17 3%	6 2%	16 3%	37 2%
Energy companies (e.g. non-specific stories about energy prices, competition investigation)	70	34 2%	37 2%	1*	3*	15 2%de	24 3%de	10 2%de	17 2%de	9 1%	12 1%	24 3%jk	25 3%jk	8 2%	2 1%	8 2%	5 1%	5 1%	3 1%	2 1%	10 2%	8 2%	7 1%	13 4%w	5 1%	35 2%
Marks & Spencer (e.g. return to profit)	31	14 1%	16 1%	2*	2*	2*	1*	6 1%	17 2%defg	14 1%	6 1%	3*	7 1%	1*	2 1%	1*	1*	1*	2 1%	1*	7 2%	6 1%	4 1%	4 1%	5 1%	5*
NHS (e.g. finances, privatisation)	25	8 1%	17 1%	7 2%g	3*	3*	1*	4 1%	6 1%	4*	7 1%	5 1%	9 1%	2*	4 1%	3 1%	3 1%	-	-	2*	6 1%	2*	2 1%	3*	7*	
Newspaper phone hacking allegations (non-specific)	22	13 1%	9 1%	* *	4 1%	2*	3*	3*	10 1%	7 1%	2*	4*	8 1%	1*	1 1%	8 2%uvw	2 1%	1*	3 1%w	-	-	1*	* *	4 1%	3*	4*
Apple (e.g. new iPhone)	19	14 1%	6*	2 1%	6 1%i	6 1%i	2*	1*	1*	7 1%	8 1%	3*	2*	1*	-	3 1%	-	2*	-	3 2%	2 1%	4 1%	3*	1 1%	4 1%	13 1%
Oil/gas/fuel prices (non-specific)	14	11 1%	3*	2*	-	2*	6 1%	1*	2*	4*	6 1%	1*	3*	2 1%	* *	1 1%	2 1%	3 1%	1*	-	-	3*	1*	1*	1 1%	9 1%
BP (e.g. Gulf of Mexico oil spill)	11	7*	4*	1*	-	3*	2*	2*	3*	6 1%mn	3*	3*	-	1*	-	-	1*	-	-	1 1%	-	5 1%	2*	1*	2*	4*
Jaguar Land Rover (e.g. expansion)	11	7*	3*	-	-	-	2*	4 1%	5 1%	3*	5*	2*	2*	-	-	-	-	10 3%npqs uvwx	-	1*	-	-	-	-	1*	2*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

**Q10. Over the last year what would you say has been the biggest business story that you have noticed? This can be a story that showed a particular (or multiple) businesses in a positive or a negative light but please only describe one story.**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Shell (e.g. Arctic drilling, purchase of BG Group)	10*	4*	5*	1*	3*	-	1*	2*	4*	3*	4*	1*	2*	-	1%	1*	-	-	1*	*	-	1*	5%	1*	-	4*
BBC (e.g. Top Gear, Operation Yewtree)	10*	2*	8*	4%	*	*	1*	2*	2*	2*	3*	3*	2*	-	-	3%	*	-	-	1%	1*	-	*	3%	-	3*
BT (e.g. increased market share, purchase of EE)	9*	7*	2*	*	1*	3*	2*	*	2*	-	5*	2*	3*	1*	-	-	1*	2*	1*	*	1*	4%	-	-	1*	4*
JCB (e.g. Brexit, financial performance)	9*	7*	2*	-	-	-	2*	2*	5%	3*	-	1*	4*	-	-	3%	-	4%	1*	-	-	-	1*	1*	1*	-
Sports Direct (e.g. stories about zero hours contracts)	7*	2*	5*	1*	2*	1*	1*	1*	1*	-	4*	1*	3*	3%	*	1*	1*	-	1*	-	-	-	1*	1*	2*	-
McDonald's (e.g. content of burgers)	6*	*	6*	2%	4%	-	-	-	-	4*	1*	-	2*	1*	-	-	-	-	-	1*	1*	-	4%	*	-	5*
Black Friday	6*	-	6% <sup>a</sup>	2*	-	-	2*	1*	1*	2*	2*	2*	-	-	2%	pv	1*	-	-	-	2*	-	1*	-	3%	2*
Fracking	5*	2*	3*	-	-	-	3*	-	1*	2*	-	2*	1*	1*	-	*	3%	-	-	-	-	-	-	1*	-	*
Zero hours contracts (non-specific)	4*	2*	2*	-	1*	1*	1*	2*	-	1*	2*	1*	1*	-	-	-	1*	1*	-	1*	2*	-	-	-	1*	2*
Other	501	256	245	89	118	89	85	44	76	126	124	145	106	50	21	52	66	40	48	23	41	73	52	34	78	274
	12%	13%	12%	19%ghi	18%ghi	13%hi	12%h	7%	9%	12%	11%	17%ijk	11%	14%	13%	12%	18%pru	11%	17%uw	11%	10%	14%w	9%	9%	15%	16%
None	1104	424	679	168	267	231	173	121	143	210	327	256	311	75	42	128	88	91	75	61	119	171	166	88	148	521
	27%	22%	33% <sup>a</sup>	35%ghi	40%ghi	34%ghi	24%i	20%	16%	20%	29%j	29%j	33%j	21%	26%	29% <sup>n</sup>	24%	25%	27%	30% <sup>n</sup>	30% <sup>n</sup>	33% <sup>nqr</sup>	29% <sup>n</sup>	24%	28%	30%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

**Q10. Over the last year what would you say has been the biggest business story that you have noticed? This can be a story that showed a particular (or multiple) businesses in a positive or a negative light but please only describe one story.**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Banking	1069	139	178	123	275	180	173	314	316	94	166	62	56	53	160	324	585
	27%	17%	38%acd	15%	30%ac	32%ac	42%acd	27%me	28%me	35%ghm	30%me	30%me	27%me	14%	14%	23%no	40%no
Banking scandals (e.g. non-specific stories about Libor, forex)	674	79	123	69	165	127	111	221	186	56	100	36	38	32	81	192	401
	17%	9%	26%acd	8%	18%ac	23%ac	27%acd	19%me	16%me	21%me	18%me	17%me	18%me	8%	7%	14%no	27%no
HSBC (e.g. tax avoidance allegations, job cuts)	207	31	29	30	56	24	37	36	83	20	30	16	7	14	61	68	78
	5%	4%	6%	4%	6%c	4%	9%ace	3%	7%gm	7%g	6%g	8%g	4%	4%	5%	5%	5%
Barclays (e.g. fines, Libor, forex)	70	10	13	7	15	14	11	25	15	7	15	5	*	1	3	18	49
	2%	1%	3%c	1%	2%	3%c	3%c	2%me	1%	3%me	3%me	3%me	*	*	*	1%no	3%no
Banking bonuses (non-specific)	55	5	6	6	20	9	9	17	14	4	12	2	3	1	6	20	29
	1%	1%	1%	1%	2%ac	2%	2%a	1%	1%	1%	2%me	1%	2%	*	1%	1%	2%no
RBS (e.g. bonuses, fines)	31	8	2	8	9	3	2	7	8	2	6	-	7	1	1	15	15
	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%	-	3%ghkm	*	*	1%no	1%no
Co-op Bank (e.g. financial losses)	22	1	6	1	7	3	4	5	7	2	1	3	-	3	4	7	11
	1%	*	1%ac	*	1%	1%	1%	*	1%	1%	*	2%	-	1%	*	1%	1%
Lloyds Bank (e.g. restructuring)	10	5	-	2	3	-	-	3	3	3	*	-	-	1	5	4	2
	*	1%	-	*	*	-	-	*	*	1%	*	-	-	*	*	*	*
NET: Supermarkets	685	165	112	108	171	83	46	250	173	47	88	25	41	46	165	275	244
	17%	20%cef	24%cef	13%	19%cf	15%	11%	22%hjk	15%	18%	16%	12%	20%me	12%	14%	20%no	17%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 74

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**Base: All respondents**

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	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Tesco (e.g. financial losses, horsemeat, accountancy scandal, job cuts)	556 14%	129 15% cef	98 21% acd ef	88 11%	144 16% cef	61 11%	37 9%	197 17% hkm	136 12%	44 16% m	72 13%	21 10%	37 18% m	35 9%	142 12%	224 16% np	190 13%
Supermarkets (e.g. non-specific stories about horsemeat, job cuts, financial losses)	85 2%	28 3%	8 2%	15 2%	15 2%	15 3%	5 1%	29 3%	23 2%	3 1%	11 2%	5 2%	2 1%	11 3%	14 1%	31 2%	40 3% n
Aldi/Lidl (e.g. increased market share)	32 1%	1 *	6 1% a	3 *	11 1% a	6 1% a	4 1%	18 2% m	8 1%	-	4 1%	-	-	-	4 *	14 1%	13 1%
Morrisons (e.g. job cuts)	12 *	7 1%	* *	2 *	2 *	1 *	-	4 *	6 *	-	-	-	2 1%	-	5 *	6 *	1 *
NET: Tax avoidance allegations	283 7%	59 7%	28 6%	44 5%	78 9% c	32 6%	43 11% bce	85 7% m	76 7% m	26 10% m	45 8% m	18 9% m	17 8% m	9 2%	99 9%	92 7%	92 6%
Multinational companies and tax avoidance (non-specific)	196 5%	43 5%	24 5%	25 3%	50 5% c	25 4%	30 7% c	65 6% m	49 4% m	11 4%	31 6% m	17 8% m	16 7% m	6 2%	62 5%	70 5%	65 4%
Starbucks (e.g. tax avoidance allegations)	37 1%	6 1%	2 *	6 1%	11 1%	3 1%	9 2% b	7 1%	16 1%	5 2% m	5 1%	1 *	1 *	* *	18 2%	9 1%	11 1%
Amazon (e.g. tax avoidance allegations)	34 1%	7 1%	2 *	9 1%	13 1% e	1 *	2 1%	7 1%	9 1%	6 2% ghm	6 1%	-	1 *	1 *	13 1%	8 1%	13 1%

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

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Google (e.g. tax avoidance allegations)	15 *	3 *	-	3 *	4 *	3 1%	2 *	5 *	2 *	4 1%h	3 1%	-	-	1 *	6 1%	4 *	4 *
Thomas Cook (e.g. death of Christi and Bobby Shepherd)	108 3%	12 1%	18 4%a	20 2%	40 4%af	12 2%	6 2%	32 3%	30 3%	8 3%	13 2%	3 1%	12 6%ghk	8 2%	31 3%	30 2%	46 3%
Energy companies (e.g. non-specific stories about energy prices, competition investigation)	70 2%	10 1%	6 1%	6 1%	24 3%c	11 2%	13 3%ac	15 1%	23 2%	6 2%	18 3%gk	-	3 2%	4 1%	3 *	39 3%n	28 2%n
Marks & Spencer (e.g. return to profit)	31 1%	5 1%	7 1%c	1 *	13 1%c	4 1%	1 *	14 1%h	3 *	2 1%	8 1%hm	2 1%	-	-	4 *	4 *	23 2%no
NHS (e.g. finances, privatisation)	25 1%	10 1%	2 *	3 *	5 1%	4 1%	2 *	7 1%	7 1%	1 *	4 1%	* *	1 1%	4 1%	11 1%	4 *	10 1%
Newspaper phone hacking allegations (non-specific)	22 1%	4 *	6 1%f	4 *	6 1%	2 *	-	8 1%	9 1%	2 1%	2 *	-	1 *	-	4 *	5 *	13 1%
Apple (e.g. new iPhone)	19 *	8 1%d	3 1%	1 *	1 *	3 *	3 1%	6 *	5 *	1 *	3 1%	* *	2 1%	2 1%	9 1%	8 1%	2 *
Oil/gas/fuel prices (non-specific)	14 *	4 *	4 1%	4 *	1 *	1 *	* *	8 1%	2 *	* *	2 *	-	1 *	-	2 *	8 1%	4 *
BP (e.g. Gulf of Mexico oil spill)	11 *	3 *	3 1%	3 *	2 *	-	-	4 *	1 *	-	-	-	-	3 1%	1 *	5 *	6 *

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

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## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

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	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Jaguar Land Rover (e.g. expansion)	11*	2*	6	-	3	-	-	5	2	1	1	-	-	2	-	2	9
Shell (e.g. Arctic drilling, purchase of BG Group)	10*	3*	3	*	3	1	-	4	3	1	1	1	-	3	1	6	
BBC (e.g. Top Gear, Operation Yewtree)	10*	*	-	2	4	2	1	2	3	-	2	*	-	2	4	1	4
BT (e.g. increased market share, purchase of EE)	9*	3*	1	*	3	1	1	3	4	-	1	-	1	*	1	6	3
JCB (e.g. Brexit, financial performance)	9*	2*	1	1	1	3	2	2	3	-	4	-	-	-	-	2	7
Sports Direct (e.g. stories about zero hours contracts)	7*	1*	2	1	2	2	*	1	4	-	1	-	2	-	4	2	2
McDonald's (e.g. content of burgers)	6*	5	-	-	1	-	-	-	-	-	*	-	-	2	6	-	-
Black Friday	6*	4	-	-	1	-	*	1	3	-	-	-	-	-	2	2	2
Fracking	5*	2	-	*	2	-	1	*	3	-	1	-	1	-	-	3	1
Zero hours contracts (non-specific)	4*	-	-	1	2	-	2	-	4	-	-	-	-	-	1	2	2

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

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	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Other	501	158	48	89	110	39	57	140	157	24	59	41	19	53	207	174	120
	12%	19%bcd	10%	11%e	12%e	7%	14%e	12%	14%	9%	11%	20%gijl	9%	14%	18%op	12%p	8%
None	1104	233	46	421	166	180	58	258	315	55	133	55	50	196	436	404	264
	27%	28%bdf	10%	51%abd	18%b	32%bdf	14%	22%	27%gi	20%	24%	27%	24%	51%ghi	38%op	29%p	18%
				ef									ijkl				

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

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 75

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Summary Table**

**Base: All respondents**

	Ranking			
	NET: Top 3 Most important	Most important	Second most important	Third most important
Unweighted base	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018
Providing the service (energy, banking, product, etc.) that people need	1912 48%	536 13%	607 15%	770 19%
Investing in improving the service and product they provide	1684 42%	334 8%	544 14%	807 20%
Creating and protecting jobs	1758 44%	657 16%	562 14%	539 13%
Giving investors a return on the money they invest in the company	2056 51%	912 23%	753 19%	392 10%
Attracting investors	2056 51%	917 23%	797 20%	342 9%
Paying tax	1436 36%	434 11%	446 11%	557 14%
Minimising their environmental footprint	709 18%	123 3%	206 5%	380 9%
Don't know	87 2%	106 3%	105 3%	232 6%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 76

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**NET: Top 3 Most important**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Giving investors a return on the money they invest in the company	2056 51%	1121 57% <sup>b</sup>	936 46%	200 42%	293 43%	301 44%	402 56% <sup>def</sup>	354 59% <sup>def</sup>	507 58% <sup>def</sup>	611 57% <sup>lm</sup>	595 53% <sup>lm</sup>	388 44%	461 48%	205 57% <sup>ov</sup>	72 45%	222 50%	180 50%	192 53%	139 49%	97 48%	228 57% <sup>ov</sup>	251 48%	291 52%	180 50%	267 50%	839 49%
Attracting investors	2056 51%	1024 52%	1032 50%	255 53%	330 49%	329 49%	374 52%	322 54%	445 51%	578 54%	573 51%	427 49%	477 50%	194 54%	85 53%	229 52%	182 50%	186 51%	157 56% <sup>v</sup>	101 50%	206 51%	244 47%	289 51%	183 51%	301 56% <sup>B</sup>	829 48%
Providing the service (energy, banking, product, etc.) that people need	1912 48%	900 46%	1012 49%	241 51%	341 50% <sup>i</sup>	307 45%	348 49%	288 48%	387 44%	541 50% <sup>fm</sup>	551 49% <sup>m</sup>	398 46%	422 44%	168 47%	88 55%	203 46%	181 50%	164 45%	129 46%	93 46%	208 52%	238 45%	277 49%	163 45%	268 50%	808 47%
Creating and protecting jobs	1758 44%	807 41%	950 46% <sup>a</sup>	221 46% <sup>h</sup>	317 47% <sup>hi</sup>	330 49% <sup>hi</sup>	322 45% <sup>h</sup>	221 37%	346 40%	415 39%	507 46% <sup>j</sup>	398 46% <sup>j</sup>	437 46% <sup>j</sup>	153 42%	71 44%	192 43%	154 43%	150 42%	124 44%	95 47%	166 41%	250 48%	245 43%	158 44%	229 43%	808 47%
Investing in improving the service and product they provide	1684 42%	825 42%	859 42%	212 44%	287 42%	286 42%	269 38%	261 44% <sup>g</sup>	370 42%	475 44% <sup>fm</sup>	457 41%	384 44%	368 39%	145 40%	69 43%	197 45%	158 44%	153 42%	117 42%	84 42%	166 41%	236 45% <sup>x</sup>	225 40%	133 37%	218 41%	750 44%
Paying tax	1436 36%	726 37%	710 35%	123 26%	237 35% <sup>d</sup>	265 39% <sup>d</sup>	257 36% <sup>d</sup>	208 35% <sup>d</sup>	347 40% <sup>d</sup>	349 32%	368 33%	355 41% <sup>jk</sup>	365 38% <sup>jk</sup>	126 35%	59 37%	159 36%	124 34%	121 33%	90 32%	81 40%	132 33%	209 40%	195 35%	141 39%	185 34%	608 36%
Minimising their environmental footprint	709 18%	327 17%	382 19%	119 25% <sup>ghi</sup>	146 22% <sup>hi</sup>	129 19% <sup>hi</sup>	119 17%	75 13%	121 14%	177 16%	181 16%	172 20%	178 19%	60 17%	24 15%	70 16%	53 15%	69 19%	52 18%	29 14%	66 16%	107 20%	106 19%	73 20%	98 18%	343 20%
Don't know	87 2%	31 2%	56 3% <sup>a</sup>	12 2%	18 3%	14 2%	9 1%	13 2%	22 3%	10 1%	22 2%	19 2%	36 4% <sup>jk</sup>	5 1%	4 3%	10 2%	11 3%	12 3% <sup>v</sup>	8 3%	5 3%	6 1%	4 1%	11 2%	10 3%	8 2%	24 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/effg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 76

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**NET: Top 3 Most important**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Giving investors a return on the money they invest in the company	2056 51%	342 41%	321 68% acd ef	318 38%	517 57% ac	319 57% ac	239 58% ac	633 55% hm	561 49% m	157 58% hjm	273 50% m	131 63% hjm	118 57% m	150 39%	493 43%	702 50% n	861 59% no
Attracting investors	2056 51%	361 43%	241 51% ac	344 41%	563 62% abc e	295 53% ac e	251 61% abc e	586 51%	587 51%	130 48%	293 53%	137 66% ghi jlm	109 52%	182 47%	585 51%	703 51%	767 52%
Providing the service (energy, banking, product, etc.) that people need	1912 48%	418 50% cf	247 52% cf	361 43%	455 50% cf	258 46%	173 42%	563 49%	553 48%	134 50%	250 45%	108 52%	90 43%	175 46%	582 50%	655 47%	675 46%
Creating and protecting jobs	1758 44%	440 53% bde f	168 35%	424 51% bde f	351 38%	242 43% bf	133 32%	518 45% k	498 43% k	112 42%	237 43% k	67 32%	96 46% k	182 47% k	538 47% p	653 47% p	567 39%
Investing in improving the service and product they provide	1684 42%	370 45% ef	266 56% acd ef	362 43% ef	366 40% ef	187 34%	133 32%	531 46% k	471 41%	126 47% k	224 41%	66 32%	80 39%	156 41%	498 43%	555 40%	631 43%
Paying tax	1436 36%	341 41% bd	119 25%	322 39% bd	288 32% b	211 38% bd	155 38% b	398 34%	436 38% ik	82 30%	223 40% gik	55 27%	71 34%	128 33%	360 31%	522 38% n	554 38% n
Minimising their environmental footprint	709 18%	196 24% bcd ef	46 10%	154 19% b	153 17% b	90 16% b	69 17% b	164 14%	237 21% gi	39 14%	93 17%	39 19%	35 17%	82 21% g	265 23% op	248 18% p	196 13%
Don't know	87 2%	5 1%	-	55 7% abde f	7 1%	10 2% b	11 3% abd	19 2%	18 2%	4 2%	13 2%	2 1%	4 2%	21 5% ghj k	29 3%	23 2%	35 2%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 77

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Most important**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Attracting investors	917	388	529	136	165	127	156	133	201	247	267	197	206	86	35	97	74	81	64	44	87	124	147	78	129	379
	23%	20%	26%a	28%fg	24%	19%	22%	22%	23%	23%	24%	23%	22%	24%	22%	22%	20%	22%	23%	22%	22%	24%	26%	21%	24%	22%
Giving investors a return on the money they invest in the company	912	552	360	76	108	123	173	199	233	293	248	168	203	100	34	108	76	82	76	41	104	88	121	81	115	341
	23%	28%b	18%	16%	16%	18%	24%def	33%def	27%def	27%klm	22%	19%	21%	28%v	21%	24%v	21%	23%	27%v	21%	26%v	17%	22%	22%	21%	20%
Creating and protecting jobs	657	306	350	89	118	149	123	72	106	135	198	155	168	51	26	81	56	62	50	36	55	103	73	63	82	332
	16%	16%	17%	19%hi	17%hi	22%hi	17%hi	12%	12%	13%	18%j	18%j	18%j	14%	16%	18%w	16%	17%	18%	18%	14%	20%w	13%	17%	15%	19%
Providing the service (energy, banking, product, etc.) that people need	536	238	298	58	91	97	93	74	123	149	137	135	115	49	19	52	52	50	31	33	63	60	89	39	77	210
	13%	12%	15%	12%	13%	14%	13%	12%	14%	14%	12%	15%	12%	14%	12%	12%	14%	14%	11%	16%	16%	12%	16%	11%	14%	12%
Paying tax	434	227	207	42	69	89	80	51	101	102	110	106	116	37	21	47	40	41	26	21	44	64	56	37	59	188
	11%	12%	10%	9%	10%	13%h	11%	9%	12%	10%	10%	12%	12%	10%	13%	11%	11%	11%	9%	10%	11%	12%	10%	10%	11%	11%
Investing in improving the service and product they provide	334	158	176	44	74	44	53	40	78	105	96	58	74	20	13	29	44	27	19	12	27	60	52	30	42	160
	8%	8%	9%	9%	11%fh	7%	7%	7%	9%	10%l	9%	7%	8%	6%	8%	7%	12%npu	8%	7%	6%	7%	11%np	9%	8%	8%	9%
Minimising their environmental footprint	123	63	59	19	29	28	26	12	9	27	33	32	31	11	8	11	9	5	6	7	17	18	10	21	23	66
	3%	3%	3%	4%i	4%i	4%i	4%i	2%	1%	2%	3%	4%	3%	3%	5%r	2%	2%	1%	2%	4%	4%	3%	2%	6%prsw	4%	4%
Don't know	106	36	70	13	22	19	12	15	24	14	26	25	41	7	4	17	12	13	9	6	6	5	15	13	10	36
	3%	2%	3%a	3%	3%	3%	2%	3%	3%	1%	2%	3%	4%jk	2%	3%	4%v	3%	4%v	3%	3%	2%	1%	3%	3%v	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 77

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Most important**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Attracting investors	917 23%	140 17%	88 19%	153 18%	279 31%abc e	137 25%abc	120 29%abc	254 22%	247 22%	45 17%	143 26%i	68 33%ghi	46 22%	92 24%	301 26%o	283 20%	333 23%
Giving investors a return on the money they invest in the company	912 23%	131 16%	159 34%acd e	113 14%	235 26%ac	147 26%ac	127 31%ac	277 24%m	241 21%m	76 28%hm	124 22%am	67 32%hjm	64 31%hm	57 15%	184 16%	296 21%n	432 29%no
Creating and protecting jobs	657 16%	182 22%bde f	48 10%	173 21%bde f	114 12%	79 14%	61 15%	181 16%k	201 17%k	45 17%k	82 15%k	9 4%	27 13%k	85 22%gjk l	207 18%p	272 20%p	178 12%
Providing the service (energy, banking, product, etc.) that people need	536 13%	137 16%ef	96 20%cde f	106 13%f	116 13%f	57 10%f	25 6%	187 16%hk	144 13%	35 13%	66 12%	15 7%	28 13%	50 13%	149 13%	190 14%	197 13%
Paying tax	434 11%	88 11%b	25 5%	112 13%bd	90 10%b	77 14%bd	42 10%b	109 9%	137 12%	26 10%	68 12%	29 14%	22 11%	32 8%	112 10%	170 12%	152 10%
Investing in improving the service and product they provide	334 8%	108 13%def	54 12%def	83 10%def	51 6%f	29 5%f	8 2%	106 9%l	107 9%l	31 12%l	38 7%	12 6%	7 3%	29 7%	118 10%o	97 7%	118 8%
Minimising their environmental footprint	123 3%	40 5%bd	2 *	30 4%b	21 2%b	17 3%b	13 3%b	24 2%	45 4%g	6 2%	17 3%	6 3%	9 4%	11 3%	48 4%p	53 4%p	21 1%
Don't know	106 3%	7 1%	-	62 8%abde f	9 1%	15 3%abd	13 3%abd	20 2%	25 2%	4 2%	14 2%	2 1%	5 2%	29 8%ghj kl	35 3%	32 2%	39 3%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 78

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Second most important**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Attracting investors	797	460	337	84	116	127	148	149	173	222	224	160	192	78	30	92	71	71	72	33	82	86	105	77	125	299
	20%	23% <sup>b</sup>	16%	18%	17%	19%	21%	25% <sup>def</sup>	20%	21%	20%	18%	20%	22%	19%	21%	20%	20%	25% <sup>tw</sup>	17%	20%	16%	19%	21%	23% <sup>B</sup>	17%
Giving investors a return on the money they invest in the company	753	360	392	80	121	107	157	109	180	218	217	149	168	69	20	83	65	70	39	44	84	103	109	67	88	332
	19%	18%	19%	17%	18%	16%	22% <sup>f</sup>	18%	21% <sup>f</sup>	20%	19%	17%	18%	19%	12%	19%	18%	19%	14%	22% <sup>os</sup>	21% <sup>os</sup>	20%	19%	18%	16%	19%
Providing the service (energy, banking, product, etc.) that people need	607	287	319	78	122	102	99	89	117	170	172	116	149	54	33	64	61	54	37	29	52	92	79	54	79	277
	15%	15%	16%	16%	18% <sup>i</sup>	15%	14%	15%	13%	16%	15%	13%	16%	15%	21%	14%	17%	15%	13%	14%	13%	18%	14%	15%	15%	16%
Creating and protecting jobs	562	243	318	67	88	105	111	68	123	134	157	130	141	49	23	61	47	45	39	34	58	71	93	42	74	230
	14%	12%	16% <sup>a</sup>	14%	13%	15%	16%	11%	14%	13%	14%	15%	15%	14%	14%	14%	13%	12%	14%	17%	14%	14%	16%	12%	14%	13%
Investing in improving the service and product they provide	544	254	289	76	76	95	77	97	122	154	153	126	111	50	25	66	48	50	38	25	57	66	68	50	75	229
	14%	13%	14%	16% <sup>g</sup>	11%	14%	11%	16% <sup>eg</sup>	14%	14%	14%	14%	12%	14%	16%	15%	13%	14%	14%	13%	14%	13%	12%	14%	14%	13%
Paying tax	446	222	225	37	83	88	86	55	97	117	111	114	104	34	15	49	40	43	32	24	44	65	59	41	60	210
	11%	11%	11%	8%	12%	13% <sup>d</sup>	12%	9%	11%	11%	10%	13%	11%	9%	9%	11%	11%	12%	11%	12%	11%	11%	11%	11%	11%	12%
Minimising their environmental footprint	206	104	102	40	53	31	28	16	38	46	51	57	51	21	11	15	18	17	15	6	18	33	36	15	24	105
	5%	5%	5%	8% <sup>fghi</sup>	8% <sup>ghi</sup>	5%	4%	3%	4%	4%	5%	7%	5%	6%	7%	3%	5%	5%	5%	3%	4%	6%	6%	4%	5%	6%
Don't know	105	39	66	15	19	21	10	14	25	12	30	24	38	6	4	11	13	13	10	6	8	7	12	15	14	30
	3%	2%	3% <sup>a</sup>	3%	3%	3%	1%	2%	3%	1%	3% <sup>j</sup>	3% <sup>j</sup>	4% <sup>j</sup>	2%	3%	2%	4%	4%	4%	3%	2%	1%	2%	4% <sup>v</sup>	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 78

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Second most important**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Attracting investors	797 20%	128 15%	107 23%ac	113 14%	213 23%ac	124 22%ac	113 28%ac	219 19%	237 21%	62 23%am	105 19%	56 27%gm	50 24%gm	59 15%	200 17%	275 20%	322 22%an
Giving investors a return on the money they invest in the company	753 19%	120 14%	97 21%ac	116 14%	205 22%ac	115 21%ac	99 24%ac	210 18%	206 18%	56 21%	111 20%	51 25%am	34 17%	60 16%	200 17%	264 19%	289 20%
Providing the service (energy, banking, product, etc.) that people need	607 15%	146 18%b	56 12%	128 15%	132 14%	94 17%b	51 13%	170 15%	181 16%	41 15%	73 13%	24 12%	25 12%	73 19%j	200 17%	201 14%	206 14%
Creating and protecting jobs	562 14%	129 16%f	52 11%	136 16%bf	125 14%	81 15%f	38 9%	159 14%	157 14%	31 11%	87 16%	29 14%	34 17%	56 15%	155 13%	216 16%	191 13%
Investing in improving the service and product they provide	544 14%	119 14%f	110 23%acd ef	119 14%f	109 12%f	58 10%	28 7%	180 16%k	148 13%	38 14%	74 13%	17 8%	31 15%	50 13%	152 13%	172 12%	219 15%
Paying tax	446 11%	130 16%bde	40 8%	98 12%d	72 8%	55 10%	50 12%de	144 12%	131 11%	24 9%	63 11%	15 7%	18 9%	42 11%	120 10%	174 12%	152 10%
Minimising their environmental footprint	206 5%	54 7%be	8 2%	59 7%be	49 5%b	20 4%	17 4%	54 5%	64 6%	8 3%	25 5%	13 6%	11 5%	21 5%	92 8%op	60 4%	54 4%
Don't know	105 3%	6 1%	3 1%	63 8%abde f	9 1%	11 2%	13 3%abd	23 2%	23 2%	8 3%	14 3%	2 1%	4 2%	24 6%ghjk	34 3%	32 2%	39 3%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 79

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Third most important**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Investing in improving the service and product they provide	807	413	394	92	137	147	138	124	169	216	208	200	183	75	31	102	66	76	60	46	82	111	105	53	101	361
	20%	21%	19%	19%	20%	22%	19%	21%	19%	20%	19%	23%	19%	21%	19%	23% <sup>x</sup>	18%	21% <sup>x</sup>	21%	23% <sup>x</sup>	21%	21% <sup>x</sup>	19%	15%	19%	21%
Providing the service (energy, banking, product, etc.) that people need	770	375	395	105	129	108	156	125	146	221	242	148	159	65	36	87	69	60	61	32	94	85	109	70	112	321
	19%	19%	19%	22% <sup>f</sup>	19%	16%	22% <sup>fi</sup>	21%	17%	21% <sup>fm</sup>	22% <sup>lm</sup>	17%	17%	18%	22%	20%	19%	17%	22%	16%	23% <sup>lv</sup>	16%	19%	19%	21%	19%
Paying tax	557	277	279	43	85	87	91	102	148	130	147	135	145	55	23	63	44	37	32	36	44	81	80	63	66	210
	14%	14%	14%	9%	13%	13%	13%	17% <sup>d</sup>	17% <sup>deg</sup>	12%	13%	15%	15%	15%	14%	14%	12%	10%	11%	18% <sup>r</sup>	11%	15%	14%	17% <sup>ru</sup>	12%	12%
Creating and protecting jobs	539	258	282	65	111	77	88	81	117	145	152	113	129	52	23	49	51	44	36	25	54	76	79	52	72	246
	13%	13%	14%	14%	16% <sup>f</sup>	11%	12%	14%	13%	13%	14%	13%	14%	14%	14%	11%	14%	12%	13%	12%	13%	15%	14%	14%	13%	14%
Giving investors a return on the money they invest in the company	392	208	183	45	64	71	72	46	94	99	131	71	90	36	18	31	39	40	24	11	39	60	61	32	64	165
	10%	11%	9%	9%	9%	10%	10%	8%	11%	9%	12% <sup>l</sup>	8%	9%	10%	11%	7%	11%	11%	9%	6%	10%	12% <sup>t</sup>	11%	9%	12%	10%
Minimising their environmental footprint	380	160	221	59	65	70	66	46	75	104	97	84	96	28	5	44	27	47	31	15	32	56	59	37	50	173
	9%	8%	11% <sup>a</sup>	12% <sup>h</sup>	10%	10%	9%	8%	9%	10%	9%	10%	10%	8%	3%	10% <sup>o</sup>	7%	13% <sup>oqu</sup>	11% <sup>o</sup>	7%	8%	11% <sup>o</sup>	11% <sup>o</sup>	10% <sup>o</sup>	9%	10%
Attracting investors	342	176	166	35	49	75	71	41	71	109	83	71	80	29	19	40	36	34	21	24	37	35	37	28	48	151
	9%	9%	8%	7%	7%	11% <sup>h</sup>	10%	7%	8%	10%	7%	8%	8%	8%	12% <sup>w</sup>	9%	10%	10%	8%	12% <sup>w</sup>	9%	7%	7%	8%	9%	9%
Don't know	232	103	129	33	38	42	34	31	54	50	53	54	74	21	6	25	29	23	16	13	20	19	33	26	24	84
	6%	5%	6%	7%	6%	6%	5%	5%	6%	5%	5%	6%	8% <sup>jk</sup>	6%	4%	6%	8% <sup>v</sup>	6%	6%	6%	5%	4%	6%	7%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/fg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 79

**Q.11 Which of the following roles and responsibilities do you think large businesses in the UK currently view as the most/second most/third most important?**

**Third most important**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Investing in improving the service and product they provide	807 20%	143 17%	102 21%	160 19%	205 22%a	100 18%	97 24%a	244 21%	215 19%	57 21%	112 20%	37 18%	43 21%	77 20%	228 20%	285 20%	293 20%
Providing the service (energy, banking, product, etc.) that people need	770 19%	134 16%	95 20%	128 15%	207 23%ac	107 19%	97 24%ac	206 18%	227 20%am	58 22%am	112 20%am	68 33%ghi jlm	38 18%	53 14%	234 20%	264 19%	272 18%
Paying tax	557 14%	124 15%	54 11%	112 13%	126 14%	78 14%	62 15%	145 12%k	167 15%k	31 12%	92 17%k	12 6%	31 15%k	54 14%k	128 11%	179 13%	250 17%no
Creating and protecting jobs	539 13%	129 16%f	67 14%f	115 14%f	112 12%	83 15%f	34 8%	178 15%	141 12%	36 14%	69 13%	29 14%	35 17%	41 11%	176 15%o	165 12%	198 13%
Giving investors a return on the money they invest in the company	392 10%	91 11%f	64 14%df	89 11%f	77 8%f	57 10%f	13 3%	146 13%jk	114 10%	25 9%	39 7%	13 6%	19 9%	34 9%	109 9%	143 10%	140 10%
Minimising their environmental footprint	380 9%	102 12%bc	37 8%	66 8%	83 9%	53 10%	39 10%	86 7%	127 11%g	25 9%	51 9%	19 9%	14 7%	50 13%g	124 11%	135 10%	121 8%
Attracting investors	342 9%	94 11%def	46 10%f	77 9%f	71 8%	35 6%	19 5%	112 10%	103 9%	23 8%	44 8%	13 6%	13 6%	31 8%	85 7%	146 10%np	112 8%
Don't know	232 6%	13 2%	8 2%	86 10%abd	32 3%a	44 8%abd	49 12%abd	42 4%	54 5%	14 5%	33 6%	18 9%g	15 7%	46 12%ghij	71 6%	76 5%	85 6%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 80

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

#### Summary Table

Base: All respondents

	Ranking			
	NET: Top 3 Most important	Most important	Second most important	Third most important
Unweighted base	4018	4018	4018	4018
Weighted base	4018	4018	4018	4018
Providing the service (energy, banking, product, etc.) that people need	2188 54%	1072 27%	599 15%	517 13%
Investing in improving the service and product they provide	1974 49%	451 11%	816 20%	708 18%
Creating and protecting jobs	2884 72%	1172 29%	1007 25%	706 18%
Giving investors a return on the money they invest in the company	943 23%	218 5%	284 7%	441 11%
Attracting investors	730 18%	170 4%	269 7%	292 7%
Paying tax	1995 50%	658 16%	662 16%	675 17%
Minimising their environmental footprint	1040 26%	194 5%	294 7%	553 14%
Don't know	75 2%	84 2%	88 2%	127 3%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 81

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**NET: Top 3 Most important**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Creating and protecting jobs	2884	1321	1564	362	475	517	527	428	576	717	809	648	711	258	131	336	267	252	204	142	296	354	396	249	401	1240
	72%	67%	76%a	76% <i>i</i>	70%	76% <i>ei</i>	74% <i>ei</i>	72% <i>ei</i>	66%	67%	73% <i>j</i>	74% <i>j</i>	74% <i>j</i>	71%	82% <i>nrt</i>	76% <i>vx</i>	74%	70%	73%	70%	74%	68%	70%	69%	74%	72%
Providing the service (energy, banking, product, etc.) that people need	2188	1044	1144	245	357	361	404	338	483	616	620	446	506	217	90	234	188	191	146	119	235	277	311	180	289	901
	54%	53%	56%	51%	53%	53%	56%	57%	55%	57% <i>li</i>	56%	51%	53%	60% <i>x</i>	56%	53%	52%	53%	52%	59%	59% <i>x</i>	53%	55%	50%	54%	53%
Paying tax	1995	1026	969	208	350	344	346	295	454	537	553	435	470	191	79	226	187	184	133	81	193	262	278	181	271	837
	50%	52% <i>b</i>	47%	44%	52% <i>d</i>	51%	48%	49%	52% <i>d</i>	50%	50%	50%	49%	53% <i>t</i>	49%	51% <i>t</i>	52% <i>t</i>	51% <i>t</i>	47%	40%	48%	50% <i>t</i>	49% <i>t</i>	50% <i>t</i>	50%	49%
Investing in improving the service and product they provide	1974	999	975	211	310	304	346	318	486	572	520	428	453	179	82	213	165	186	138	97	209	262	265	179	247	846
	49%	51%	48%	44%	46%	45%	48%	53% <i>def</i>	56% <i>def</i>	53% <i>km</i>	47%	49%	48%	49%	51%	48%	46%	51%	49%	48%	52%	50%	47%	50%	46%	49%
Minimising their environmental footprint	1040	485	555	183	216	195	180	118	148	272	309	237	222	91	38	107	94	98	59	55	97	145	157	99	143	516
	26%	25%	27%	38% <i>fgh</i>	32% <i>ghi</i>	29% <i>hi</i>	25% <i>hi</i>	20%	17%	25%	28% <i>m</i>	27%	23%	25%	24%	24%	26%	27%	21%	28%	24%	28%	28%	27%	27%	30%
Giving investors a return on the money they invest in the company	943	535	408	89	140	130	176	155	254	289	260	194	201	75	24	101	71	92	74	54	95	125	143	88	122	395
	23%	27% <i>b</i>	20%	19%	21%	19%	25% <i>f</i>	26% <i>df</i>	29% <i>def</i>	27% <i>m</i>	23%	22%	21%	21%	15%	23%	20%	25% <i>o</i>	26% <i>o</i>	27% <i>o</i>	24%	24% <i>o</i>	25% <i>o</i>	24% <i>o</i>	23%	23%
Attracting investors	730	375	355	88	127	115	130	115	156	194	185	169	181	58	28	80	73	61	63	35	63	118	87	65	118	295
	18%	19%	17%	18%	19%	17%	18%	19%	18%	18%	17%	19%	19%	16%	17%	18%	20%	17%	22% <i>w</i>	17%	16%	23% <i>uw</i>	16%	18%	22%	17%
Don't know	75	28	47	14	15	16	7	6	17	7	21	17	30	5	3	6	10	7	7	6	3	6	13	11	6	24
	2%	1%	2%	3%	2%	2%	1%	1%	2%	1%	2% <i>j</i>	2% <i>j</i>	3% <i>j</i>	1%	2%	1%	3%	2%	3%	3% <i>u</i>	1%	1%	2%	3%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/uv/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 81

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**NET: Top 3 Most important**

**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Creating and protecting jobs	2884 72%	579 70%	301 64%	568 68%	722 79%abc e	404 72%b	312 76%abc	801 69%	848 74%gi	179 67%	415 75%gi	155 75%	157 76%	271 70%	837 73%p	1044 75%p	1003 68%
Providing the service (energy, banking, product, etc.) that people need	2188 54%	451 54%c	282 60%c	388 47%	526 58%c	308 55%c	233 57%c	646 56%	612 53%	140 52%	302 55%	107 51%	116 56%	215 56%	602 52%	765 55%	821 56%
Paying tax	1995 50%	414 50%b	196 41%	364 44%	462 51%bc	284 51%bc	275 67%abc de	542 47%	594 52%gm	144 54%am	290 53%am	115 55%am	103 49%	168 44%	558 48%	689 49%	748 51%
Investing in improving the service and product they provide	1974 49%	380 46%	303 64%acd ef	383 46%	466 51%f	277 50%f	165 40%	623 54%hkm	541 47%	149 55%hkm	274 50%am	82 39%	98 47%	158 41%	521 45%	650 47%	804 55%no
Minimising their environmental footprint	1040 26%	216 26%b	69 15%	194 23%b	272 30%bc	149 27%b	140 34%abc e	232 20%	338 29%gj	84 31%gj	97 18%	107 51%ghi jlm	59 28%gj	103 27%gj	399 35%op	375 27%p	266 18%
Giving investors a return on the money they invest in the company	943 23%	220 27%def ef	178 38%acd	221 27%def	159 17%f	116 21%f	48 12%	332 29%hik l	225 20%	55 20%	146 27%hk	33 16%	40 19%	88 23%	229 20%	306 22%	409 28%no
Attracting investors	730 18%	220 26%bde f	84 18%df	193 23%bde f	120 13%	76 14%	38 9%	250 22%ik	206 18%k	35 13%	95 17%	22 10%	40 19%k	66 17%	214 19%	245 18%	271 18%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 81

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**NET: Top 3 Most important**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Don't know	75 2%	2 *	1 *	52 6%abde f	2 *	15 3%abd	4 1%	13 1%	21 2%	4 1%	7 1%	1 1%	3 2%	24 6%ghij kl	29 3%	23 2%	23 2%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 82

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**Most important**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Creating and protecting jobs	1172 29%	515 26%	657 32%a	151 32%i	200 30%i	230 34%hi	224 31%i	163 27%	205 23%	254 24%	322 29%j	284 32%j	313 33%j	117 32%w	58 36%qvw	146 33%qw	91 25%	103 28%	91 32%w	67 33%w	127 32%w	137 26%	129 23%	107 30%	163 30%	547 32%
Providing the service (energy, banking, product, etc.) that people need	1072 27%	524 27%	548 27%	121 25%	166 25%	158 23%	217 30%f	182 30%f	228 26%	317 30%m	294 26%	228 26%	233 24%	106 29%	36 22%	117 27%	92 25%	93 26%	64 23%	57 28%	117 29%	133 25%	168 30%	89 25%	156 29%	433 25%
Paying tax	658 16%	343 17%	316 15%	74 16%	104 15%	109 16%	99 14%	100 17%	172 20%g	169 16%	176 16%	150 17%	163 17%	61 17%	26 16%	75 17%	61 17%	63 17%	49 17%	25 13%	62 16%	70 13%	106 19%v	60 17%	89 17%	253 15%
Investing in improving the service and product they provide	451 11%	227 12%	224 11%	43 9%	67 10%	67 10%	78 11%	63 11%	131 15%defgh	149 14%lm	144 13%lm	74 8%	84 9%	24 7%	19 12%	40 9%	38 10%	54 15%npst	25 9%	15 8%	38 9%	93 18%npqstuw	65 12%n	39 11%	59 11%	176 10%
Giving investors a return on the money they invest in the company	218 5%	143 7%b	75 4%	20 4%	30 4%	33 5%	39 5%	38 6%	58 7%	78 7%km	51 5%	46 5%	43 5%	18 5%	2 1%	27 6%o	26 7%o	20 5%o	17 6%o	11 6%	20 5%	23 4%	32 6%o	22 6%o	22 4%	99 6%
Minimising their environmental footprint	194 5%	93 5%	101 5%	27 6%	53 8%ghi	39 6%i	23 3%	23 4%	28 3%	49 5%	55 5%	44 5%	45 5%	18 5%	7 4%	13 3%	22 6%	13 4%	7 3%	11 5%	20 5%	29 6%	26 5%	27 7%prs	20 4%	100 6%
Attracting investors	170 4%	91 5%	79 4%	25 5%	41 6%	23 3%	25 3%	21 4%	35 4%	51 5%	50 5%	29 3%	40 4%	12 3%	10 6%x	17 4%	21 6%x	11 3%	20 7%nw	8 4%	13 3%	31 6%x	20 3%	8 2%	23 4%	76 4%
Don't know	84 2%	34 2%	50 2%	15 3%	15 2%	17 2%	11 2%	7 1%	18 2%	8 1%	22 2%j	20 2%j	33 3%j	5 1%	3 2%	6 1%	11 3%	7 2%	7 3%	7 3%	4 1%	6 1%	17 3%	11 3%	6 1%	29 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 82

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**Most important**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Creating and protecting jobs	1172 29%	260 31% <sup>b</sup>	100 21%	255 31% <sup>b</sup>	277 30% <sup>b</sup>	152 27% <sup>b</sup>	127 31% <sup>b</sup>	301 26%	381 33% <sup>gk</sup>	74 28%	157 29% <sup>k</sup>	40 19%	68 33% <sup>k</sup>	121 31% <sup>k</sup>	351 30% <sup>p</sup>	453 33% <sup>p</sup>	368 25%
Providing the service (energy, banking, product, etc.) that people need	1072 27%	191 23%	164 35% <sup>ace</sup>	184 22%	285 31% <sup>ace</sup>	138 25%	110 27%	326 28% <sup>h</sup>	267 23%	76 28%	155 28%	65 31%	59 28%	97 25%	287 25%	376 27%	410 28%
Paying tax	658 16%	125 15%	55 12%	120 14%	153 17% <sup>b</sup>	111 20% <sup>abc</sup>	94 23% <sup>abc</sup>	167 14%	213 19% <sup>gm</sup>	40 15%	105 19% <sup>gm</sup>	45 22% <sup>gm</sup>	37 18%	43 11%	178 15%	208 15%	272 18% <sup>o</sup>
Investing in improving the service and product they provide	451 11%	84 10% <sup>f</sup>	78 17% <sup>ade</sup>	105 13% <sup>f</sup>	104 11% <sup>f</sup>	57 10% <sup>f</sup>	21 5%	156 13% <sup>l</sup>	126 11% <sup>l</sup>	35 13% <sup>l</sup>	58 11%	17 8%	11 5%	34 9%	111 10%	146 10%	194 13% <sup>n</sup>
Giving investors a return on the money they invest in the company	218 5%	51 6% <sup>f</sup>	49 10% <sup>acde</sup>	43 5%	35 4%	30 5%	10 3%	93 8% <sup>h</sup>	38 3%	18 7% <sup>h</sup>	28 5%	9 4%	12 6%	19 5%	50 4%	72 5%	97 7% <sup>n</sup>
Minimising their environmental footprint	194 5%	50 6% <sup>b</sup>	11 2%	31 4%	33 4%	31 5% <sup>b</sup>	38 9% <sup>bcde</sup>	36 3%	53 5%	13 5%	19 3%	29 14% <sup>ghij</sup>	13 6%	27 7% <sup>gj</sup>	80 7% <sup>op</sup>	62 4%	51 3%
Attracting investors	170 4%	67 8% <sup>bcde</sup>	16 3%	37 4% <sup>f</sup>	24 3%	21 4% <sup>f</sup>	5 1%	67 6% <sup>k</sup>	47 4%	8 3%	20 4%	2 1%	5 2%	17 5%	66 6% <sup>o</sup>	48 3%	56 4%
Don't know	84 2%	2 *	1 *	56 7% <sup>abde</sup>	2 *	17 3% <sup>abd</sup>	4 1%	14 1%	23 2%	5 2%	8 1%	1 1%	3 2%	26 7% <sup>ghij</sup>	31 3%	28 2%	25 2%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 83

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**Second most important**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Creating and protecting jobs	1007	454	553	126	164	191	186	141	199	243	304	215	244	93	47	113	104	77	58	52	96	130	152	84	141	404
	25%	23%	27% <sup>a</sup>	26%	24%	28% <sup>i</sup>	26%	24%	23%	23%	27% <sup>j</sup>	25%	26%	26%	29%	26%	29%	21%	21%	26%	24%	25%	27%	23%	26%	24%
Investing in improving the service and product they provide	816	424	392	90	131	101	159	142	192	246	201	192	177	79	38	100	72	67	65	41	89	92	100	75	102	358
	20%	22%	19%	19%	19%	15%	22% <sup>f</sup>	24% <sup>f</sup>	22% <sup>f</sup>	23% <sup>km</sup>	18%	22%	19%	22%	23%	23%	20%	19%	23%	20%	22%	18%	18%	21%	19%	21%
Paying tax	662	335	327	76	115	121	110	89	151	160	198	141	163	56	30	78	56	69	43	26	74	80	89	61	79	295
	16%	17%	16%	16%	17%	18%	15%	15%	17%	15%	18%	16%	17%	15%	19%	18%	16%	19%	15%	13%	18%	15%	16%	17%	15%	17%
Providing the service (energy, banking, product, etc.) that people need	599	278	321	70	105	107	101	79	137	167	172	111	149	63	25	56	48	58	44	25	62	78	84	54	73	256
	15%	14%	16%	15%	15%	16%	14%	13%	16%	16%	15%	13%	16%	18%	16%	13%	13%	16%	16%	12%	16%	15%	15%	15%	14%	15%
Minimising their environmental footprint	294	135	159	54	48	52	56	38	45	93	78	63	60	25	7	31	28	28	17	20	23	41	52	22	45	145
	7%	7%	8%	11% <sup>hi</sup>	7%	8%	8% <sup>i</sup>	6%	5%	9%	7%	7%	6%	7%	4%	7%	8%	8%	6%	10%	6%	8%	9%	6%	8%	8%
Giving investors a return on the money they invest in the company	284	158	126	27	53	35	49	52	68	86	77	56	64	21	5	22	21	28	21	22	34	52	30	29	41	123
	7%	8%	6%	6%	8%	5%	7%	9% <sup>f</sup>	8%	8%	7%	6%	7%	6%	3%	5%	6%	8%	8%	11% <sup>opw</sup>	8%	10% <sup>opw</sup>	5%	8%	8%	7%
Attracting investors	269	153	116	20	44	52	43	48	62	71	59	77	62	20	7	34	20	28	25	9	20	42	41	24	48	103
	7%	8% <sup>b</sup>	6%	4%	6%	8%	6%	8% <sup>d</sup>	7%	7%	5%	9% <sup>k</sup>	7%	6%	4%	8%	6%	8%	9%	4%	5%	8%	7%	7%	9%	6%
Don't know	88	33	55	15	17	17	12	6	20	8	24	20	36	5	3	9	12	7	7	7	5	7	15	12	9	28
	2%	2%	3%	3%	2%	3%	2%	1%	2%	1%	2% <sup>j</sup>	2% <sup>j</sup>	4% <sup>j</sup>	1%	2%	2%	3%	2%	3%	3%	1%	1%	3%	3%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/fg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 83

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**Second most important**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Creating and protecting jobs	1007	186	95	180	271	148	126	273	285	56	140	67	62	104	290	377	340
	25%	22%	20%	22%	30%abc	27%b	31%abc	24%	25%	21%	25%	32%gi	30%	27%	25%	27%p	23%
Investing in improving the service and product they provide	816	167	142	132	200	109	66	277	217	58	117	33	38	60	221	260	335
	20%	20%	30%acd ef	16%	22%cf	20%	16%	24%hm	19%	22%	21%	16%	18%	16%	19%	19%	23%o
Paying tax	662	130	64	135	146	86	102	186	186	54	100	36	27	57	191	231	241
	16%	16%	13%	16%	16%	15%	25%abc de	16%	16%	20%	18%	17%	13%	15%	17%	17%	16%
Providing the service (energy, banking, product, etc.) that people need	599	136	69	114	143	91	47	174	195	34	79	20	33	54	175	208	217
	15%	16%	15%	14%	16%	16%	11%	15%	17%k	13%	14%	9%	16%	14%	15%	15%	15%
Minimising their environmental footprint	294	58	22	54	73	49	38	53	98	32	26	33	20	26	102	108	83
	7%	7%	5%	7%	8%b	9%b	9%b	5%	9%gj	12%gj	5%	16%ghj m	10%gj	7%	9%p	8%	6%
Giving investors a return on the money they invest in the company	284	79	47	81	36	31	12	91	73	12	45	8	11	31	80	84	120
	7%	9%def	10%def	10%def	4%	5%	3%	8%	6%	5%	8%	4%	5%	8%	7%	6%	8%
Attracting investors	269	73	34	80	41	26	15	91	71	16	32	10	14	27	64	95	110
	7%	9%def	7%f	10%def	4%	5%	4%	8%	6%	6%	6%	5%	7%	7%	6%	7%	7%
Don't know	88	3	1	58	4	17	5	14	23	6	12	1	3	25	32	30	27
	2%	*	*	7%abde f	*	3%abd	1%	1%	2%	2%	2%	1%	2%	7%ghj kl	3%	2%	2%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 84  
**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**  
**Third most important**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Investing in improving the service and product they provide	708 18%	348 18%	360 18%	77 16%	112 17%	135 20%	109 15%	112 19%	163 19%	177 17%	175 16%	163 19%	192 20%k	75 21%	25 16%	73 17%	55 15%	65 18%	48 17%	41 20%	81 20%	77 15%	100 18%	66 18%	86 16%	312 18%
Creating and protecting jobs	706 18%	352 18%	354 17%	84 18%	112 17%	96 14%	117 16%	124 21%f	172 20%f	219 20%km	184 16%	149 17%	154 16%	49 13%	26 16%	77 17%	72 20%t	72 20%nt	55 19%t	23 11%	73 18%	87 17%	114 20%nt	58 16%	97 18%	289 17%
Paying tax	675 17%	348 18%	327 16%	58 12%	131 19% <sup>d</sup>	114 17%	136 19% <sup>di</sup>	106 18% <sup>d</sup>	130 15%	208 19% <sup>m</sup>	179 16%	144 16%	144 15%	74 21%	23 15%	73 17%	70 19%	52 14%	41 14%	29 14%	57 14%	112 21% <sup>rsu</sup> w	84 15%	60 17%	103 19%	289 17%
Minimising their environmental footprint	553 14%	257 13%	296 14%	102 21% <sup>fgh</sup> i	115 17% <sup>hi</sup>	104 15% <sup>hi</sup>	101 14% <sup>hi</sup>	57 9%	75 9%	130 12%	176 16% <sup>jm</sup>	130 15%	117 12%	48 13%	24 15%	63 14%	44 12%	57 16%	35 12%	25 12%	54 13%	75 14%	79 14%	50 14%	78 15%	271 16%
Providing the service (energy, banking, product, etc.) that people need	517 13%	243 12%	274 13%	55 11%	86 13%	96 14%	86 12%	77 13%	118 14%	132 12%	154 14%	106 12%	124 13%	48 13%	29 18% <sup>rw</sup> x	61 14%	48 13%	40 11%	38 13%	37 18% <sup>rw</sup> x	56 14%	66 13%	59 11%	37 10%	60 11%	212 12%
Giving investors a return on the money they invest in the company	441 11%	234 12%	207 10%	42 9%	57 8%	61 9%	88 12%	64 11%	128 15% <sup>def</sup>	125 12%	132 12%	91 10%	93 10%	36 10%	17 11%	52 12%	25 7%	45 12% <sup>q</sup>	36 13% <sup>q</sup>	21 10%	41 10%	50 9%	81 14% <sup>qv</sup>	37 10%	59 11%	173 10%
Attracting investors	292 7%	132 7%	160 8%	43 9%	42 6%	40 6%	62 9%	46 8%	60 7%	72 7%	76 7%	64 7%	80 8%	26 7%	11 7%	30 7%	32 9% <sup>w</sup>	22 6%	19 7%	18 9%	30 8%	44 8% <sup>w</sup>	26 5%	34 9% <sup>w</sup>	47 9%	117 7%
Don't know	127 3%	56 3%	71 3%	17 4%	22 3%	30 4% <sup>h</sup>	17 2%	12 2%	29 3%	10 1%	38 3% <sup>j</sup>	29 3% <sup>j</sup>	50 5% <sup>j</sup>	6 2%	4 2%	13 3%	16 4%	8 2%	11 4%	8 4%	9 2%	12 2%	19 3%	21 6% <sup>nruv</sup>	9 2%	50 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 84

**Q.12 Which of the following roles and responsibilities do you think large businesses in the UK should view as the most/second most/third most important?**

**Third most important**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Investing in improving the service and product they provide	708 18%	129 16%	83 17%	146 18%	162 18%	110 20%	78 19%	190 16%	198 17%	55 21%	98 18%	32 15%	49 24%g	63 16%	189 16%	244 17%	275 19%
Creating and protecting jobs	706 18%	132 16%	105 22%acf	132 16%	174 19%	103 18%	60 15%	227 20%hm	182 16%	49 18%	118 21%hlm	48 23%lm	27 13%	46 12%	196 17%	214 15%	296 20%o
Paying tax	675 17%	158 19%c	78 16%	110 13%	163 18%c	87 16%	80 19%c	190 16%	196 17%	51 19%	85 15%	33 16%	39 19%	67 18%	189 16%	251 18%	236 16%
Minimising their environmental footprint	553 14%	109 13%b	37 8%	109 13%b	165 18%abc	69 12%b	64 16%b	143 12%	187 16%gj	39 15%	52 9%	45 22%gjm	26 12%	49 13%	217 19%op	205 15%p	132 9%
Providing the service (energy, banking, product, etc.) that people need	517 13%	123 15%d	49 10%	90 11%	98 11%	80 14%	77 19%bcd	145 13%	150 13%	30 11%	67 12%	23 11%	24 11%	64 17%	141 12%	181 13%	195 13%
Giving investors a return on the money they invest in the company	441 11%	91 11%f	83 18%acd	97 12%f	88 10%	56 10%	26 6%	148 13%	113 10%	24 9%	73 13%	15 7%	18 8%	38 10%	99 9%	149 11%	192 13%n
Attracting investors	292 7%	80 10%def	34 7%	76 9%def	55 6%	29 5%	18 4%	92 8%	88 8%	12 4%	44 8%	9 5%	21 10%i	22 6%	84 7%	102 7%	105 7%
Don't know	127 3%	9 1%	4 1%	72 9%abde	10 1%	25 4%abd	7 2%	24 2%	35 3%	9 3%	14 2%	2 1%	4 2%	35 9%ghij	39 3%	47 3%	41 3%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 85

**Q.13 How often, if at all, do you read the following news publications in print?**

**Summary Table**

**Base: All respondents**

	Publications														
	The Guardian/ Observer	Financial Times	Daily Telegraph/ Sunday Telegraph	The Times/ Sunday Times	Daily Mail/ Mail on Sunday	The Independent/ Independent on Sunday	Metro	The Economist	The Sun/Sun on Sunday (including The Scottish Sun)	Daily Mirror/ Sunday Mirror	Daily Express/ Sunday Express	Western Mail	The National	The Scotsman	The Daily Record/ Sunday Mail
Unweighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	212	340	340	340
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	201	362	362	362
NET: Ever	1034 26%	726 18%	1021 25%	1139 28%	1557 39%	925 23%	1723 43%	606 15%	1226 31%	1128 28%	986 25%	46 23%	50 14%	84 23%	124 34%
NET: At least once a week	306 8%	186 5%	332 8%	394 10%	821 20%	273 7%	696 17%	184 5%	614 15%	425 11%	305 8%	12 6%	26 7%	28 8%	58 16%
Every day	73 2%	48 1%	119 3%	97 2%	300 7%	56 1%	148 4%	21 1%	196 5%	141 4%	80 2%	5 3%	6 2%	5 1%	19 5%
A few times a week	111 3%	55 1%	89 2%	107 3%	268 7%	102 3%	342 9%	67 2%	240 6%	140 3%	112 3%	4 2%	15 4%	12 3%	15 4%
Once a week	122 3%	82 2%	123 3%	190 5%	252 6%	116 3%	206 5%	96 2%	178 4%	144 4%	113 3%	3 2%	5 1%	12 3%	24 7%
A few times a month	162 4%	128 3%	143 4%	168 4%	190 5%	141 4%	276 7%	80 2%	169 4%	166 4%	150 4%	8 4%	11 3%	8 2%	25 7%
Once a month	131 3%	81 2%	118 3%	129 3%	120 3%	99 2%	180 4%	80 2%	111 3%	121 3%	100 2%	2 1%	2 1%	12 3%	13 3%
Less often than once a month	435 11%	331 8%	428 11%	448 11%	426 11%	412 10%	571 14%	262 7%	332 8%	416 10%	432 11%	23 12%	11 3%	36 10%	29 8%
Never	2984 74%	3292 82%	2997 75%	2879 72%	2461 61%	3093 77%	2295 57%	3412 85%	2792 69%	2890 72%	3032 75%	154 77%	311 86%	277 77%	238 66%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 86  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Guardian/ObsERVER**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1034	533	502	179	258	220	136	114	128	393	311	185	146	85	38	100	84	92	64	50	70	233	135	82	185	553
	26%	27%	24%	37%ghi	38%ghi	33%ghi	19%i	19%i	15%	37%klm	28%lm	21%lm	15%	24%	24%	23%	23%	25%u	23%	25%	18%	45%nopqrstuw	24%u	23%	34%	32%
NET: At least once a week	306	168	138	61	92	71	32	24	26	132	84	53	37	31	12	29	22	19	17	13	21	89	33	20	56	179
	8%	9%	7%	13%ghi	14%ghi	11%ghi	4%	4%	3%	12%klm	8%lm	6%	4%	9%	8%	7%	6%	5%	6%	6%	5%	17%nopqrstuw	6%	6%	10%	10%
Every day	73	48	25	8	24	15	5	8	12	31	21	13	8	13	5	5	5	5	3	1	5	18	9	5	11	34
	2%	2%b	1%	2%	4%ghi	2%	1%	1%	1%	3%lm	2%	1%	1%	3%t	3%t	1%	1%	1%	1%	*	1%	3%t	2%	1%	2%	2%
A few times a week	111	65	46	22	31	28	17	8	5	55	28	17	12	11	3	14	5	7	5	5	12	34	8	8	24	69
	3%	3%	2%	5%hi	5%hi	4%hi	2%i	1%	1%	5%klm	3%	2%	1%	3%	2%	3%	1%	2%	2%	3%	3%	6%oqrs	1%	2%	4%	4%
Once a week	122	55	67	30	36	28	10	8	9	46	35	24	17	7	4	10	13	7	8	7	4	37	16	8	21	76
	3%	3%	3%	6%ghi	5%ghi	4%ghi	1%	1%	1%	4%lm	3%	3%	2%	2%	3%	2%	3%	2%	3%	4%	1%	7%npqrstuw	3%	2%	4%	4%
A few times a month	162	83	79	33	61	24	14	17	13	60	51	28	23	11	5	13	9	11	10	7	14	45	27	10	40	91
	4%	4%	4%	7%fghi	9%fghi	4%i	2%	3%	2%	6%lm	5%lm	3%	2%	3%	3%	3%	3%	3%	4%	4%	4%	9%npqrstuw	5%	3%	7%	5%
Once a month	131	67	64	37	28	26	12	7	21	59	40	23	10	12	3	10	12	14	8	6	8	24	19	15	25	69
	3%	3%	3%	8%fghi	4%gh	4%gh	2%	1%	2%	5%lm	4%lm	3%	1%	3%	2%	2%	3%	4%	3%	3%	2%	5%	3%	4%	5%	4%
Less often than once a month	435	216	220	48	77	99	79	64	67	142	137	80	76	32	18	49	41	47	29	24	27	76	56	37	64	214
	11%	11%	11%	10%	11%i	15%i	11%i	11%	8%	13%lm	12%lm	9%	8%	9%	11%	11%	11%	13%u	10%	12%	7%	15%nu	10%	10%	12%	12%
Never	2984	1436	1547	298	418	456	580	483	747	681	803	691	808	276	122	342	278	270	217	151	331	289	428	279	353	1159
	74%	73%	76%	63%	62%	67%	81%def	81%def	85%def	63%	72%j	79%jk	85%kl	76%v	76%v	77%v	77%v	75%v	77%v	75%v	82%rvw	55%	76%v	77%v	66%	68%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 86  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Guardian/Observer**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1034 26%	327 39%bcd e	78 17%	159 19%	236 26%bce	81 15%	154 37%bcd e	202 17%	403 35%gjl m	96 36%gjl m	73 13%	102 49%ghi jlm	41 20%	87 23%j	437 38%op	356 26%p	241 16%
NET: At least once a week	306 8%	130 16%bcde	6 1%	48 6%b	50 5%b	21 4%b	52 13%bcde	50 4%	159 14%gijl m	21 8%gj	19 3%	22 11%gjm	10 5%	16 4%	152 13%op	103 7%p	51 3%
Every day	73 2%	33 4%bcde	1 *	6 1%	11 1%	7 1%	14 4%bcde	17 1%	37 3%gj	4 2%	2 *	6 3%j	3 1%	5 1%	33 3%p	20 1%	20 1%
A few times a week	111 3%	53 6%bcde	3 1%	14 2%	12 1%	6 1%	23 6%bcde	15 1%	68 6%gjm	9 3%j	3 1%	4 2%	5 2%	4 1%	53 5%p	45 3%p	13 1%
Once a week	122 3%	43 5%be	2 *	28 3%b	28 3%b	8 1%	14 3%b	18 2%	54 5%gm	8 3%	14 2%	12 6%g	3 1%	7 2%	67 6%op	38 3%p	18 1%
A few times a month	162 4%	68 8%bcde	3 1%	25 3%b	32 4%b	13 2%	20 5%b	39 3%	49 4%j	11 4%	10 2%	32 15%ghij lm	7 4%	13 3%	94 8%op	38 3%	31 2%
Once a month	131 3%	30 4%e	15 3%e	31 4%e	30 3%e	5 1%	21 5%e	34 3%	43 4%j	15 6%j	8 1%	8 4%	6 3%	9 2%	65 6%op	37 3%	28 2%
Less often than once a month	435 11%	99 12%ce	54 11%c	55 7%	124 14%ce	43 8%	61 15%ce	79 7%	151 13%gj	49 18%gjl	37 7%	41 19%gjl	17 8%	49 13%gj	126 11%	178 13%p	132 9%
Never	2984 74%	505 61%	395 83%adf	673 81%adf	678 74%af	477 85%adf	256 63%	958 83%hik	745 65%k	173 64%k	478 87%hik m	106 51%	167 80%hik	298 77%hik	717 62%	1037 74%n	1230 84%no

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 87  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Financial Times**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	726	405	321	124	200	139	89	72	100	293	200	134	99	54	27	70	51	62	40	23	54	193	92	61	122	411
	18%	21% <sup>b</sup>	16%	26% <sup>ghi</sup>	30% <sup>fgh</sup>	21% <sup>ghi</sup>	12%	12%	11%	27% <sup>klm</sup>	18% <sup>m</sup>	15% <sup>m</sup>	10%	15%	17%	16%	14%	17%	14%	11%	13%	37% <sup>nop</sup>	16%	17%	23%	24%
NET: At least once a week	186	112	74	39	64	35	15	18	14	86	39	41	20	11	8	17	10	11	7	13	64	23	12	43	115	
	5%	6% <sup>b</sup>	4%	8% <sup>ghi</sup>	9% <sup>fghi</sup>	5% <sup>gi</sup>	2%	3%	2%	8% <sup>klm</sup>	3%	5% <sup>m</sup>	2%	3%	5%	4%	3%	3%	4%	3%	12% <sup>nopq</sup>	4%	3%	8%	7%	
Every day	48	34	14	14	15	8	7	3	1	25	9	8	6	1	3	5	3	3	-	4	17	8	-	17	28	
	1%	2% <sup>b</sup>	1%	3% <sup>ghi</sup>	2% <sup>hi</sup>	1% <sup>i</sup>	1%	1%	*	2% <sup>klm</sup>	1%	1%	1%	*	2% <sup>x</sup>	1%	1%	1%	1%	1%	3% <sup>nrtx</sup>	1%	-	3%	2%	
A few times a week	55	27	28	14	17	9	4	7	5	38	6	7	5	4	2	5	3	4	-	9	20	4	4	11	37	
	1%	1%	1%	3% <sup>gi</sup>	3% <sup>gi</sup>	1%	*	1%	1%	4% <sup>klm</sup>	1%	1%	*	1%	1%	1%	1%	1%	-	2% <sup>s</sup>	4% <sup>pqrs</sup>	1%	1%	2%	2%	
Once a week	82	50	32	11	31	19	5	8	8	23	24	26	9	6	3	7	4	4	7	7	27	11	8	16	50	
	2%	3%	2%	2%	5% <sup>ghi</sup>	3% <sup>gi</sup>	1%	1%	1%	2%	2%	3% <sup>m</sup>	1%	2% <sup>u</sup>	2% <sup>u</sup>	2% <sup>u</sup>	1%	1%	3% <sup>u</sup>	4% <sup>u</sup>	5% <sup>npqr</sup>	2% <sup>u</sup>	2% <sup>u</sup>	3%	3%	
A few times a month	128	69	59	33	39	32	14	6	4	50	32	34	12	14	1	17	10	11	4	2	34	13	10	25	90	
	3%	4%	3%	7% <sup>ghi</sup>	6% <sup>ghi</sup>	5% <sup>ghi</sup>	2% <sup>i</sup>	1%	*	5% <sup>m</sup>	3% <sup>m</sup>	4% <sup>m</sup>	1%	4%	1%	4%	3%	3%	2%	1%	3%	7% <sup>ostu</sup>	2%	3%	5%	
Once a month	81	46	35	10	32	14	7	10	8	41	15	12	13	7	4	9	4	6	3	1	21	18	6	14	47	
	2%	2%	2%	2%	5% <sup>fghi</sup>	2%	1%	2%	1%	4% <sup>klm</sup>	1%	1%	1%	2%	2% <sup>u</sup>	2%	1%	2%	1%	1%	4% <sup>qsu</sup>	3% <sup>su</sup>	2%	3%	3%	
Less often than once a month	331	179	152	42	66	58	53	39	74	117	114	46	54	22	14	26	27	34	24	11	73	39	33	40	159	
	8%	9%	7%	9%	10%	9%	7%	7%	8%	11% <sup>lm</sup>	10% <sup>lm</sup>	5%	6%	6%	9%	6%	7%	9%	9%	5%	14% <sup>npqt</sup>	7%	9%	7%	9%	
Never	3292	1564	1728	353	476	537	627	525	774	781	914	741	856	308	134	372	311	300	241	178	348	329	471	301	416	1302
	82%	79%	84% <sup>a</sup>	74%	70%	79% <sup>e</sup>	88% <sup>def</sup>	88% <sup>def</sup>	89% <sup>def</sup>	73%	82% <sup>j</sup>	85% <sup>j</sup>	90% <sup>ijkl</sup>	85% <sup>v</sup>	83% <sup>v</sup>	84% <sup>v</sup>	86% <sup>v</sup>	83% <sup>v</sup>	86% <sup>v</sup>	89% <sup>v</sup>	87% <sup>v</sup>	63%	84% <sup>v</sup>	83% <sup>v</sup>	77%	76%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 87  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Financial Times**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	726 18%	283 34% bcd ef	88 19% de	136 16% e	117 13% e	48 9%	54 13% e	230 20% jlm	232 20% jlm	51 19% j	60 11%	40 19% j	26 12%	56 14%	325 28% op	229 16% p	172 12%
NET: At least once a week	186 5%	104 13% bcde f	16 3% ef	42 5% def	19 2% e	3 1%	2 1%	71 6% jkm	79 7% ijkl m	8 3%	12 2%	2 1%	4 2%	4 1%	103 9% op	51 4% p	32 2%
Every day	48 1%	33 4% bcde f	4 1% d	10 1% de	1 *	* -	- -	21 2% j	21 2% j	4 2% j	- -	- -	- -	2 *	29 3% op	14 1% p	5 *
A few times a week	55 1%	34 4% bcde f	8 2% ef	6 1%	7 1%	2 *	- -	24 2%	19 2%	1 1%	4 1%	1 1%	3 2%	1 *	32 3% op	12 1%	12 1%
Once a week	82 2%	38 5% bdef	4 1%	26 3% bdef	11 1%	1 *	2 1%	26 2% m	38 3% m	2 1%	8 1%	1 1%	1 *	1 *	42 4% op	24 2%	16 1%
A few times a month	128 3%	61 7% bcde f	10 2%	30 4% de	13 1%	4 1%	10 3% e	31 3%	51 4% gj	11 4%	12 2%	6 3%	4 2%	12 3%	72 6% op	47 3% p	10 1%
Once a month	81 2%	30 4% ce	11 2%	12 1%	19 2%	4 1%	6 1%	24 2%	17 1%	4 2%	8 1%	6 3%	5 2%	9 2%	42 4% op	21 1%	18 1%
Less often than once a month	331 8%	89 11% cde	51 11% ce	52 6%	67 7%	37 7%	36 9%	104 9% j	85 7%	27 10% j	29 5%	26 13% j	13 6%	31 8%	108 9%	111 8%	113 8%
Never	3292 82%	548 66%	385 81% a	697 84% a	797 87% ab	510 91% abc df	355 87% a	929 80%	917 80%	218 81%	490 89% ghi k	168 81%	182 88% gh	329 86% gh	829 72%	1164 84% n	1299 88% no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 88  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Telegraph/Sunday Telegraph**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1021	552	469	136	217	175	135	137	220	386	280	184	171	62	34	95	83	103	75	44	90	191	159	85	163	489
	25%	28% <sup>b</sup>	23%	29% <sup>g</sup>	32% <sup>fgh</sup>	26% <sup>g</sup>	19%	23%	25% <sup>g</sup>	36% <sup>klm</sup>	25% <sup>m</sup>	21%	18%	17%	21%	21%	23%	29% <sup>np</sup>	27% <sup>n</sup>	22%	23%	36% <sup>nop</sup>	28% <sup>np</sup>	23%	30%	29%
NET: At least once a week	332	195	137	39	78	56	31	41	86	151	82	46	53	20	13	24	19	34	24	17	23	72	64	21	53	157
	8%	10% <sup>b</sup>	7%	8% <sup>g</sup>	12% <sup>gh</sup>	8% <sup>g</sup>	4%	7%	10% <sup>g</sup>	14% <sup>klm</sup>	7%	5%	6%	6%	8%	5%	9%	9%	9%	9%	6%	14% <sup>npqu</sup>	11% <sup>npqu</sup>	6%	10%	9%
Every day	119	81	38	5	25	13	9	21	46	57	34	12	16	2	4	11	4	12	11	6	9	23	32	5	16	50
	3%	4% <sup>b</sup>	2%	1%	4% <sup>dg</sup>	2%	1%	4% <sup>dg</sup>	5% <sup>dfg</sup>	5% <sup>klm</sup>	3%	1%	2%	1%	3%	3%	1%	3% <sup>n</sup>	4% <sup>nq</sup>	3%	2%	4% <sup>nq</sup>	6% <sup>npqu</sup>	1%	3%	3%
A few times a week	89	56	33	13	27	20	9	8	12	40	17	15	17	11	5	7	7	10	3	4	3	23	10	5	21	42
	2%	3% <sup>b</sup>	2%	3%	4% <sup>ghi</sup>	3%	1%	1%	1%	4% <sup>klm</sup>	2%	2%	2%	3%	3% <sup>u</sup>	2%	2%	3%	1%	2%	1%	4% <sup>psuw</sup>	2%	1%	4%	2%
Once a week	123	58	66	21	26	23	13	13	28	54	30	19	20	7	4	6	8	12	10	7	11	26	22	11	16	64
	3%	3%	3%	4%	4%	3%	2%	2%	3%	5% <sup>klm</sup>	3%	2%	2%	2%	2%	1%	2%	3%	3%	3%	3%	5% <sup>p</sup>	4% <sup>p</sup>	3%	3%	4%
A few times a month	143	75	68	31	40	23	21	12	17	46	44	29	24	7	3	15	13	15	14	2	16	32	12	13	25	80
	4%	4%	3%	6% <sup>ghi</sup>	6% <sup>ghi</sup>	3%	3%	2%	2%	4%	4%	3%	3%	2%	2%	3%	4%	4%	5% <sup>tw</sup>	1%	4%	6% <sup>ntw</sup>	2%	4%	5%	5%
Once a month	118	65	53	26	25	25	16	8	19	44	36	20	18	8	1	13	12	16	3	5	10	15	19	17	20	63
	3%	3%	3%	5% <sup>ghi</sup>	4% <sup>h</sup>	4% <sup>h</sup>	2%	1%	2%	4% <sup>m</sup>	3%	2%	2%	2%	1%	3%	3%	4% <sup>s</sup>	1%	2%	2%	3%	3%	5% <sup>s</sup>	4%	4%
Less often than once a month	428	216	211	40	74	72	68	76	98	144	118	89	76	27	17	43	39	38	33	20	42	72	64	34	65	188
	11%	11%	10%	8%	11%	11%	9%	13%	11%	13% <sup>m</sup>	11%	10%	8%	8%	10%	10%	11%	11%	12%	10%	10%	14% <sup>n</sup>	11%	9%	12%	18%
Never	2997	1417	1580	341	459	501	581	459	655	688	834	691	783	300	127	347	278	258	206	157	311	332	404	277	375	1224
	75%	72%	77% <sup>a</sup>	71%	68%	74% <sup>e</sup>	81% <sup>def</sup>	77% <sup>e</sup>	75% <sup>e</sup>	64%	75% <sup>j</sup>	79% <sup>j</sup>	82% <sup>jk</sup>	83% <sup>rsv</sup>	79% <sup>v</sup>	79% <sup>rvw</sup>	77% <sup>v</sup>	71% <sup>v</sup>	73% <sup>v</sup>	78% <sup>v</sup>	77% <sup>v</sup>	64%	72% <sup>v</sup>	77% <sup>v</sup>	70%	71%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 88  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Telegraph/Sunday Telegraph**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1021 25%	333 40%bcd ef	154 33%cd f	181 22%e	185 20%e	80 14%	87 21%e	376 32%hjk lm	264 23%l	69 26%l	119 22%	46 22%	29 14%	79 21%	354 31%op	310 22%	358 24%
NET: At least once a week	332 8%	133 16%cd f	63 13%cd ef	56 7%e	44 5%	19 3%	16 4%	146 13%hijk lm	84 7%lm	16 6%	41 7%lm	9 4%	5 2%	14 4%	118 10%o	87 6%	127 9%o
Every day	119 3%	36 4%cd ef	42 9%ac def	16 2%	11 1%	9 2%	5 1%	63 5%hik lm	24 2%	2 1%	17 3%	1 1%	*	4 1%	30 3%	22 2%	67 5%no
A few times a week	89 2%	49 6%bc def	9 2%	11 1%	12 1%	3 1%	6 1%	43 4%hjk lm	24 2%	5 2%	5 1%	*	5 2%	4 1%	41 4%p	28 2%	20 1%
Once a week	123 3%	49 6%bc def	12 3%	29 3%e	22 2%	7 1%	5 1%	39 3%l	36 3%l	9 3%l	19 3%l	7 4%l	-	7 2%	47 4%	36 3%	40 3%
A few times a month	143 4%	49 6%bc def	10 2%	38 5%e	26 3%	11 2%	9 2%	52 4%	37 3%	9 3%	13 2%	7 3%	4 2%	15 4%	71 6%op	43 3%	30 2%
Once a month	118 3%	38 5%de	18 4%e	25 3%	20 2%	7 1%	11 3%	41 4%	33 3%	10 4%	10 2%	9 4%	7 3%	6 1%	51 4%p	40 3%	27 2%
Less often than once a month	428 11%	114 14%ce	63 13%ce	61 7%	96 10%	43 8%	51 12%ce	138 12%	110 10%	35 13%	54 10%	22 10%	13 6%	45 12%	115 10%	139 10%	174 12%
Never	2997 75%	498 60%	319 67%a	651 78%ab	729 80%ab	477 86%abc df	323 79%ab	783 68%	884 77%g	199 74%	432 78%g	162 78%g	179 86%ghi	306 79%g	800 69%	1083 78%n	1114 76%n

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 89  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Times/Sunday Times**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1139	608	530	169	241	237	145	149	197	447	317	205	170	76	34	116	97	104	67	52	98	233	169	93	181	590
	28%	31% <sup>b</sup>	26%	35% <sup>ghi</sup>	36% <sup>ghi</sup>	35% <sup>ghi</sup>	20%	25%	23%	42% <sup>klm</sup>	28% <sup>lm</sup>	23% <sup>m</sup>	18%	21%	21%	26%	27%	29% <sup>n</sup>	24%	26%	24%	45% <sup>nop</sup>	30% <sup>n</sup>	26%	34%	34%
NET: At least once a week	394	222	172	68	96	65	45	44	76	168	105	65	56	25	14	39	25	31	25	16	31	98	61	29	70	203
	10%	11% <sup>b</sup>	8%	14% <sup>ghi</sup>	14% <sup>fghi</sup>	10%	6%	7%	9%	16% <sup>klm</sup>	9% <sup>m</sup>	7%	6%	7%	8%	9%	7%	8%	9%	8%	8%	19% <sup>nop</sup>	11%	8%	13%	12%
Every day	97	57	40	16	16	16	11	14	24	41	28	15	13	5	5	10	8	5	9	3	8	20	20	4	16	49
	2%	3%	2%	3%	2%	2%	2%	2%	3%	4% <sup>lm</sup>	2%	2%	1%	1%	3%	2%	2%	1%	3%	1%	2%	4%	4%	1%	3%	3%
A few times a week	107	62	45	23	27	20	19	7	12	46	21	19	21	8	4	6	5	6	5	8	11	28	15	11	17	61
	3%	3%	2%	5% <sup>hi</sup>	4% <sup>hi</sup>	3% <sup>h</sup>	3%	1%	1%	4% <sup>klm</sup>	2%	2%	2%	2%	3%	1%	1%	2%	2%	4%	3%	5% <sup>pqrs</sup>	3%	3%	3%	4%
Once a week	190	103	87	29	53	29	16	23	39	80	56	31	23	13	4	22	11	20	11	5	12	51	27	14	37	93
	5%	5%	4%	6% <sup>g</sup>	8% <sup>fghi</sup>	4%	2%	4%	5% <sup>g</sup>	7% <sup>klm</sup>	5% <sup>m</sup>	4%	2%	3%	3%	5%	3%	5%	4%	3%	3%	10% <sup>nopq</sup>	5%	4%	7%	5%
A few times a month	168	86	82	34	61	30	11	13	19	75	40	37	16	8	1	11	13	16	15	8	15	44	19	16	20	108
	4%	4%	4%	7% <sup>ghi</sup>	9% <sup>fghi</sup>	4% <sup>gi</sup>	2%	2%	2%	7% <sup>klm</sup>	4% <sup>m</sup>	4% <sup>m</sup>	2%	2%	1%	3%	4%	4% <sup>o</sup>	5% <sup>o</sup>	4%	4%	9% <sup>nopq</sup>	3%	4%	4%	6%
Once a month	129	71	58	27	19	31	11	18	22	47	45	18	19	14	4	11	13	6	2	14	14	28	7	16	76	
	3%	4%	3%	6% <sup>gi</sup>	3%	5% <sup>gi</sup>	2%	3%	2%	4% <sup>lm</sup>	4% <sup>lm</sup>	2%	2%	4%	2%	3%	3%	3%	2%	1%	3%	3%	5% <sup>tx</sup>	2%	3%	4%
Less often than once a month	448	230	218	41	65	111	76	75	81	158	127	85	78	29	15	54	43	45	21	25	38	76	61	41	74	204
	11%	12%	11%	8%	10%	16% <sup>deg</sup>	11%	13%	9%	15% <sup>lm</sup>	11% <sup>m</sup>	10%	8%	8%	10%	12%	12%	13%	7%	13%	9%	15% <sup>ns</sup>	11%	11%	14%	12%
Never	2879	1361	1518	308	435	439	572	448	678	627	797	671	785	285	127	326	265	257	214	149	304	289	394	268	357	1122
	72%	69%	74% <sup>a</sup>	65%	64%	65%	80% <sup>def</sup>	75% <sup>def</sup>	77% <sup>def</sup>	58%	72% <sup>j</sup>	77% <sup>jk</sup>	82% <sup>ijkl</sup>	79% <sup>rvw</sup>	79% <sup>v</sup>	74% <sup>v</sup>	73% <sup>v</sup>	71% <sup>v</sup>	76% <sup>v</sup>	74% <sup>v</sup>	76% <sup>v</sup>	55%	70% <sup>v</sup>	74% <sup>v</sup>	66%	66%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 89  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Times/Sunday Times**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1139 28%	359 43%bcd ef	153 32%cde f	197 24%e	234 26%e	95 17%	100 24%e	368 32%jlm	343 30%jlm	93 35%jlm	121 22%	59 28%	40 19%	77 20%	411 36%op	382 27%p	346 24%
NET: At least once a week	394 10%	150 18%cde f	71 15%cdef	67 8%	51 6%	35 6%	20 5%	142 12%lm	115 10%am	24 9%	50 9%	20 9%	12 6%	21 5%	164 14%op	111 8%	120 8%
Every day	97 2%	41 5%cdef	14 3%	12 1%	11 1%	13 2%	5 1%	40 3%hm	21 2%	6 2%	15 3%	7 3%	4 2%	3 1%	31 3%	27 2%	38 3%
A few times a week	107 3%	51 6%bcde f	14 3%	12 1%	15 2%	9 2%	4 1%	36 3%	41 4%jm	6 2%	7 1%	3 2%	3 2%	4 1%	50 4%p	39 3%p	19 1%
Once a week	190 5%	57 7%def	43 9%cdef	43 5%de	25 3%	12 2%	11 3%	66 6%	53 5%	12 4%	28 5%	10 5%	5 2%	14 4%	83 7%op	45 3%	62 4%
A few times a month	168 4%	66 8%bcde f	9 2%	39 5%be	33 4%	9 2%	13 3%	48 4%	58 5%am	11 4%	16 3%	12 6%	8 4%	8 2%	95 8%op	41 3%	31 2%
Once a month	129 3%	40 5%e	17 4%e	25 3%e	31 3%e	6 1%	9 2%	40 3%	38 3%	16 6%km	16 3%	1 1%	8 4%	6 2%	47 4%	43 3%	39 3%
Less often than once a month	448 11%	103 12%ce	56 12%c	66 8%	118 13%ce	46 8%	58 14%ce	138 12%jl	132 12%j	43 16%jl	39 7%	26 12%	13 6%	42 11%	105 9%	187 13%np	156 11%
Never	2879 72%	472 57%	320 68%a	635 76%ab	680 74%ab	462 83%abc df	310 76%ab	791 68%	805 70%	175 65%	430 78%ghi	150 72%	168 81%ghi	308 80%ghi	743 64%	1011 73%n	1125 76%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 90  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Mail/Mail on Sunday**  
**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1557	759	798	171	264	259	248	227	387	482	417	349	309	109	64	164	137	164	99	75	148	251	222	124	200	707
	39%	39%	39%	36%	39%	38%	35%	38%	44%	45%	37%	40%	32%	30%	40%	37%	38%	45%	35%	37%	37%	48%	39%	34%	37%	41%
NET: At least once a week	821	413	408	82	134	111	135	107	251	263	227	173	158	54	41	87	72	95	53	39	75	117	116	70	96	367
	20%	21%	20%	17%	20%	16%	19%	18%	29%	24%	20%	20%	17%	15%	26%	20%	20%	26%	19%	20%	19%	22%	21%	19%	18%	21%
Every day	300	157	143	22	43	28	43	44	121	94	80	55	72	16	18	26	24	37	27	7	27	41	53	24	36	114
	7%	8%	7%	5%	6%	4%	6%	7%	14%	9%	7%	6%	8%	4%	11%	6%	7%	10%	10%	3%	7%	8%	9%	7%	7%	7%
A few times a week	268	130	138	37	59	36	47	38	51	94	74	60	40	19	13	25	26	32	12	17	22	43	36	22	37	138
	7%	7%	7%	8%	9%	5%	7%	6%	6%	9%	7%	7%	4%	5%	8%	6%	7%	9%	4%	9%	6%	8%	6%	6%	7%	8%
Once a week	252	125	127	24	32	48	44	25	79	75	74	58	46	19	10	37	22	26	14	15	25	33	27	24	22	115
	6%	6%	6%	5%	5%	7%	6%	4%	9%	7%	7%	7%	5%	5%	6%	8%	6%	7%	5%	7%	6%	6%	5%	7%	4%	7%
A few times a month	190	92	98	20	40	45	25	28	32	58	46	55	31	14	2	20	14	16	18	8	20	40	22	15	27	95
	5%	5%	5%	4%	6%	7%	3%	5%	4%	5%	4%	6%	3%	4%	2%	5%	4%	4%	6%	4%	5%	8%	4%	4%	5%	6%
Once a month	120	62	58	26	20	20	10	25	20	38	25	31	27	13	4	10	20	8	6	5	11	21	13	9	11	59
	3%	3%	3%	5%	3%	3%	1%	4%	2%	4%	2%	4%	3%	4%	2%	2%	5%	2%	2%	3%	3%	4%	2%	2%	2%	3%
Less often than once a month	426	192	234	42	70	83	79	67	84	124	119	90	93	29	16	46	31	44	23	42	73	70	30	66	186	
	11%	10%	11%	9%	10%	12%	11%	11%	10%	12%	11%	10%	10%	8%	10%	10%	9%	12%	11%	11%	14%	12%	8%	12%	12%	
Never	2461	1210	1251	307	412	417	468	369	488	592	697	526	646	252	97	278	225	198	182	126	254	272	341	238	338	1005
	61%	61%	61%	64%	61%	62%	65%	62%	56%	55%	63%	60%	68%	70%	60%	63%	62%	55%	65%	63%	63%	52%	61%	66%	63%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 90  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Mail/Mail on Sunday**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1557 39%	458 55% bcd ef	193 41% ef	294 35% f	331 36% f	175 31%	106 26%	580 50% hij klm	403 35% l	79 29%	233 42% hik lm	56 27%	51 24%	113 29%	435 38%	508 36%	614 42% o
NET: At least once a week	821 20%	254 30% bcd ef	112 24% cef	141 17%	170 19% f	95 17%	50 12%	351 30% hij klm	202 18% km	39 14%	128 23% hikl m	19 9%	25 12%	38 10%	217 19%	246 18%	358 24% no
Every day	300 7%	81 10% cdf	52 11% cdf	49 6%	57 6%	42 8%	19 5%	159 14% hikl m	52 5%	9 3%	56 10% hilm	11 5%	4 2%	8 2%	65 6%	71 5%	165 11% no
A few times a week	268 7%	103 12% bcde f	26 5%	53 6% ef	55 6% f	19 3%	11 3%	105 9% ijkl	76 7% k	14 5% k	28 5% k	2 1%	6 3%	23 6% k	96 8%	84 6%	89 6%
Once a week	252 6%	70 8% c	34 7%	38 5%	57 6%	33 6%	20 5%	87 7% m	74 6% m	15 6% m	44 8% m	7 3%	16 7% m	8 2%	56 5%	91 7%	104 7%
A few times a month	190 5%	54 6% bde	14 3%	54 6% bde	35 4%	18 3%	15 4%	54 5%	59 5%	9 3%	42 8% gikl m	4 2%	4 2%	12 3%	60 5%	70 5%	59 4%
Once a month	120 3%	37 4% e	10 2%	24 3%	29 3%	11 2%	9 2%	41 4%	27 2%	8 3%	18 3%	8 4%	3 1%	13 3%	46 4% o	29 2%	45 3%
Less often than once a month	426 11%	113 14% cef	56 12%	76 9%	98 11%	51 9%	32 8%	134 12%	115 10%	24 9%	45 8%	25 12%	19 9%	51 13% j	112 10%	162 12%	152 10%
Never	2461 61%	374 45%	280 59% a	538 65% a	583 64% a	383 69% ab	304 74% abc d	579 50%	746 65% gj	190 71% gj	318 58% g	153 73% gj	157 76% ghj	272 71% gj	719 62%	885 64% p	857 58%

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

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 91  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Independent/Independent on Sunday**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	925 23%	489 25% <sup>b</sup>	436 21%	156 33% <sup>ghi</sup>	232 34% <sup>fgh</sup>	189 28% <sup>ghi</sup>	110 15%	111 19%	127 15%	348 32% <sup>klm</sup>	255 23% <sup>m</sup>	182 21% <sup>m</sup>	139 15%	66 18%	32 20%	86 20%	78 22%	83 23% <sup>u</sup>	56 20%	42 21%	64 16%	198 38% <sup>nop</sup>	130 23% <sup>u</sup>	88 24% <sup>u</sup>	171 32%	488 28%
NET: At least once a week	273 7%	155 8% <sup>b</sup>	118 6%	57 12% <sup>ghi</sup>	83 12% <sup>ghi</sup>	61 9% <sup>ghi</sup>	26 4%	19 3%	27 3%	110 10% <sup>klm</sup>	74 7% <sup>m</sup>	58 7% <sup>m</sup>	31 3%	20 5%	11 7%	22 5%	20 6%	27 7%	14 5%	11 6%	20 5%	68 13% <sup>npqr</sup>	35 6%	25 7%	55 10%	165 10%
Every day	56 1%	34 2%	21 1%	13 3% <sup>ghi</sup>	16 2% <sup>ghi</sup>	15 2% <sup>ghi</sup>	3 *	2 *	7 1%	27 2% <sup>km</sup>	7 1%	14 2%	7 1%	6 2%	4 3%	5 1%	5 1%	5 1%	3 1%	3 1%	4 1%	8 1%	12 2%	2 1%	10 2%	36 2%
A few times a week	102 3%	64 3% <sup>b</sup>	38 2%	16 3% <sup>i</sup>	25 4% <sup>ghi</sup>	28 4% <sup>ghi</sup>	12 2%	9 2%	10 1%	43 4% <sup>m</sup>	30 3% <sup>m</sup>	21 2% <sup>m</sup>	8 1%	8 2%	5 3%	12 3%	5 1%	7 2%	5 2%	3 2%	9 2%	30 6% <sup>nqrs</sup>	10 2%	9 2%	18 3%	61 4%
Once a week	116 3%	57 3%	58 3%	27 6% <sup>fghi</sup>	42 6% <sup>fghi</sup>	17 3%	12 2%	8 1%	9 1%	41 4% <sup>m</sup>	37 3% <sup>m</sup>	23 3%	16 2%	6 2%	2 1%	6 1%	11 3%	15 4% <sup>p</sup>	6 2%	6 3%	7 2%	31 6% <sup>nops</sup>	13 2%	14 4% <sup>p</sup>	27 5%	68 4%
A few times a month	141 4%	72 4%	68 3%	25 5% <sup>hi</sup>	44 7% <sup>ghi</sup>	25 4% <sup>i</sup>	21 3% <sup>i</sup>	13 2%	12 1%	54 5% <sup>m</sup>	38 3%	26 3%	24 2%	12 3%	4 3%	12 3%	12 3%	8 2%	9 3%	4 2%	19 5%	26 5%	23 4%	12 3%	22 4%	92 5%
Once a month	99 2%	53 3%	46 2%	22 5% <sup>gi</sup>	25 4% <sup>gi</sup>	22 3% <sup>i</sup>	10 1%	12 2%	7 1%	39 4% <sup>lm</sup>	31 3%	15 2%	13 1%	10 3% <sup>u</sup>	2 2%	9 2%	11 3% <sup>u</sup>	9 2% <sup>u</sup>	5 2%	6 3% <sup>u</sup>	2 *	21 4% <sup>u</sup>	15 3% <sup>u</sup>	9 3% <sup>u</sup>	4 2%	52 3%
Less often than once a month	412 10%	208 11%	204 10%	52 11%	79 12% <sup>g</sup>	81 12% <sup>g</sup>	52 7%	66 11% <sup>g</sup>	81 9%	145 13% <sup>klm</sup>	113 10%	83 10%	71 7%	25 7%	15 9%	43 10%	35 10%	39 11% <sup>u</sup>	28 10%	20 10%	24 6%	83 16% <sup>npq</sup>	57 10%	42 12% <sup>u</sup>	73 14%	179 10%
Never	3093 77%	1480 75%	1613 79% <sup>a</sup>	322 67%	445 66%	487 72% <sup>e</sup>	606 85% <sup>def</sup>	486 81% <sup>def</sup>	747 85% <sup>def</sup>	726 68%	859 77% <sup>j</sup>	693 79% <sup>j</sup>	816 85% <sup>kl</sup>	295 82% <sup>v</sup>	129 80% <sup>v</sup>	356 80% <sup>v</sup>	283 78% <sup>v</sup>	278 77% <sup>v</sup>	225 80% <sup>v</sup>	159 79% <sup>v</sup>	337 84% <sup>rvw</sup>	324 62%	433 77% <sup>v</sup>	274 76% <sup>v</sup>	367 68%	1225 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 91  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Independent/Independent on Sunday**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	925 23%	291 35%bcd e	82 17%	141 17%	212 23%bce	75 14%	122 30%bcd e	201 17%	351 31%gjl m	89 33%gjl m	72 13%	83 40%ghj lm	35 17%	64 17%	388 34%op	299 21%p	238 16%
NET: At least once a week	273 7%	119 14%bcde f	17 4%	44 5%e	52 6%e	11 2%	30 7%be	58 5%	109 9%gjl m	34 13%gilm	21 4%	16 7%	7 3%	15 4%	141 12%op	87 6%p	46 3%
Every day	56 1%	35 4%bcde f	3 1%	8 1%	4 *	5 1%	1 *	26 2%am	14 1%	3 1%	4 1%	2 1%	1 1%	1 *	29 3%p	18 1%	9 1%
A few times a week	102 3%	44 5%bcde	8 2%	10 1%	22 2%e	3 1%	14 3%ce	14 1%	43 4%gj	18 7%gikm	6 1%	3 1%	5 2%	8 2%	42 4%p	40 3%p	20 1%
Once a week	116 3%	41 5%be	6 1%	25 3%e	26 3%e	3 1%	15 4%be	19 2%	52 5%gilm	13 5%gilm	10 2%	11 5%glm	1 *	6 1%	69 6%op	29 2%	17 1%
A few times a month	141 4%	49 6%bde	4 1%	30 4%b	26 3%b	10 2%	21 5%be	28 2%	49 4%g	7 3%	14 3%	23 11%ghij lm	7 4%	7 2%	69 6%op	47 3%p	25 2%
Once a month	99 2%	28 3%e	11 2%	14 2%	20 2%	6 1%	21 5%cde	37 3%j	27 2%	7 3%	5 1%	8 4%j	5 2%	7 2%	47 4%op	32 2%	20 1%
Less often than once a month	412 10%	95 11%c	50 11%c	54 6%	114 13%c	49 9%	49 12%c	77 7%	165 14%gjl m	40 15%gilm	32 6%	36 17%gilm	15 7%	34 9%	131 11%	133 10%	147 10%
Never	3093 77%	540 65%	391 83%adf	691 83%adf	702 77%af	482 86%adf	288 70%	958 83%hik	797 69%k	180 67%	479 87%hik	126 60%	173 83%hik	321 83%hik	766 66%	1094 79%n	1233 84%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 92  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Metro**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1723 43%	857 44%	866 42%	241 51%ghi	324 48%ghi	332 49%ghi	296 41%i	227 38%	303 35%	539 50%klm	499 45%lm	341 39%	344 36%	163 45%stux	73 46%stux	196 44%stux	175 48%stux	150 41%tux	96 34%ux	61 30%	96 24%	407 78%nopqrstuw x	220 39%ux	87 24%	285 53%	829 48%
NET: At least once a week	696 17%	360 18%	336 16%	103 22%hi	155 23%hi	153 23%hi	134 19%hi	69 12%	82 9%	224 21%km	186 17%m	163 19%m	122 13%	68 19%stux wx	27 17%uwx	84 19%stux wx	69 19%stux wx	59 16%uwx	33 12%ux	23 11%ux	27 7%	237 45%nopqrstuw x	52 9%	19 5%	135 25%	395 23%
Every day	148 4%	83 4%	66 3%	17 4%i	38 6%hi	35 5%hi	34 5%hi	12 2%	13 1%	45 4%lm	55 5%lm	31 4%	17 2%	8 2%	10 6%ngstux	12 3%t	6 2%	15 4%tux	5 2%	-	5 1%	69 13%nopqrstuw x	16 3%tx	3 1%	37 7%	87 5%
A few times a week	342 9%	185 9%	157 8%	49 10%i	66 10%i	77 11%hi	67 9%i	40 7%	43 5%	114 11%km	84 8%	78 9%	65 7%	41 11%suwx	13 8%ux	50 11%stux x	30 8%ux	31 8%uwx	13 5%	11 5%	10 2%	107 20%nopqrstuw x	27 5%	12 3%	61 11%	195 11%
Once a week	206 5%	92 5%	113 6%	36 8%hi	51 8%hi	42 6%hi	33 5%	17 3%	26 3%	65 6%	48 4%	54 6%	40 4%	19 5%wx	4 3%	22 5%wx	33 9%oruw x	13 4%	15 5%wx	12 6%wx	12 3%	62 12%noprstuw x	9 2%	4 1%	37 7%	114 7%
A few times a month	276 7%	135 7%	141 7%	43 9%h	45 7%	63 9%h	44 6%	26 4%	55 6%	78 7%	77 7%	54 6%	67 7%	29 8%ux	11 7%u	35 8%ux	34 9%stuw x	22 6%u	18 6%u	7 4%	7 2%	73 14%noprstuw x	27 5%u	13 4%	42 8%	130 8%
Once a month	180 4%	90 5%	90 4%	25 5%	32 5%	31 5%	30 4%	25 4%	36 4%	54 5%	61 6%	29 3%	35 4%	22 6%ux	7 5%	14 3%	18 5%	17 5%	14 5%	7 3%	16 4%	31 6%ux	26 5%	7 2%	26 5%	80 5%
Less often than once a month	571 14%	272 14%	299 15%	70 15%	92 14%	85 13%	88 12%	107 18%fg	130 15%	183 17%lm	175 16%l	94 11%	120 13%	44 12%	28 17%	64 14%	54 15%	52 14%	31 11%	24 12%	46 12%	66 13%	115 20%nprstuv x	48 13%	81 15%	223 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 92  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Metro**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	955	402	522	563	362	538	1712
Never	2295	1112	1183	236	353	344	420	370	572	535	615	535	610	199	87	246	187	212	185	140	305	116	343	275	253	883	
		57%	56%	58%	49%	52%	51%	59%def	62%def	65%def	50%	55%j	61%jk	64%jk	55%v	54%v	56%v	52%v	59%v	66%nop	70%nop	76%nop	22%	61%qv	76%nop	47%	52%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 92  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Metro**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1723 43%	476 57%bcd ef	168 35%	312 37%e	420 46%bce	173 31%	174 43%e	448 39%	577 50%gij m	108 40%	195 35%	115 55%gij m	93 45%	141 37%	565 49%p	628 45%p	530 36%
NET: At least once a week	696 17%	265 32%bcde f	44 9%	115 14%b	152 17%be	56 10%	63 15%be	176 15%	258 22%gij m	33 12%	87 16%	42 20% m	39 19%	46 12%	258 22%p	287 21%p	151 10%
Every day	148 4%	76 9%bcde f	4 1%	27 3%be	28 3%be	5 1%	8 2%	49 4%ij	65 6%ijm	3 1%	9 2%	10 5%	4 2%	7 2%	55 5%p	68 5%p	25 2%
A few times a week	342 9%	119 14%bcde f	27 6%	50 6%	85 9%bce	26 5%	35 8%e	80 7%	121 11%gim	16 6%	51 9%	18 9%	22 11%	22 6%	116 10%p	144 10%p	83 6%
Once a week	206 5%	70 8%bcde	13 3%	38 5%	39 4%	24 4%	21 5%	47 4%	72 6%g	13 5%	27 5%	14 7%	14 7%	17 4%	87 8%p	75 5%p	43 3%
A few times a month	276 7%	66 8%	23 5%	56 7%	76 8%be	29 5%	26 6%	68 6%j	100 9%gim	28 11%gim	14 3%	22 11%jm	18 9%j	15 4%	88 8%	107 8%p	81 5%
Once a month	180 4%	40 5%	16 3%	45 5%	41 4%	19 3%	20 5%	50 4%	68 6%j	10 4%	16 3%	6 3%	10 5%	19 5%	57 5%	61 4%	61 4%
Less often than once a month	571 14%	105 13%	85 18%ace	96 11%	151 17% c	69 12%	65 16%	154 13%	152 13%	38 14%	78 14%	45 22%gh	26 12%	61 16%	161 14%	173 12%	237 16%o
Never	2295 57%	355 43%	305 65%ad	520 63%ad	494 54%a	385 69%acd f	235 57%a	711 61%hk	571 50%	160 60%hk	355 65%hk	94 45%	115 55%	244 63%hk	589 51%	764 55%	942 64%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 93  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Economist**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	606	331	275	117	207	120	71	47	44	250	158	117	80	48	21	55	39	53	31	23	44	170	76	45	121	359
	15%	17% <sup>b</sup>	13%	25% <sup>fgh</sup>	31% <sup>fgh</sup>	18% <sup>ghi</sup>	10% <sup>i</sup>	8% <sup>i</sup>	5%	23% <sup>klm</sup>	14% <sup>m</sup>	13% <sup>m</sup>	8%	13%	13%	13%	11%	15%	11%	11%	11%	33% <sup>nop</sup>	14%	13%	22%	21%
NET: At least once a week	184	106	78	34	78	50	12	9	1	78	47	39	20	14	7	23	11	14	9	9	15	52	18	12	34	128
	5%	5% <sup>b</sup>	4%	7% <sup>ghi</sup>	12% <sup>fghi</sup>	7% <sup>ghi</sup>	2% <sup>i</sup>	1% <sup>i</sup>	*	7% <sup>klm</sup>	4% <sup>m</sup>	4% <sup>m</sup>	2%	4%	4%	5%	3%	4%	3%	5%	4%	10% <sup>npqr</sup>	3%	3%	6%	7%
Every day	21	14	6	7	6	5	2	-	-	11	1	3	5	-	3	*	3	2	2	-	-	4	6	1	10	11
	1%	1%	*	1% <sup>hi</sup>	1% <sup>i</sup>	1% <sup>i</sup>	*	-	-	1% <sup>k</sup>	*	*	1%	-	2% <sup>np</sup>	*	1%	1%	1%	-	-	1%	1%	*	2%	1%
A few times a week	67	40	27	11	36	15	4	2	-	31	19	12	5	8	-	14	2	4	4	1	1	25	5	2	8	52
	2%	2%	1%	2% <sup>ghi</sup>	5% <sup>dfgh</sup>	2% <sup>ghi</sup>	*	*	-	3% <sup>m</sup>	2% <sup>m</sup>	1%	1%	2%	-	3% <sup>oquw</sup>	1%	1%	2%	*	*	5% <sup>oqrt</sup>	1%	1%	2%	3%
Once a week	96	51	44	16	36	30	7	6	1	35	26	24	10	6	4	8	6	8	3	8	14	23	7	9	17	66
	2%	3%	2%	3% <sup>ghi</sup>	5% <sup>ghi</sup>	4% <sup>ghi</sup>	1%	1% <sup>i</sup>	*	3% <sup>m</sup>	2%	3% <sup>m</sup>	1%	2%	2%	2%	2%	2%	1%	4% <sup>sw</sup>	3%	4% <sup>sw</sup>	1%	3%	3%	4%
A few times a month	80	37	42	28	33	10	8	1	*	35	19	10	15	5	2	3	5	3	7	1	8	32	13	2	10	61
	2%	2%	2%	6% <sup>fghi</sup>	5% <sup>fghi</sup>	1% <sup>hi</sup>	1% <sup>i</sup>	*	*	3% <sup>klm</sup>	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	6% <sup>nopq</sup>	2%	*	2%	4%
Once a month	80	52	28	18	23	13	12	8	6	37	24	14	5	8	1	5	2	6	*	1	7	28	16	6	30	37
	2%	3% <sup>b</sup>	1%	4% <sup>hi</sup>	3% <sup>i</sup>	2%	2%	1%	1%	3% <sup>lm</sup>	2% <sup>m</sup>	2%	1%	2%	1%	1%	*	2%	*	1%	2%	5% <sup>opqr</sup>	3% <sup>qs</sup>	2%	6% <sup>B</sup>	2%
Less often than once a month	262	136	127	37	74	48	39	29	35	100	68	54	39	21	11	25	22	30	15	11	14	59	30	25	46	133
	7%	7%	6%	8% <sup>i</sup>	11% <sup>ghi</sup>	7% <sup>i</sup>	5%	5%	4%	9% <sup>klm</sup>	6%	6%	4%	6%	7%	6%	6%	8% <sup>u</sup>	5%	5%	3%	11% <sup>npqs</sup>	5%	7%	9%	8%
Never	3412	1638	1774	360	469	556	645	550	831	824	956	758	874	313	140	387	323	309	250	178	358	352	486	316	417	1353
	85%	83%	87% <sup>a</sup>	75%	69%	82% <sup>de</sup>	90% <sup>def</sup>	92% <sup>def</sup>	95% <sup>def</sup>	77%	86% <sup>j</sup>	87% <sup>j</sup>	92% <sup>ijkl</sup>	87% <sup>v</sup>	87% <sup>v</sup>	87% <sup>v</sup>	89% <sup>v</sup>	85% <sup>v</sup>	89% <sup>v</sup>	89% <sup>v</sup>	89% <sup>v</sup>	67%	86% <sup>v</sup>	87% <sup>v</sup>	78%	79%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 93  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Economist**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	606 15%	248 30% bcd ef	51 11%	109 13% e	101 11% e	40 7%	56 14% e	171 15% j	215 19% gjl m	45 17% j	44 8%	45 22% gjl m	20 10%	43 11%	325 28% op	191 14% p	91 6%
NET: At least once a week	184 5%	113 14% bcde f	9 2% e	37 4% bde	13 1% e	1 *	10 2% e	56 5%	91 8% gijk lm	5 2%	13 2%	3 1%	2 1%	12 3%	112 10% op	62 4% p	10 1%
Every day	21 1%	17 2% bcde f	-	3 *	-	-	-	8 1%	12 1% j	-	-	1 *	-	-	13 1% p	8 1% p	-
A few times a week	67 2%	48 6% bcde f	2 *	9 1%	6 1%	1 *	1 *	22 2% am	38 3% jkm	2 1%	3 1%	-	2 1%	-	47 4% op	18 1% p	2 *
Once a week	96 2%	48 6% bcde f	7 1% e	25 3% de	7 1%	-	9 2% e	26 2%	42 4% l	3 1%	10 2%	2 1%	-	12 3% l	52 4% op	36 3% p	8 1%
A few times a month	80 2%	34 4% def	8 2% e	24 3% def	9 1%	1 *	2 *	24 2%	21 2%	8 3% j	3 1%	8 4% j	4 2%	5 1%	61 5% op	17 1% p	1 *
Once a month	80 2%	26 3% de	9 2%	19 2%	11 1%	4 1%	12 3% e	21 2%	19 2%	9 3%	6 1%	5 3%	6 3%	8 2%	41 4% op	24 2% p	15 1%
Less often than once a month	262 7%	74 9% bc	25 5%	29 4%	68 7% c	34 6%	33 8% c	70 6%	84 7% j	23 9% j	21 4%	29 14% ghjl m	8 4%	18 5%	111 10% op	87 6% p	64 4%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 93

**Q.13 How often, if at all, do you read the following news publications in print?**

**The Economist**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Never	3412	584	422	723	813	517	353	989	933	224	507	163	188	342	829	1202	1381
	85%	70%	89%a	87%a	89%a	93%acd f	86%a	85%hk	81%	83%	92%ghi k	78%	90%hk	89%hk	72%	86%n	94%no

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



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 94  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Sun/Sun on Sunday (including The Scottish Sun)**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1226	663	563	159	271	285	222	148	139	271	312	348	295	112	53	101	121	108	89	63	131	217	154	77	179	684
	31%	34%b	27%	33%hi	40%ghi	42%dghi	31%hi	25%i	16%	25%	28%	40%jkm	31%j	31%px	33%px	23%	34%px	30%px	32%px	31%px	33%px	42%np	27%	21%	33%	40%A
NET: At least once a week	614	355	259	57	121	165	121	73	77	123	118	213	160	57	33	49	63	45	45	38	69	108	67	40	89	340
	15%	18%b	13%	12%	18%dhi	24%deg	17%hi	12%i	9%	11%	11%	24%jkm	17%jk	16%	20%prw	11%	18%pwx	13%	16%	19%pwx	17%p	21%prw	12%	11%	16%	20%
Every day	196	127	69	11	31	48	36	36	34	32	33	62	69	25	8	16	18	19	16	11	13	37	20	13	17	106
	5%	6%b	3%	2%	5%	7%di	5%	6%d	4%	3%	3%	7%jk	7%jk	7%	5%	4%	5%	5%	6%	6%	3%	7%uw	4%	3%	3%	6%A
A few times a week	240	137	103	26	45	72	53	22	23	50	43	95	52	17	14	19	29	20	15	12	33	42	26	12	42	137
	6%	7%b	5%	5%i	7%hi	11%dehi	7%hi	4%	3%	5%	4%	11%jkm	5%	5%	9%ix	4%	8%ix	6%	5%	6%	8%ix	8%ix	5%	3%	8%	8%
Once a week	178	91	87	20	45	45	32	16	20	41	41	56	40	16	10	13	17	6	14	15	23	20	16	30	98	
	4%	5%	4%	4%	7%hi	7%hi	4%i	3%	2%	4%	4%	6%jk	4%	4%	6%r	3%	5%	2%	5%r	7%pr	6%r	6%r	4%	4%	6%	6%
A few times a month	169	85	85	33	52	37	23	15	10	28	63	33	45	16	2	14	18	15	17	7	25	28	13	13	23	111
	4%	4%	4%	7%ghi	8%ghi	5%hi	3%i	3%	1%	3%	6%j	4%	5%j	4%	1%	3%	5%	4%	6%ow	4%	6%ow	5%w	2%	4%	4%	7%
Once a month	111	67	44	14	26	22	18	16	13	30	23	32	26	6	5	10	16	11	9	6	8	15	20	4	6	76
	3%	3%b	2%	3%	4%i	3%i	2%	3%	2%	3%	2%	4%	3%	2%	3%	2%	5%ix	3%	3%	2%	3%	4%ix	1%	1%	1%	4%
Less often than once a month	332	156	175	55	72	61	62	43	39	90	109	69	63	33	13	28	24	36	18	12	29	66	54	19	62	157
	8%	8%	9%	12%i	11%i	9%i	9%i	7%i	4%	8%	10%lm	8%	7%	9%	8%	6%	7%	10%ix	6%	6%	7%	13%pqstux	10%ix	5%	11%	9%
Never	2792	1306	1486	318	405	391	494	449	735	803	802	528	659	249	108	341	240	254	192	138	270	305	408	285	359	1028
	69%	66%	73%a	67%f	60%	58%	69%ef	75%defg	84%defgh	75%lm	72%l	60%	69%l	69%v	67%	77%noq	66%	70%v	68%v	69%v	67%v	58%	73%v	79%noqrstuv	67%B	60%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/st/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 94  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Sun/Sun on Sunday (including The Scottish Sun)**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1226 31%	402 48% <sup>bcd</sup> ef	101 21%	261 31% <sup>bef</sup>	277 30% <sup>bef</sup>	117 21%	67 16%	365 32% <sup>ik</sup>	374 33% <sup>ik</sup>	41 15%	185 34% <sup>ik</sup>	35 17%	77 37% <sup>ik</sup>	109 28% <sup>ik</sup>	430 37% <sup>p</sup>	508 36% <sup>p</sup>	288 20%
NET: At least once a week	614 15%	234 28% <sup>bcde</sup> f	42 9%	117 14% <sup>bf</sup>	123 14% <sup>bf</sup>	67 12% <sup>f</sup>	31 8%	212 18% <sup>ikm</sup>	202 18% <sup>ikm</sup>	18 7% <sup>k</sup>	93 17% <sup>ikm</sup>	3 1%	41 20% <sup>ikm</sup>	31 8% <sup>k</sup>	178 15% <sup>p</sup>	286 21% <sup>np</sup>	150 10%
Every day	196 5%	77 9% <sup>bcde</sup> f	21 4% <sup>f</sup>	37 4% <sup>f</sup>	26 3%	31 5% <sup>df</sup>	5 1%	76 7% <sup>ikm</sup>	62 5% <sup>km</sup>	6 2%	34 6% <sup>ikm</sup>	* *	15 7% <sup>ikm</sup>	3 1%	42 4%	84 6% <sup>n</sup>	70 5%
A few times a week	240 6%	93 11% <sup>bcde</sup> f	13 3%	43 5% <sup>e</sup>	57 6% <sup>be</sup>	15 3%	19 5%	81 7% <sup>ik</sup>	79 7% <sup>ik</sup>	8 3%	31 6% <sup>k</sup>	1 1%	11 5% <sup>k</sup>	20 5% <sup>k</sup>	71 6% <sup>p</sup>	125 9% <sup>np</sup>	45 3%
Once a week	178 4%	65 8% <sup>bcde</sup> f	8 2%	36 4% <sup>bf</sup>	40 4% <sup>bf</sup>	21 4%	7 2%	55 5% <sup>ik</sup>	61 5% <sup>ikm</sup>	4 2%	28 5% <sup>ik</sup>	1 *	16 8% <sup>ikm</sup>	8 2%	65 6% <sup>p</sup>	77 6% <sup>p</sup>	35 2%
A few times a month	169 4%	56 7% <sup>bef</sup>	9 2%	40 5% <sup>be</sup>	41 5% <sup>b</sup>	13 2%	11 3%	44 4%	52 5%	5 2%	25 4%	9 4%	6 3%	22 6% <sup>i</sup>	85 7% <sup>op</sup>	59 4% <sup>p</sup>	26 2%
Once a month	111 3%	37 4% <sup>ef</sup>	12 3% <sup>e</sup>	33 4% <sup>ef</sup>	22 2% <sup>e</sup>	4 1%	3 1%	28 2%	28 2%	9 3%	20 4%	3 2%	6 3%	10 3%	41 4%	40 3%	30 2%
Less often than once a month	332 8%	75 9%	38 8%	71 9%	90 10% <sup>ef</sup>	34 6%	23 6%	82 7%	92 8% <sup>i</sup>	9 3%	47 9% <sup>i</sup>	20 10% <sup>i</sup>	25 12% <sup>i</sup>	47 12% <sup>ghi</sup>	127 11% <sup>p</sup>	123 9% <sup>p</sup>	82 6%
Never	2792 69%	429 52%	372 79% <sup>acd</sup>	571 69% <sup>a</sup>	637 70% <sup>a</sup>	440 79% <sup>acd</sup>	342 84% <sup>acd</sup>	794 68%	774 67%	228 85% <sup>ghj</sup> lm	366 66%	173 83% <sup>ghj</sup> lm	131 63%	276 72%	723 63%	885 64%	1184 80% <sup>no</sup>

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 95  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Mirror/Sunday Mirror**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1128	582	545	160	238	244	182	131	173	296	286	284	261	69	49	157	119	104	71	60	83	207	140	68	160	584
	28%	30%	27%	34%ghi	35%ghi	36%ghi	25%i	22%	20%	28%	26%	32%k	27%	19%	31%nux	35%nsuwx	33%nuwx	29%nuwx	25%	30%nux	21%	40%nrstuw	25%	19%	30%	34%
NET: At least once a week	425	246	178	43	102	92	68	51	70	93	95	123	114	22	28	70	42	35	17	25	22	89	51	24	62	224
	11%	13%b	9%	9%	15%dghi	14%ghi	9%	8%	8%	9%	9%	14%jk	12%jk	6%	18%nrstuw	16%nrstuw	12%nuwx	10%	6%	12%nsuwx	5%	17%nrstuw	9%	7%	11%	13%
Every day	141	78	63	14	17	32	23	20	35	22	30	44	46	5	15	27	9	8	9	6	8	26	21	6	17	67
	4%	4%	3%	3%	3%	5%	3%	3%	4%	2%	3%	5%jk	5%jk	1%	10%nrstuw	6%nrstuw	3%	2%	3%	3%	2%	5%nrstuw	4%	2%	3%	4%
A few times a week	140	85	55	13	38	31	24	18	16	26	31	44	39	10	9	24	18	15	3	3	6	25	15	11	23	73
	3%	4%b	3%	3%	6%i	5%i	3%	3%	2%	2%	3%	5%jk	4%	3%	5%su	5%suwx	5%su	4%st	1%	2%	1%	5%su	3%	3%	4%	4%
Once a week	144	83	61	15	47	30	21	12	19	46	34	35	29	7	4	19	15	11	5	15	8	38	15	7	21	83
	4%	4%	3%	3%	7%dghi	4%hi	3%	2%	2%	4%	3%	4%	3%	2%	2%	4%	4%	3%	2%	8%nrstuw	2%	7%nrstuw	3%	2%	4%	5%
A few times a month	166	79	87	32	41	38	24	14	19	56	41	31	37	10	4	16	21	13	19	16	16	34	6	12	15	99
	4%	4%	4%	7%ghi	6%hi	6%hi	3%	2%	2%	5%	4%	4%	4%	3%	2%	4%w	6%w	4%w	7%nrstuw	8%nrstuw	4%w	6%nrstuw	1%	3%	3%	6%A
Once a month	121	52	69	29	29	23	12	11	17	39	34	29	20	9	4	20	11	12	8	6	11	20	12	8	20	62
	3%	3%	3%	6%ghi	4%ghi	3%	2%	2%	2%	4%	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	3%	4%	2%	2%	4%	4%
Less often than once a month	416	205	211	57	67	91	78	56	68	108	116	102	90	27	14	51	46	44	27	14	33	64	71	25	63	199
	10%	10%	10%	12%i	10%	13%i	11%	9%	8%	10%	10%	12%	9%	7%	8%	12%wx	13%wx	12%wx	10%	7%	8%	12%wx	13%nrstuw	7%	12%	12%
Never	2890	1387	1504	317	438	432	534	466	702	778	828	591	693	293	111	285	242	258	210	141	319	315	422	293	378	1128
	72%	70%	73%	66%	65%	64%	75%def	78%def	80%def	72%	74%l	68%	73%	81%opqrvt	69%	65%	67%	71%v	75%pv	70%v	79%opqrvt	60%	75%pqvrtv	81%opqrvt	70%	66%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/st/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 95  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Mirror/Sunday Mirror**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1128 28%	396 48%bcd ef	74 16%	227 27%be	235 26%be	104 19%	90 22%b	276 24%i	432 38%gij klm	45 17%	139 25%i	43 21%	42 20%	109 28%i	398 35%p	426 31%p	303 21%
NET: At least once a week	425 11%	185 22%bcde f	16 3%	78 9%b	68 7%b	35 6%	43 11%be	93 8%	210 18%gijk lm	23 9%	46 8%	7 3%	9 4%	29 7%	144 12%p	160 12%p	120 8%
Every day	141 4%	67 8%bcde f	2 *	20 2%b	22 2%b	13 2%b	17 4%b	25 2%	82 7%gijl m	5 2%	13 2%	7 3%	4 2%	3 1%	31 3%	54 4%	55 4%
A few times a week	140 3%	59 7%bcde f	2 *	30 4%b	28 3%b	11 2%b	10 2%b	36 3%k	64 6%gijkl m	10 4%k	13 2%	-	3 1%	10 3%	51 4%p	55 4%p	34 2%
Once a week	144 4%	59 7%bcde	12 3%	28 3%	17 2%	11 2%	17 4%d	32 3%	64 6%gkl	8 3%	20 4%k	*	3 1%	16 4%k	62 5%p	51 4%p	31 2%
A few times a month	166 4%	57 7%bde	12 3%	44 5%bde	27 3%	9 2%	16 4%e	35 3%	61 5%g	9 3%	24 4%	7 4%	10 5%	12 3%	73 6%p	61 4%p	32 2%
Once a month	121 3%	46 6%bdef	12 2%	29 4%e	22 2%	6 1%	6 1%	29 3%	39 3%	5 2%	14 3%	4 2%	8 4%	16 4%	58 5%op	36 3%	27 2%
Less often than once a month	416 10%	108 13%bcf	34 7%	75 9%	118 13%bcf	55 10%	25 6%	118 10%i	122 11%i	8 3%	55 10%i	24 12%i	16 8%	53 14%i	124 11%	169 12%p	123 8%
Never	2890 72%	435 52%	399 84%acd f	605 73%a	679 74%a	453 81%acd	319 78%a	883 76%h	716 62%	224 83%ghj m	411 75%h	166 79%h	166 80%h	276 72%h	756 65%	966 69%	1168 79%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 96  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Express/Sunday Express**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	986	527	459	114	210	199	147	125	190	302	245	245	194	82	32	108	93	96	66	48	87	184	115	75	159	497
	25%	27% <sup>b</sup>	22%	24%	31% <sup>dgh</sup>	29% <sup>ghi</sup>	21%	21%	22%	28% <sup>km</sup>	22%	28% <sup>km</sup>	20%	23%	20%	24%	26%	26%	23%	24%	22%	35% <sup>nop</sup>	20%	21%	30%	29%
NET: At least once a week	305	155	150	40	81	56	49	19	60	97	79	69	59	29	13	29	24	25	18	22	23	63	33	27	61	147
	8%	8%	7%	8% <sup>h</sup>	12% <sup>ghi</sup>	8% <sup>h</sup>	7% <sup>h</sup>	3%	7% <sup>h</sup>	9% <sup>am</sup>	7%	8%	6%	8%	8%	6%	7%	7%	7%	11% <sup>uw</sup>	6%	12% <sup>pqrs</sup>	6%	7%	11%	9%
Every day	80	48	32	12	15	16	12	5	20	23	22	19	17	7	6	9	4	12	8	3	1	12	16	2	21	32
	2%	2%	2%	2%	2%	2%	2%	1%	2% <sup>h</sup>	2%	2%	2%	2%	2%	4% <sup>ux</sup>	2%	1%	3% <sup>ux</sup>	3% <sup>u</sup>	1%	*	2%	3% <sup>ux</sup>	1%	4% <sup>B</sup>	2%
A few times a week	112	56	56	15	39	19	15	6	18	47	21	28	15	8	3	14	7	8	7	11	14	24	10	6	19	62
	3%	3%	3%	3% <sup>h</sup>	6% <sup>fghi</sup>	3%	2%	1%	2%	4% <sup>km</sup>	2%	3%	2%	2%	2%	3%	2%	2%	2%	5% <sup>wx</sup>	3%	5% <sup>w</sup>	2%	2%	3%	4%
Once a week	113	52	61	13	26	21	22	9	22	27	37	22	27	14	3	5	13	5	4	8	8	27	7	19	21	53
	3%	3%	3%	3%	4% <sup>h</sup>	3%	3%	1%	2%	3%	3%	3%	3%	4% <sup>pw</sup>	2%	1%	4% <sup>w</sup>	1%	1%	4% <sup>pw</sup>	2%	5% <sup>prsu</sup>	1%	5% <sup>prsu</sup>	4%	3%
A few times a month	150	93	56	21	36	36	16	19	20	48	23	47	31	20	3	18	12	7	12	7	18	38	6	8	17	95
	4%	5% <sup>b</sup>	3%	4%	5% <sup>gi</sup>	5% <sup>gi</sup>	2%	3%	2%	5% <sup>k</sup>	2%	5% <sup>k</sup>	3%	6% <sup>rvx</sup>	2%	4% <sup>w</sup>	3%	2%	4% <sup>w</sup>	4% <sup>w</sup>	4% <sup>w</sup>	7% <sup>oqrw</sup>	1%	2%	3%	6%
Once a month	100	59	40	10	32	16	17	13	12	39	31	15	14	10	4	9	9	11	5	2	9	16	19	5	16	58
	2%	3%	2%	2%	5% <sup>hi</sup>	2%	2%	2%	1%	4% <sup>lm</sup>	3%	2%	2%	3%	3%	2%	2%	3%	2%	1%	2%	3%	3%	1%	3%	3%
Less often than once a month	432	219	213	42	61	90	65	74	98	117	112	113	90	23	11	51	49	53	30	17	38	67	56	35	66	197
	11%	11%	10%	9%	9%	13% <sup>g</sup>	9%	12%	11%	11%	10%	13%	9%	6%	7%	12% <sup>n</sup>	14% <sup>n</sup>	15% <sup>no</sup>	11%	8%	9%	13% <sup>n</sup>	10%	10%	12%	11%
Never	3032	1442	1590	363	467	477	569	471	685	772	869	631	760	279	129	334	269	266	215	152	314	339	448	286	379	1215
	75%	73%	78% <sup>a</sup>	76% <sup>e</sup>	69%	71%	79% <sup>ef</sup>	79% <sup>ef</sup>	78% <sup>ef</sup>	72%	78% <sup>jl</sup>	72%	80% <sup>jl</sup>	77% <sup>v</sup>	80% <sup>v</sup>	76% <sup>v</sup>	74% <sup>v</sup>	74% <sup>v</sup>	77% <sup>v</sup>	76% <sup>v</sup>	78% <sup>v</sup>	65%	80% <sup>v</sup>	79% <sup>v</sup>	70%	71%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 96  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**Daily Express/Sunday Express**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	986 25%	352 42% bcd ef	125 26% def	187 22% ef	171 19%	85 15%	66 16%	335 29% hik lm	276 24% k	41 15%	151 27% k	28 13%	39 19%	83 22%	324 28% p	346 25%	315 21%
NET: At least once a week	305 8%	133 16% bcde f	30 6% e	57 7% e	44 5%	18 3%	22 5%	95 8% k	110 10% k	9 4%	45 8% k	2 1%	10 5%	25 6% k	121 10% op	105 8% p	79 5%
Every day	80 2%	40 5% cdef	11 2% c	5 1%	9 1%	10 2%	4 1%	25 2%	30 3%	2 1%	16 3%	1 *	1 *	5 1%	27 2%	28 2%	25 2%
A few times a week	112 3%	50 6% bcde	8 2%	21 2% e	18 2% e	3 1%	12 3% e	30 3%	42 4% k	4 1%	15 3%	* *	5 3%	10 3%	54 5% op	33 2%	24 2%
Once a week	113 3%	43 5% bdef	11 2%	31 4% e	17 2%	5 1%	6 1%	39 3%	38 3%	3 1%	14 3%	1 1%	4 2%	10 3%	39 3%	43 3%	30 2%
A few times a month	150 4%	61 7% bdef	10 2%	41 5% bdef	17 2%	13 2%	7 2%	48 4% m	49 4% m	6 2%	22 4% m	7 3%	8 4%	4 1%	58 5% p	53 4%	39 3%
Once a month	100 2%	40 5% bcde f	9 2%	20 2%	17 2%	7 1%	6 1%	41 4% hm	23 2%	5 2%	12 2%	4 2%	4 2%	5 1%	42 4% p	33 2%	25 2%
Less often than once a month	432 11%	118 14% cde f	76 16% cdef	69 8%	93 10%	45 8%	31 8%	151 13% hi	95 8%	20 7%	72 13% hi	15 7%	17 8%	50 13% h	104 9%	156 11%	172 12%
Never	3032 75%	479 58%	348 74% a	646 78% a	743 81% ab	473 85% abc	343 84% abc	824 71%	872 76% g	228 85% ghj	400 73%	181 87% ghj	169 81% g	302 78% g	830 72%	1047 75%	1156 79% n

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 97

**Q.13 How often, if at all, do you read the following news publications in print?**

**Western Mail**

**Base: All respondents**

	Gender		Age							Social Grade				Region						Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	212	93	119	22	34	37	41	36	42	44	69	35	64	-	-	-	-	-	212	-	-	-	19	74
Weighted base	201	85*	116*	18**	35**	39**	42**	35**	33*	45*	65*	38**	52*	**	**	**	**	**	201	**	**	**	23**	94*
NET: Ever	46 23%	18 21%	29 25%	6 35%	13 37%	8 20%	6 13%	7 20%	7 20%	17 37%km	10 15%	12 32%	8 14%	-	-	-	-	-	46 23%	-	-	-	1 6%	33 35%
NET: At least once a week	12 6%	7 9%	5 4%	-	7 20%	-	1 2%	2 5%	3 9%	5 10%	1 1%	4 12%	3 5%	-	-	-	-	-	12 6%	-	-	-	-	10 10%
Every day	5 3%	3 3%	3 2%	-	3 7%	-	1 2%	-	2 5%	1 2%	1 1%	2 5%	2 3%	-	-	-	-	-	5 3%	-	-	-	-	3 4%
A few times a week	4 2%	4 5%b	-	-	2 5%	-	-	2 5%	1 2%	4 8%	-	-	1 1%	-	-	-	-	-	4 2%	-	-	-	-	4 4%
Once a week	3 2%	1 1%	3 2%	-	3 7%	-	-	-	1 2%	-	-	3 7%	1 1%	-	-	-	-	-	3 2%	-	-	-	-	3 3%
A few times a month	8 4%	5 6%	3 3%	2 9%	1 4%	2 5%	1 2%	1 3%	1 4%	2 4%	3 5%	1 3%	2 4%	-	-	-	-	-	8 4%	-	-	-	1 4%	4 4%
Once a month	2 1%	-	2 2%	-	-	2 5%	* 1%	-	-	-	-	2 4%	1 1%	-	-	-	-	-	2 1%	-	-	-	-	2 2%
Less often than once a month	23 12%	6 7%	18 15%	5 26%	5 14%	4 10%	3 8%	4 12%	3 8%	10 23%km	6 9%	5 13%	2 4%	-	-	-	-	-	23 12%	-	-	-	1 2%	17 18%
Never	154 77%	67 79%	87 75%	11 65%	22 63%	31 80%	36 87%	28 80%	26 80%	29 63%	55 85%j	26 68%	45 86%j	-	-	-	-	-	154 77%	-	-	-	21 94%	61 65%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/eff/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 97

**Q.13 How often, if at all, do you read the following news publications in print?**

**Western Mail**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	212	41	22	35	57	34	23	43	67	15	28	10	19	24	56	78	78
Weighted base	201	44*	23**	33**	55*	27**	19**	43*	64*	12**	26**	7**	22**	21**	53*	80*	68*
NET: Ever	46 23%	11 25%	8 37%	7 21%	12 21%	4 16%	5 23%	8 18%	18 28%	4 31%	6 22%	2 33%	8 36%	-	19 36%	13 17%	14 20%
NET: At least once a week	12 6%	5 12%	2 8%	2 5%	3 5%	1 2%	-	2 4%	4 6%	1 6%	5 18%	-	1 2%	-	7 13%	1 1%	5 7%
Every day	5 3%	3 6%	-	-	2 5%	-	-	-	4 6%	1 6%	-	-	-	-	3 5%	1 1%	2 3%
A few times a week	4 2%	-	2 8%	2 5%	1 1%	-	-	2 4%	-	-	2 7%	-	1 2%	-	2 3%	-	2 4%
Once a week	3 2%	3 6%	-	-	-	1 2%	-	-	-	-	3 12%	-	-	-	3 5%	-	1 1%
A few times a month	8 4%	3 6%	1 2%	2 7%	2 3%	1 3%	-	2 4%	6 10%	-	-	-	-	-	3 6%	3 3%	2 4%
Once a month	2 1%	-	-	2 5%	-	1 3%	-	-	-	1 10%	1 3%	-	-	-	-	2 3%	-
Less often than once a month	23 12%	3 6%	6 26%	1 4%	7 12%	2 8%	5 23%	4 10%	8 12%	2 15%	* 1%	2 33%	7 33%	-	9 18%	7 9%	7 10%
Never	154 77%	33 75%	14 63%	26 79%	44 79%	23 84%	15 77%	35 82%	46 72%	8 69%	21 78%	5 67%	14 64%	21 100%	33 64%	67 83%	54 80%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 98  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The National**  
**Base: All respondents**

	Gender		Age						Social Grade					Region							Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	50 14%	30 16%	20 11%	5 10%	12 24%i	10 18%i	13 19%i	6 11%	4 5%	13 13%	17 18%m	17 18%m	3 4%	50 14%	-	-	-	-	-	-	-	-	11 19%	22 16%
NET: At least once a week	26 7%	14 7%	12 7%	1 3%	10 20%i	4 6%	7 10%i	4 7%	1 1%	5 5%	11 11%m	9 10%	1 1%	26 7%	-	-	-	-	-	-	-	-	10 18%	9 7%
Every day	6 2%	3 2%	3 2%	1 1%	1 2%	3 6%	-	1 2%	-	-	6 6%j	-	-	6 2%	-	-	-	-	-	-	-	-	3 6%	1 1%
A few times a week	15 4%	9 5%	6 3%	-	7 14%fi	* 1%	5 6%	3 5%	1 1%	4 4%	2 2%	8 9%	1 1%	15 4%	-	-	-	-	-	-	-	-	6 11%	5 4%
Once a week	5 1%	1 1%	4 2%	1 1%	2 4%	-	2 4%	-	-	1 1%	3 3%	2 2%	-	5 1%	-	-	-	-	-	-	-	-	1 2%	3 2%
A few times a month	11 3%	8 4%	4 2%	-	2 4%	4 7%	3 5%	1 1%	2 2%	5 5%	2 2%	3 3%	2 3%	11 3%	-	-	-	-	-	-	-	-	-	5 4%
Once a month	2 1%	2 1%	-	-	-	1 1%	2 2%	-	-	-	2 2%	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 *
Less often than once a month	11 3%	7 4%	4 2%	4 8%	1 1%	2 3%	1 2%	1 3%	2 2%	4 4%	3 3%	4 5%	-	11 3%	-	-	-	-	-	-	-	-	1 1%	7 5%
Never	311 86%	154 84%	157 89%	43 90%	37 76%	46 82%	57 81%	49 89%	79 95%efg	85 87%	79 82%	73 82%	74 96%kl	311 86%	-	-	-	-	-	-	-	-	46 81%	112 84%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 98

**Q.13 How often, if at all, do you read the following news publications in print?****The National****Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	50 14%	16 21%	3 7%	6 12%	10 12%	2 4%	13 21%	4 6%	7 11%	1 4%	-	*	35 21%	3 17%	17 18%	23 18%	10 7%
NET: At least once a week	26 7%	11 14%	* 1%	2 3%	3 4%	1 2%	9 15%	4 6%	4 6%	-	-	*	17 10%	1 7%	11 11%	11 8%	5 3%
Every day	6 2%	5 6%	-	-	-	-	1 2%	-	3 5%	-	-	-	3 2%	-	1 1%	3 3%	1 1%
A few times a week	15 4%	4 5%	* 1%	2 3%	3 4%	1 2%	5 8%	4 6%	* 1%	-	-	*	10 6%	-	7 7%	5 4%	3 2%
Once a week	5 1%	2 3%	-	-	-	-	3 5%	-	-	-	-	-	4 2%	1 7%	3 3%	2 2%	-
A few times a month	11 3%	5 7%	2 4%	1 1%	1 1%	-	3 5%	-	3 5%	-	-	-	8 5%	-	2 2%	7 6%	2 2%
Once a month	2 1%	-	-	1 1%	2 2%	-	-	-	-	1 2%	-	-	2 1%	-	-	2 2%	-
Less often than once a month	11 3%	-	1 2%	4 7%	4 5%	1 2%	1 2%	-	-	1 2%	-	-	8 5%	2 10%	4 4%	3 2%	3 2%
Never	311 86%	58 79%	35 93%	46 88%	74 88%	49 96%	49 79%	54 94%	60 89%	26 96%	13 100%	2 86%	132 79%	17 83%	80 82%	103 82%	129 93%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 99  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Scotsman**  
**Base: All respondents**

	Gender		Age						Social Grade					Region						Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	84	44	40	12	12	15	11	13	21	33	23	20	8	84	-	-	-	-	-	-	-	-	17	38
	23%	24%	23%	26%	25%	28%	15%	23%	25%	34% <sup>m</sup>	24%	22%	10%	23%	-	-	-	-	-	-	-	-	30%	28%
NET: At least once a week	28	15	13	1	6	8	2	5	5	10	5	11	2	28	-	-	-	-	-	-	-	-	7	13
	8%	8%	8%	1%	12%	15%	4%	10%	7%	11%	5%	12%	2%	8%	-	-	-	-	-	-	-	-	12%	10%
Every day	5	2	3	-	1	-	-	2	2	1	1	3	-	5	-	-	-	-	-	-	-	-	2	1
	1%	1%	2%	-	2%	-	-	4%	2%	1%	1%	3%	-	1%	-	-	-	-	-	-	-	-	4%	1%
A few times a week	12	3	9	-	-	5	2	2	2	6	1	4	-	12	-	-	-	-	-	-	-	-	3	4
	3%	1%	5%	-	-	9%	4%	3%	3%	6%	1%	5%	-	3%	-	-	-	-	-	-	-	-	5%	3%
Once a week	12	11	1	1	5	3	-	1	2	3	4	4	2	12	-	-	-	-	-	-	-	-	2	9
	3%	6% <sup>b</sup>	1%	1%	11% <sup>g</sup>	6%	-	2%	2%	4%	4%	4%	2%	3%	-	-	-	-	-	-	-	-	3%	7%
A few times a month	8	7	2	1	1	1	2	3	-	3	2	-	3	8	-	-	-	-	-	-	-	-	4	4
	2%	4%	1%	1%	2%	2%	3%	5%	-	3%	2%	-	4%	2%	-	-	-	-	-	-	-	-	8%	3%
Once a month	12	7	6	5	2	-	2	1	3	6	6	-	1	12	-	-	-	-	-	-	-	-	1	5
	3%	4%	3%	10%	4%	-	3%	1%	4%	6%	6%	-	1%	3%	-	-	-	-	-	-	-	-	1%	4%
Less often than once a month	36	16	20	7	3	6	4	4	12	14	10	9	3	36	-	-	-	-	-	-	-	-	5	16
	10%	9%	11%	14%	6%	10%	6%	7%	15%	14%	10%	10%	4%	10%	-	-	-	-	-	-	-	-	8%	12%
Never	277	141	137	35	37	40	60	42	62	65	74	70	69	277	-	-	-	-	-	-	-	-	40	96
	77%	76%	77%	74%	75%	72%	85%	77%	75%	66%	76%	78%	90% <sup>j</sup>	77%	-	-	-	-	-	-	-	-	70%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/eff/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 99

**Q.13 How often, if at all, do you read the following news publications in print?**

**The Scotsman**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Critics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	84 23%	27 37% <sup>f</sup>	5 14%	13 25%	21 25%	7 14%	10 16%	13 23%	16 23%	9 32%	2 15%	* 14%	34 21%	7 36%	25 25%	26 21%	34 24%
NET: At least once a week	28 8%	12 16%	2 6%	4 7%	6 7%	- -	5 9%	8 14%	7 11%	1 5%	2 15%	- -	10 6%	- -	7 7%	11 9%	11 8%
Every day	5 1%	2 2%	1 2%	- -	- -	- -	2 3%	- -	2 2%	1 3%	- -	- -	2 1%	- -	1 1%	- -	4 3%
A few times a week	12 3%	3 4%	1 2%	4 7%	3 3%	- -	2 3%	3 5%	3 4%	- -	2 15%	- -	4 2%	- -	- -	8 6%	4 3%
Once a week	12 3%	7 10%	* 1%	- -	3 4%	- -	1 2%	5 9%	3 4%	1 2%	- -	- -	4 2%	- -	6 6%	3 3%	3 2%
A few times a month	8 2%	3 4%	- -	1 1%	1 2%	2 5%	1 2%	2 4%	1 1%	- -	- -	* 14%	4 3%	1 3%	2 2%	3 3%	3 2%
Once a month	12 3%	1 2%	2 5%	2 3%	6 7%	- -	2 3%	1 2%	- -	2 6%	- -	- -	4 2%	2 9%	7 7%	2 2%	4 3%
Less often than once a month	36 10%	12 16%	2 4%	7 14%	8 10%	5 9%	2 3%	1 2%	8 12%	5 20%	- -	- -	16 10%	5 24%	10 10%	10 8%	16 12%
Never	277 77%	47 63%	32 86%	39 75%	63 75%	44 86%	52 84% <sup>a</sup>	44 77%	51 77%	18 68%	11 85%	2 86%	132 79%	13 64%	73 75%	100 79%	105 76%

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 100  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Daily Record/Sunday Mail**  
**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	124 34%	78 42%b	45 26%	10 22%	16 33%	38 68% <sup>egh</sup>	12 18%	18 33%	28 34%g	32 32%	34 35%	32 36%	26 34%	124 34%	-	-	-	-	-	-	-	-	14 25%	57 43%
NET: At least once a week	58 16%	40 22%b	18 10%	1 1%	9 19%	21 37% <sup>gh</sup>	4 6%	7 13%	16 19%g	14 14%	10 10%	18 20%	16 21%	58 16%	-	-	-	-	-	-	-	-	6 10%	25 19%
Every day	19 5%	12 7%	6 4%	-	2 3%	8 14% <sup>g</sup>	* 1%	4 7%	5 6%	3 3%	3 3%	5 6%	7 10%	19 5%	-	-	-	-	-	-	-	-	-	7 5%
A few times a week	15 4%	12 6%	4 2%	1 1%	2 3%	7 12% <sup>i</sup>	2 3%	3 6%	1 1%	5 5%	1 1%	5 6%	4 5%	15 4%	-	-	-	-	-	-	-	-	3 6%	11 8%
Once a week	24 7%	16 9%	8 5%	-	6 12% <sup>h</sup>	6 11%	2 3%	-	10 12% <sup>h</sup>	6 6%	6 6%	7 8%	5 6%	24 7%	-	-	-	-	-	-	-	-	3 5%	8 6%
A few times a month	25 7%	16 9%	9 5%	4 8%	2 4%	9 17% <sup>g</sup>	1 1%	5 8%	4 5%	7 7%	7 7%	6 6%	5 6%	25 7%	-	-	-	-	-	-	-	-	* 1%	18 13%
Once a month	13 3%	7 4%	5 3%	1 2%	1 2%	4 8%	2 3%	2 3%	2 3%	3 3%	7 7%	2 2%	1 2%	13 3%	-	-	-	-	-	-	-	-	1 1%	5 4%
Less often than once a month	29 8%	15 8%	14 8%	5 11%	4 8%	3 6%	5 7%	5 9%	7 8%	8 8%	10 10%	7 8%	4 5%	29 8%	-	-	-	-	-	-	-	-	7 13%	9 7%
Never	238 66%	106 58%	132 74% <sup>a</sup>	37 78%	33 67% <sup>f</sup>	18 32%	58 82% <sup>fi</sup>	37 67% <sup>f</sup>	55 66% <sup>f</sup>	66 68%	63 65%	58 64%	51 66%	238 66%	-	-	-	-	-	-	-	-	42 75%	77 57%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 100  
**Q.13 How often, if at all, do you read the following news publications in print?**  
**The Daily Record/Sunday Mail**  
**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	124 34%	39 53%d	7 19%	18 35%	26 31%	13 26%	19 31%	18 32%	28 42%	2 9%	3 26%	* 14%	61 37%	6 27%	27 27%	50 40%	47 34%
NET: At least once a week	58 16%	24 32%d	2 4%	8 16%	5 7%	4 7%	15 25%d	9 16%	12 18%	1 4%	3 22%	- -	32 19%	- -	10 10%	25 20%	23 17%
Every day	19 5%	7 10%	- -	4 7%	1 2%	1 1%	5 9%	1 2%	2 3%	- -	2 15%	- -	13 8%	- -	2 2%	8 7%	9 6%
A few times a week	15 4%	4 5%	- -	2 3%	2 2%	2 4%	6 10%	1 3%	3 5%	- -	- -	- -	11 6%	- -	2 2%	8 7%	4 3%
Once a week	24 7%	13 17%d	2 4%	3 6%	2 3%	1 2%	4 6%	7 11%	6 9%	1 4%	1 8%	- -	8 5%	- -	6 6%	8 7%	10 7%
A few times a month	25 7%	6 8%	3 7%	1 1%	9 11%f	5 11%	* 1%	6 10%	10 14%l	- -	- -	- -	5 3%	1 7%	6 6%	10 8%	8 6%
Once a month	13 3%	6 8%	2 6%	1 2%	2 2%	1 1%	1 2%	1 2%	4 6%	1 2%	- -	- -	7 4%	- -	2 2%	7 5%	4 3%
Less often than once a month	29 8%	4 5%	1 3%	8 16%	9 11%	3 7%	2 4%	2 4%	3 4%	1 3%	* 14%	* -	18 11%	4 21%	9 9%	8 6%	12 8%
Never	238 66%	35 47%	30 81%	34 65%	58 69%a	38 74%	43 69%	39 68%	39 58%	25 91%	10 74%	2 86%	106 63%	15 73%	71 73%	76 60%	92 66%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 101

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**Summary Table**

**Base: All respondents**

	Websites														
	The Guardian	BBC News	Sky News	MSN News	Yahoo	Daily Mail	Twitter	The Independent	Daily Express	BuzzFeed	WalesOnline	The National	The Herald	The Scotsman	The Daily Record
Unweighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	212	340	340	340	340
Weighted base	4018	4018	4018	4018	4018	4018	4018	4018	4018	4018	201	362	362	362	362
NET: Ever	1183 29%	2905 72%	1692 42%	1126 28%	1394 35%	1531 38%	1345 33%	1000 25%	753 19%	823 20%	96 48%	48 13%	75 21%	86 24%	83 23%
NET: At least once a week	619 15%	2155 54%	853 21%	519 13%	720 18%	838 21%	842 21%	407 10%	258 6%	386 10%	45 22%	29 8%	35 10%	35 10%	34 9%
Every day	206 5%	1120 28%	324 8%	181 5%	307 8%	368 9%	401 10%	73 2%	76 2%	70 2%	16 8%	3 1%	10 3%	11 3%	7 2%
A few times a week	234 6%	718 18%	308 8%	213 5%	261 7%	272 7%	269 7%	180 4%	92 2%	204 5%	13 7%	13 4%	10 3%	14 4%	18 5%
Once a week	179 4%	317 8%	221 5%	125 3%	151 4%	197 5%	172 4%	155 4%	91 2%	112 3%	16 8%	14 4%	15 4%	10 3%	9 3%
A few times a month	190 5%	341 8%	277 7%	174 4%	227 6%	276 7%	192 5%	211 5%	144 4%	152 4%	24 12%	3 1%	14 4%	18 5%	19 5%
Once a month	120 3%	146 4%	152 4%	110 3%	107 3%	151 4%	97 2%	88 2%	90 2%	93 2%	8 4%	8 2%	10 3%	12 3%	9 2%
Less often than once a month	255 6%	263 7%	410 10%	323 8%	340 8%	267 7%	214 5%	294 7%	261 7%	193 5%	19 10%	9 2%	15 4%	22 6%	21 6%
Never	2835 71%	1113 28%	2326 58%	2892 72%	2624 65%	2487 62%	2673 67%	3018 75%	3265 81%	3195 80%	105 52%	313 87%	287 79%	275 76%	279 77%

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 102  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Guardian**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1183	589	594	233	320	223	168	108	132	437	331	215	200	103	50	120	100	96	77	51	110	235	144	97	202	615
	29%	30%	29%	49% <sub>ij</sub>	47% <sub>ij</sub>	33% <sub>ghi</sub>	23% <sub>hi</sub>	18%	15%	41% <sub>klm</sub>	30% <sub>lm</sub>	25%	21%	29%	31%	27%	28%	26%	28%	26%	27%	45% <sub>nopqrstuwx</sub>	26%	27%	38%	36%
NET: At least once a week	619	326	293	116	196	122	75	48	62	242	169	117	91	59	23	62	47	45	40	26	62	136	77	42	116	326
	15%	17%	14%	24% <sub>ij</sub>	29% <sub>ij</sub>	18% <sub>ghi</sub>	10% <sub>hi</sub>	8%	7%	23% <sub>klm</sub>	15% <sub>m</sub>	13% <sub>m</sub>	10%	16%	14%	14%	13%	12%	14%	13%	15%	26% <sub>nopqrstuwx</sub>	14%	12%	22%	19%
Every day	206	123	83	28	66	34	23	23	32	86	65	24	31	21	11	17	13	14	18	5	12	49	32	14	29	100
	5%	6% <sub>b</sub>	4%	6%	10% <sub>fghi</sub>	5%	3%	4%	4%	8% <sub>lm</sub>	6% <sub>lm</sub>	3%	3%	6%	7%	4%	4%	4%	6%	3%	3%	9% <sub>pqrstuwx</sub>	6%	4%	5%	6%
A few times a week	234	110	123	48	82	42	28	16	18	83	71	44	35	29	9	23	11	26	13	9	25	45	30	15	46	120
	6%	6%	6%	10% <sub>ghi</sub>	12% <sub>fghi</sub>	6% <sub>hi</sub>	4% <sub>i</sub>	3%	2%	8% <sub>m</sub>	6% <sub>m</sub>	5%	4%	8% <sub>q</sub>	5%	5%	3%	7% <sub>q</sub>	5%	4%	6%	9% <sub>qx</sub>	5%	4%	9%	7%
Once a week	179	93	87	41	47	47	24	8	12	73	33	49	24	10	3	22	23	6	9	12	25	42	15	12	41	106
	4%	5%	4%	9% <sub>ghi</sub>	7% <sub>ghi</sub>	7% <sub>ghi</sub>	3% <sub>hi</sub>	1%	1%	7% <sub>km</sub>	3%	6% <sub>km</sub>	3%	3%	2%	5% <sub>r</sub>	6% <sub>rw</sub>	2%	3%	6% <sub>r</sub>	6% <sub>rw</sub>	8% <sub>norswx</sub>	3%	3%	8%	6%
A few times a month	190	88	102	37	59	33	29	20	13	53	60	35	42	11	12	20	11	13	14	9	21	34	20	25	29	105
	5%	4%	5%	8% <sub>ghi</sub>	9% <sub>fghi</sub>	5% <sub>i</sub>	4% <sub>i</sub>	3% <sub>i</sub>	1%	5% <sub>g</sub>	5%	4%	4%	3%	7%	5%	3%	4%	5%	4%	5%	6%	4%	7% <sub>w</sub>	5%	6%
Once a month	120	64	56	31	19	20	16	14	19	48	30	19	23	10	2	13	9	15	6	5	12	20	18	10	19	60
	3%	3%	3%	7% <sub>efghi</sub>	3%	3%	2%	2%	2%	4% <sub>lm</sub>	3%	2%	2%	3%	1%	3%	3%	4%	2%	3%	3%	4%	3%	3%	4%	3%
Less often than once a month	255	112	143	48	47	48	48	26	38	95	72	44	44	23	13	25	32	22	17	11	15	45	30	21	38	124
	6%	6%	7%	10% <sub>hi</sub>	7%	7% <sub>i</sub>	7%	4%	4%	9% <sub>lm</sub>	6%	5%	5%	6%	8%	6%	9% <sub>u</sub>	6%	6%	5%	4%	9% <sub>u</sub>	5%	6%	7%	7%
Never	2835	1380	1455	245	357	453	548	489	743	637	783	661	755	258	111	322	262	266	204	150	292	287	418	264	336	1097
	71%	70%	71%	51%	53%	67% <sub>de</sub>	77% <sub>defg</sub>	82% <sub>defg</sub>	85% <sub>defg</sub>	59%	70% <sub>j</sub>	75% <sub>jk</sub>	79% <sub>jk</sub>	71% <sub>v</sub>	69% <sub>v</sub>	73% <sub>v</sub>	72% <sub>v</sub>	74% <sub>v</sub>	72% <sub>v</sub>	74% <sub>v</sub>	73% <sub>v</sub>	55%	74% <sub>v</sub>	73% <sub>v</sub>	62%	64%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 102  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Guardian**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1183 29%	333 40%bcd e	92 20%	183 22%	284 31%bce	111 20%	179 44%bcd e	240 21%	428 37%gjm	99 37%gjm	92 17%	132 63%ghi jlm	68 33%gjm	90 23%j	552 48%op	391 28%p	240 16%
NET: At least once a week	619 15%	191 23%bcde	37 8%	62 7%	146 16%bce	53 9%	131 32%abcd e	108 9%	247 21%gjm	51 19%gjm	37 7%	88 42%ghi jlm	39 19%gjm	33 9%	312 27%op	197 14%p	110 7%
Every day	206 5%	52 6%c	18 4%c	10 1%	51 6%c	20 4%c	54 13%abcd e	31 3%	89 8%gjm	11 4%	9 2%	32 15%ghij lm	14 7%gj	14 4%	93 8%op	57 4%	56 4%
A few times a week	234 6%	78 9%bce	12 3%	17 2%	58 6%bc	27 5%c	41 10%bce	42 4%	90 8%gjm	20 7%gjm	14 2%	34 16%ghij m	19 9%gjm	10 3%	130 11%op	70 5%p	34 2%
Once a week	179 4%	61 7%bcde	7 1%	34 4%be	37 4%be	6 1%	35 9%bcde	36 3%	68 6%gjm	21 8%gjm	14 3%	22 10%gilm	5 3%	9 2%	88 8%op	71 5%p	20 1%
A few times a month	190 5%	49 6%be	9 2%	51 6%be	48 5%b	16 3%	16 4%	37 3%	70 6%gj	12 4%	15 3%	24 11%ghij m	11 5%	16 4%	96 8%op	62 4%p	32 2%
Once a month	120 3%	38 5%e	11 2%	26 3%	26 3%	9 2%	10 3%	27 2%	35 3%	22 8%ghjm	9 2%	6 3%	9 4%	10 3%	50 4%p	36 3%	33 2%
Less often than once a month	255 6%	55 7%	36 8%	45 5%	64 7%	33 6%	22 5%	68 6%	77 7%	14 5%	31 6%	14 7%	9 4%	31 8%	95 8%p	96 7%p	64 4%
Never	2835 71%	498 60%	381 80%adf	649 78%adf	630 69%af	446 80%adf	231 56%	919 79%hik	720 63%k	169 63%k	459 83%hik lm	76 37%	140 67%k	295 77%hik	602 52%	1002 72%n	1232 84%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 103  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**BBC News**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	2905	1529	1377	367	510	522	509	425	572	887	846	579	593	255	108	315	265	255	201	156	280	426	393	254	434	1281
	72%	78%b	67%	77% <sup>i</sup>	75% <sup>i</sup>	77% <sup>ghi</sup>	71% <sup>i</sup>	71% <sup>i</sup>	65%	83% <sup>klm</sup>	76% <sup>lm</sup>	66%	62%	71%	67%	71%	73%	70%	71%	77%	70%	82% <sup>nop</sup>	70%	70%	81% <sup>B</sup>	75%
NET: At least once a week	2155	1216	938	239	389	387	385	316	438	718	606	420	411	191	81	229	197	200	145	103	214	324	284	189	344	965
	54%	62% <sup>b</sup>	46%	50%	58% <sup>i</sup>	57% <sup>i</sup>	54%	53%	50%	67% <sup>klm</sup>	54% <sup>lm</sup>	48%	43%	53%	50%	52%	54%	55%	51%	51%	53%	62% <sup>nop</sup>	50%	52%	64% <sup>B</sup>	56%
Every day	1120	721	399	99	174	183	207	188	270	419	318	192	191	105	42	115	93	104	83	54	107	164	156	98	187	452
	28%	37% <sup>b</sup>	19%	21%	26%	27%	29% <sup>d</sup>	31% <sup>d</sup>	31% <sup>d</sup>	39% <sup>klm</sup>	29% <sup>lm</sup>	22%	20%	29%	26%	26%	26%	29%	30%	27%	27%	31%	28%	27%	35% <sup>B</sup>	26%
A few times a week	718	355	362	86	125	153	134	91	130	202	191	172	153	57	26	92	76	76	42	32	62	99	94	63	106	350
	18%	18%	18%	18%	18%	23% <sup>hi</sup>	19%	15%	15%	19%	17%	20%	16%	16%	16%	21%	21%	21%	15%	16%	15%	19%	17%	17%	20%	20%
Once a week	317	140	177	55	91	52	44	37	38	98	96	56	67	30	13	23	28	21	20	17	44	61	33	28	50	163
	8%	7%	9%	11% <sup>ghi</sup>	13% <sup>fghi</sup>	8% <sup>i</sup>	6%	6%	4%	9%	9%	6%	7%	8%	8%	5%	8%	6%	7%	9%	11% <sup>prw</sup>	12% <sup>prw</sup>	6%	8%	9%	9%
A few times a month	341	146	195	61	67	55	55	44	60	72	111	74	84	28	12	33	32	21	23	20	28	55	45	44	39	153
	8%	7%	10% <sup>a</sup>	13% <sup>fgh</sup>	10%	8%	8%	7%	7%	7%	10% <sup>j</sup>	8%	9%	8%	7%	8%	9%	6%	8%	10%	7%	11% <sup>r</sup>	8%	12% <sup>ru</sup>	7%	9%
Once a month	146	61	85	24	24	30	20	25	23	26	56	34	30	7	5	23	14	14	14	12	12	14	25	7	17	63
	4%	3%	4%	5%	4%	4%	3%	4%	3%	2%	5% <sup>j</sup>	4%	3%	2%	3%	5% <sup>x</sup>	4%	4%	5%	6% <sup>nx</sup>	3%	4%	2%	3%	4%	
Less often than once a month	263	105	158	43	30	49	50	40	51	71	73	51	69	28	10	29	22	20	19	21	26	34	40	14	34	100
	7%	5%	8% <sup>a</sup>	9% <sup>e</sup>	4%	7%	7%	7%	6%	7%	7%	6%	7%	8%	6%	7%	6%	5%	7%	10% <sup>x</sup>	7%	6%	7%	4%	6%	6%
Never	1113	441	672	111	167	154	207	171	303	187	268	296	361	107	53	127	97	107	81	45	122	96	170	108	104	431
	28%	22%	33% <sup>a</sup>	23%	25%	23%	29% <sup>f</sup>	29% <sup>f</sup>	35% <sup>def</sup>	17%	24% <sup>j</sup>	34% <sup>jk</sup>	38% <sup>jk</sup>	29% <sup>v</sup>	33% <sup>v</sup>	29% <sup>v</sup>	27% <sup>uv</sup>	30% <sup>v</sup>	29% <sup>v</sup>	23%	30% <sup>v</sup>	18%	30% <sup>v</sup>	30% <sup>v</sup>	19%	25% <sup>A</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 103  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**BBC News**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	2905	651	372	525	700	351	307	859	876	207	361	171	139	225	877	1031	997
	72%	78%ce	79%ce	63%	77%ce	63%	75%ce	74%jm	76%jlm	77%jlm	66%	82%jlm	67%	58%	76%p	74%p	68%
NET: At least once a week	2155	506	286	354	534	242	233	654	678	177	241	126	104	129	629	772	754
	54%	61%ce	60%ce	43%	58%ce	43%	57%ce	56%jm	59%jm	66%gjlm	44%lm	60%jm	50%lm	33%	54%	55%p	51%
Every day	1120	231	169	176	266	144	135	340	350	82	127	64	55	66	272	390	457
	28%	28%ce	36%acd	21%	29%ce	26%	33%ce	29%jm	30%jm	31%jm	23%	31%lm	26%lm	17%	24%	28%lm	31%lm
A few times a week	718	184	83	122	193	64	72	221	225	65	85	44	36	37	211	286	221
	18%	22%ce	18%e	15%	21%ce	12%	18%e	19%lm	20%lm	24%jm	15%lm	21%lm	17%lm	10%	18%	21%p	15%
Once a week	317	91	35	56	74	33	27	93	104	30	29	18	13	26	146	96	76
	8%	11%cef	7%	7%	8%	6%	7%	8%	9%j	11%j	5%	9%	6%	7%	13%op	7%	5%
A few times a month	341	70	34	87	71	46	34	100	95	13	39	27	16	44	128	110	104
	8%	8%	7%	10%	8%	8%	8%	9%	8%	5%	7%	13%ij	8%	11%i	11%op	8%	7%
Once a month	146	31	22	30	34	19	10	35	48	5	33	2	7	12	48	50	48
	4%	4%	5%	4%	4%	3%	2%	3%	4%	2%	6%gik	1%	3%	3%	4%	4%	3%
Less often than once a month	263	44	30	54	62	44	29	70	55	12	48	17	12	40	72	99	92
	7%	5%	6%	6%	7%	8%	7%	6%	5%	4%	9%h	8%	6%	10%ghi	6%	7%	6%
Never	1113	181	101	308	214	206	103	300	273	61	190	37	69	160	277	362	474
	28%	22%	21%	37%abd	23%	37%abd	25%	26%	24%	23%	34%ghi	18%	33%hik	42%ghi	24%	26%	32%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 104  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Sky News**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1692	906	785	223	351	369	296	191	262	504	478	381	329	138	66	170	169	149	126	80	158	276	222	137	243	861
	42%	46% <sup>b</sup>	38%	47% <sup>hi</sup>	52% <sup>dghi</sup>	54% <sup>dghi</sup>	41% <sup>hi</sup>	32%	30%	47% <sup>m</sup>	43% <sup>m</sup>	44% <sup>m</sup>	34%	38%	41%	39%	47% <sup>x</sup>	41%	45%	40%	39%	53% <sup>nopr</sup>	40%	38%	45%	50%
NET: At least once a week	853	493	360	86	202	194	146	94	132	259	229	199	166	69	39	91	86	77	60	37	69	158	105	61	120	467
	21%	25% <sup>b</sup>	18%	18%	30% <sup>dghi</sup>	29% <sup>dghi</sup>	20% <sup>hi</sup>	16%	15%	24% <sup>m</sup>	21%	23% <sup>m</sup>	17%	19%	25%	21%	24%	21%	21%	18%	17%	30% <sup>npr</sup>	19%	17%	22%	27%
Every day	324	185	140	32	78	78	60	23	53	108	77	74	65	18	17	34	22	26	30	11	21	63	53	29	43	175
	8%	9% <sup>b</sup>	7%	7%	12% <sup>dhi</sup>	11% <sup>dhi</sup>	8% <sup>h</sup>	4%	6%	10% <sup>km</sup>	7%	8%	7%	5%	10% <sup>n</sup>	8%	6%	7%	11% <sup>nu</sup>	6%	5%	12% <sup>nqtu</sup>	9% <sup>nu</sup>	8%	8%	10%
A few times a week	308	191	117	21	75	59	55	45	52	78	86	80	64	23	17	32	53	33	16	10	31	41	32	19	38	172
	8%	10% <sup>b</sup>	6%	5%	11% <sup>di</sup>	9% <sup>d</sup>	8%	8%	6%	7%	8%	9%	7%	6%	10%	7%	15% <sup>nprstuvwx</sup>	9%	6%	5%	8%	8%	6%	5%	7%	10%
Once a week	221	117	104	32	48	57	30	26	27	73	65	46	37	28	6	25	11	18	14	16	17	54	19	13	39	120
	5%	6%	5%	7% <sup>hi</sup>	7% <sup>hi</sup>	8% <sup>dghi</sup>	4%	4%	3%	7% <sup>m</sup>	6%	5%	4%	8% <sup>qw</sup>	4%	6%	3%	5%	5%	8% <sup>qw</sup>	4%	10% <sup>opqr</sup>	3%	4%	7%	7%
A few times a month	277	140	137	46	49	61	41	35	45	76	76	60	65	22	9	29	29	23	20	16	29	39	34	27	34	133
	7%	7%	7%	10% <sup>gi</sup>	7%	9% <sup>hi</sup>	6%	6%	5%	7%	7%	6%	7%	6%	5%	6%	8%	6%	7%	8%	7%	8%	6%	8%	6%	8%
Once a month	152	73	79	32	26	32	29	14	20	50	43	23	36	18	5	16	15	11	8	8	19	22	17	13	21	71
	4%	4%	4%	7% <sup>hi</sup>	4%	5% <sup>hi</sup>	4%	2%	2%	5%	4%	3%	4%	5%	3%	4%	4%	3%	3%	4%	5%	4%	3%	4%	4%	4%
Less often than once a month	410	202	208	59	75	82	80	49	64	119	131	98	62	29	12	35	39	38	37	18	41	56	67	36	68	189
	10%	10%	10%	12% <sup>hi</sup>	11% <sup>hi</sup>	12% <sup>hi</sup>	11% <sup>hi</sup>	8%	7%	11% <sup>m</sup>	12% <sup>m</sup>	11% <sup>m</sup>	6%	8%	8%	8%	11%	11%	13% <sup>p</sup>	9%	10%	11%	12%	10%	13%	11%
Never	2326	1063	1264	254	326	308	420	405	613	571	636	494	626	224	95	271	193	213	155	121	244	246	340	225	295	851
	58%	54%	62% <sup>a</sup>	53% <sup>f</sup>	48%	46%	59% <sup>ef</sup>	68% <sup>def</sup>	70% <sup>def</sup>	53%	57%	56%	66% <sup>ijkl</sup>	62% <sup>v</sup>	59% <sup>v</sup>	61% <sup>v</sup>	53%	59% <sup>v</sup>	55%	60% <sup>v</sup>	61% <sup>v</sup>	47%	60% <sup>v</sup>	62% <sup>qv</sup>	55%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 104  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Sky News**  
**Base: All respondents**

	Total	Segment						Election Vote							Grouped ages		
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1692 42%	511 61%bcd ef	185 39%e	321 39%e	392 43%e	131 23%	152 37%e	493 42%am	551 48%gij km	101 38%	201 37%	72 35%	85 41%	137 36%	574 50%p	665 48%p	453 31%
NET: At least once a week	853 21%	321 39%bcd ef	82 17%e	142 17%e	183 20%e	61 11%	65 16%	282 24%ikm	291 25%ijkl m	39 14%	108 20%km	20 10%	44 21%km	45 12%	287 25%p	340 24%p	226 15%
Every day	324 8%	120 14%bcde f	33 7%	50 6%	79 9%ef	23 4%	19 5%	115 10%im	107 9%i	9 4%	37 7%	10 5%	12 6%	22 6%	110 10%p	138 10%p	76 5%
A few times a week	308 8%	117 14%bcde f	35 7%e	53 6%	59 6%	23 4%	21 5%	113 10%ikm	103 9%ikm	12 4%	48 9%km	2 1%	16 8%km	9 2%	97 8%	114 8%	97 7%
Once a week	221 5%	83 10%bcde	13 3%	39 5%	45 5%	15 3%	26 6%be	54 5%	81 7%gm	18 7%	23 4%	8 4%	16 8%	14 4%	80 7%p	88 6%p	53 4%
A few times a month	277 7%	59 7%e	28 6%e	77 9%e	73 8%e	17 3%	22 5%	75 7%	89 8%	19 7%	28 5%	16 8%	13 6%	26 7%	95 8%p	102 7%	80 5%
Once a month	152 4%	48 6%ce	18 4%	25 3%	34 4%	12 2%	14 3%	39 3%	45 4%	13 5%	18 3%	10 5%	9 4%	16 4%	58 5%p	61 4%p	34 2%
Less often than once a month	410 10%	83 10%	57 12%e	78 9%	102 11%e	41 7%	50 12%e	96 8%	126 11%	31 11%	49 9%	26 13%	19 9%	50 13%g	134 12%p	162 12%p	113 8%
Never	2326 58%	321 39%	288 61%a	511 61%a	522 57%a	427 77%abc df	258 63%a	667 58%h	597 52%	168 62%h	349 63%h	136 65%h	123 59%	248 64%gh	580 50%	728 52%	1018 69%no

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

Prepared by Populus

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 105  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**MSN News**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1126	555	571	168	250	257	179	135	136	313	325	230	258	91	41	124	122	104	73	51	100	208	128	82	175	594
	28%	28%	28%	35%ghi	37%ghi	38%ghi	25%i	23%i	16%	29%	29%	26%	27%	25%	26%	28%	34%uw	29%	26%	25%	25%	40%nop	23%	23%	33%	35%
NET: At least once a week	519	239	279	63	118	132	73	75	58	128	150	105	135	45	20	63	50	46	42	29	44	85	60	34	77	279
	13%	12%	14%	13%i	17%gi	19%dghi	10%i	13%i	7%	12%	14%	12%	14%	13%	12%	14%	14%	13%	15%	15%	11%	16%wx	11%	9%	14%	16%
Every day	181	87	94	15	33	53	25	26	29	46	51	36	48	17	7	24	15	18	13	12	9	24	29	13	22	90
	5%	4%	5%	3%	5%	8%dghi	4%	4%	3%	4%	5%	4%	5%	5%	4%	5%u	4%	5%	5%	6%u	2%	5%	5%u	4%	4%	5%
A few times a week	213	98	116	28	46	48	38	34	19	52	60	38	63	21	6	25	18	19	18	10	24	38	20	14	27	123
	5%	5%	6%	6%i	7%i	7%i	5%i	6%i	2%	5%	5%	4%	7%	6%	4%	6%	5%	5%	6%	5%	6%	7%w	4%	4%	5%	7%
Once a week	125	55	70	20	38	31	10	16	10	31	39	31	24	7	7	15	17	9	10	7	12	22	11	7	28	66
	3%	3%	3%	4%gi	6%ghi	5%gi	1%	3%	1%	3%	4%	4%	2%	2%	4%	3%	5%w	3%	4%	4%	3%	4%	2%	2%	5%	4%
A few times a month	174	90	84	27	46	49	22	9	20	51	45	38	40	11	3	17	21	15	7	3	21	37	25	15	33	89
	4%	5%	4%	6%hi	7%ghi	7%ghi	3%	2%	2%	5%	4%	4%	4%	3%	2%	4%	6%	4%	3%	2%	5%	7%nost	5%	4%	6%	5%
Once a month	110	58	53	24	24	27	12	9	14	38	26	25	21	9	7	10	9	9	6	4	13	24	13	4	19	63
	3%	3%	3%	5%ghi	4%i	4%ghi	2%	2%	4%	2%	3%	2%	2%	3%	5%x	2%	2%	3%	2%	2%	3%	5%x	2%	1%	3%	4%
Less often than once a month	323	169	155	53	62	50	73	41	44	96	103	62	62	26	12	34	42	34	19	14	22	63	29	29	46	163
	8%	9%	8%	11%hi	9%i	7%	10%i	7%	5%	9%	9% <sup>m</sup>	7%	6%	7%	7%	8%	12%uw	9%w	7%	7%	6%	12%suw	5%	8%	9%	10%
Never	2892	1414	1478	309	427	419	537	462	739	761	789	645	696	270	119	318	240	258	208	150	302	314	435	279	363	1119
	72%	72%	72%	65%	63%	62%	75%def	77%def	84%def	71%	71%	74%	73%	75%v	74%v	72%v	66%	71%v	74%v	75%v	75%qv	60%	77%qv	77%qv	67%	65%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 105  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**MSN News**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1126 28%	382 46%bcd ef	82 17%	247 30%bef	244 27%bef	87 16%	84 20%	298 26%	375 33%gij	68 25%	134 24%	51 24%	56 27%	102 27%	418 36%op	437 31%p	271 18%
NET: At least once a week	519 13%	221 27%bcde f	34 7%	103 12%bef	98 11%e	31 6%	31 8%	160 14%k	182 16%ijk	27 10%	55 10%	11 5%	28 13%k	45 12%k	181 16%p	204 15%p	133 9%
Every day	181 5%	79 9%bcde f	11 2%	31 4%e	36 4%e	8 1%	16 4%e	57 5%	53 5%	9 3%	23 4%	7 3%	13 6%	16 4%	48 4%	78 6%p	55 4%
A few times a week	213 5%	87 10%bcde f	16 3%	40 5%	43 5%	16 3%	11 3%	74 6%ik	73 6%ik	6 2%	20 4%	2 1%	13 6%k	20 5%k	74 6%p	86 6%p	53 4%
Once a week	125 3%	55 7%bcde f	7 1%	32 4%bef	19 2%	6 1%	5 1%	28 2%	56 5%gj	11 4%	12 2%	3 1%	3 1%	9 2%	58 5%op	40 3%	26 2%
A few times a month	174 4%	53 6%bef	12 3%	52 6%bef	35 4%	12 2%	10 2%	42 4%	64 6%j	12 5%	16 3%	10 5%	9 5%	13 3%	73 6%p	71 5%p	30 2%
Once a month	110 3%	27 3%	7 2%	31 4%	20 2%	14 2%	11 3%	22 2%	44 4%gm	9 3%	20 4%m	5 2%	6 3%	4 1%	48 4%p	39 3%p	23 2%
Less often than once a month	323 8%	81 10%e	28 6%	62 7%	90 10%be	30 5%	31 8%	74 6%	85 7%	20 8%	43 8%	25 12%g	12 6%	41 11%g	116 10%p	123 9%p	85 6%
Never	2892 72%	450 54%	391 83%acd	585 70%a	670 73%a	471 84%acd	326 80%acd	861 74%h	774 67%	200 75%h	416 76%h	158 76%	152 73%	283 73%	736 64%	956 69%n	1200 82%no

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

Prepared by Populus

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 106  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Yahoo**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1394	715	679	167	287	303	259	182	197	397	355	328	314	107	49	145	143	124	85	88	138	257	159	98	201	734
	35%	36%	33%	35%i	42%hi	45%dgh	36%i	30%i	23%	37%k	32%	38%k	33%	30%	30%	33%	40%nsw	34%	30%	44%nop	34%	49%nop	28%	27%	37%	43%
NET: At least once a week	720	380	340	56	157	166	126	94	120	194	178	162	185	58	28	91	58	63	45	44	64	135	84	49	93	381
	18%	19%	17%	12%	23%idh	25%idh	18%id	16%	14%	18%	16%	19%	19%	16%	18%	21%wx	16%	18%	16%	22%wx	16%	26%nqr	15%	14%	17%	22%
Every day	307	151	156	15	59	65	64	45	60	65	79	84	79	21	13	36	29	27	14	22	17	60	42	27	44	154
	8%	8%	8%	3%	9%d	10%d	9%d	8%d	7%d	6%	7%	10%j	8%	6%	8%	8%	8%	7%	5%	11%su	4%	11%nsu	7%	7%	8%	9%
A few times a week	261	148	113	20	55	68	43	35	41	86	63	44	68	28	8	39	18	23	24	14	22	44	28	15	27	136
	7%	8%b	6%	4%	8%di	10%dghi	6%	6%	5%	8%l	6%	5%	7%	8%	5%	9%wx	5%	6%	8%x	7%	5%	8%x	5%	4%	5%	8%
Once a week	151	80	71	22	44	34	20	13	19	43	36	34	38	9	7	17	11	13	7	8	25	31	15	8	22	91
	4%	4%	3%	5%	7%ghi	5%hi	3%	2%	2%	4%	3%	4%	4%	2%	4%	4%	3%	4%	2%	4%	6%nw	6%wx	3%	2%	4%	5%
A few times a month	227	120	107	41	46	45	42	18	35	67	57	55	47	18	5	10	30	19	14	17	30	47	24	13	45	112
	6%	6%	5%	9%hi	7%hi	7%h	6%h	3%	4%	6%	5%	6%	5%	5%	3%	2%	8%px	5%p	5%	8%px	7%p	9%opwx	4%	4%	8%	7%
Once a month	107	52	55	20	26	13	13	22	14	41	20	26	20	5	5	12	13	11	6	5	13	17	14	6	14	55
	3%	3%	3%	4%i	4%i	2%	2%	4%i	2%	4%km	2%	3%	2%	1%	3%	3%	4%	3%	2%	3%	3%	3%	2%	2%	3%	3%
Less often than once a month	340	164	177	49	58	80	77	48	29	95	100	85	62	26	10	32	42	31	19	22	32	59	37	30	48	186
	8%	8%	9%	10%i	9%i	12%i	11%i	8%i	3%	9%	9%	10%l	6%	7%	6%	7%	12%w	9%	7%	11%	8%	11%w	7%	8%	9%	11%
Never	2624	1254	1370	311	390	373	457	415	677	677	759	547	640	254	112	297	218	237	197	113	264	265	403	263	337	978
	65%	64%	67%	65%f	58%	55%	64%f	70%ef	77%def	63%	68%jl	62%	67%	70%qt	70%tv	67%tv	60%v	66%tv	70%qt	56%	66%v	51%	72%qt	73%qt	63%	57%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 106  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Yahoo**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1394 35%	437 53% <sup>abcd</sup> ef	123 26% <sup>e</sup>	278 33% <sup>bc</sup> e	335 37% <sup>bef</sup>	112 20%	111 27% <sup>e</sup>	381 33%	446 39% <sup>gij</sup>	77 29%	171 31%	69 33%	71 34%	145 38% <sup>i</sup>	454 39% <sup>p</sup>	562 40% <sup>p</sup>	379 26%
NET: At least once a week	720 18%	267 32% <sup>abcd</sup> ef	56 12%	129 15% <sup>e</sup>	156 17% <sup>bc</sup> e	58 10%	54 13%	198 17%	250 22% <sup>gik</sup>	33 12%	100 18%	25 12%	32 16%	67 18%	214 19% <sup>p</sup>	292 21% <sup>p</sup>	214 15%
Every day	307 8%	114 14% <sup>bcde</sup> f	21 5%	53 6%	64 7%	31 6%	23 6%	81 7%	91 8%	15 6%	52 9%	8 4%	16 8%	42 11% <sup>gik</sup>	74 6%	128 9% <sup>n</sup>	105 7%
A few times a week	261 7%	86 10% <sup>bcef</sup>	29 6%	43 5%	67 7% <sup>ef</sup>	20 4%	15 4%	83 7%	94 8% <sup>im</sup>	10 4%	33 6%	8 4%	10 5%	18 5%	74 6%	111 8% <sup>p</sup>	76 5%
Once a week	151 4%	66 8% <sup>bcde</sup> f	6 1%	33 4% <sup>bc</sup> e	24 3%	7 1%	15 4% <sup>bc</sup> e	35 3%	65 6% <sup>gjm</sup>	8 3%	16 3%	8 4%	7 3%	8 2%	66 6% <sup>p</sup>	53 4% <sup>p</sup>	32 2%
A few times a month	227 6%	57 7% <sup>bc</sup> e	17 3%	55 7% <sup>bc</sup> e	60 7% <sup>bc</sup> e	16 3%	23 6%	58 5%	75 7%	9 3%	26 5%	15 7%	12 6%	27 7%	87 8% <sup>p</sup>	87 6% <sup>p</sup>	53 4%
Once a month	107 3%	29 3%	9 2%	23 3%	27 3%	13 2%	6 1%	27 2%	27 2%	12 4%	12 2%	8 4%	7 3%	12 3%	46 4% <sup>o</sup>	26 2%	36 2%
Less often than once a month	340 8%	84 10% <sup>e</sup>	41 9% <sup>e</sup>	71 9% <sup>e</sup>	92 10% <sup>e</sup>	25 4%	27 7%	97 8%	94 8%	23 9%	33 6%	21 10%	20 10%	38 10%	108 9% <sup>p</sup>	156 11% <sup>p</sup>	76 5%
Never	2624 65%	395 47%	350 74% <sup>acd</sup>	555 67% <sup>a</sup>	579 63% <sup>a</sup>	446 80% <sup>abc</sup> df	299 73% <sup>ad</sup>	779 67% <sup>h</sup>	702 61%	192 71% <sup>hm</sup>	380 69% <sup>h</sup>	139 67%	137 66%	240 62%	700 61%	831 60%	1093 74% <sup>no</sup>

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 107  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Daily Mail**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1531	673	858	271	322	259	239	176	265	463	452	311	305	121	71	152	137	132	105	68	138	252	215	140	219	746
	38%	34%	42%	57% <sup>efghi</sup>	48% <sup>efghi</sup>	38% <sup>hi</sup>	33%	29%	30%	43% <sup>lm</sup>	41% <sup>m</sup>	36%	32%	34%	44%	34%	38%	37%	34%	34%	48% <sup>npqrstuwx</sup>	38%	39%	41%	44%	
NET: At least once a week	838	344	494	144	192	127	132	82	160	267	232	174	165	67	48	89	62	70	62	34	87	139	109	71	122	412
	21%	17%	24% <sup>a</sup>	30% <sup>fghi</sup>	28% <sup>fghi</sup>	19% <sup>h</sup>	18%	14%	18% <sup>h</sup>	25% <sup>lm</sup>	21%	20%	17%	18%	30% <sup>npqr</sup>	20%	17%	19%	22%	17%	22%	27% <sup>nqr</sup>	19%	20%	23%	24%
Every day	368	149	219	66	78	55	59	28	83	112	94	88	74	28	33	34	23	28	33	13	32	38	65	39	45	192
	9%	8%	11% <sup>a</sup>	14% <sup>fghi</sup>	11% <sup>h</sup>	8% <sup>h</sup>	8% <sup>h</sup>	5%	9% <sup>h</sup>	10%	8%	10%	8%	8%	21% <sup>npqr</sup>	8%	6%	8%	12% <sup>q</sup>	7%	8%	7%	12% <sup>q</sup>	11%	8%	11%
A few times a week	272	112	161	43	56	31	54	35	54	100	76	39	58	21	6	37	29	22	15	9	33	53	28	19	42	126
	7%	6%	8% <sup>a</sup>	9% <sup>f</sup>	8% <sup>f</sup>	5%	8%	6%	6%	9% <sup>lm</sup>	7%	4%	6%	6%	4%	8%	8%	6%	5%	4%	8%	10% <sup>otwx</sup>	5%	5%	8%	7%
Once a week	197	83	114	35	59	41	19	19	24	55	62	47	34	18	9	18	10	20	13	12	21	48	15	13	34	94
	5%	4%	6%	7% <sup>ghi</sup>	9% <sup>ghi</sup>	6% <sup>ghi</sup>	3%	3%	3%	5%	6%	5%	4%	5%	5%	4%	3%	6%	5%	6%	5%	9% <sup>ppqwx</sup>	3%	4%	6%	6%
A few times a month	276	133	143	50	57	49	42	37	41	60	85	74	57	19	11	17	30	25	22	15	20	54	33	30	34	131
	7%	7%	7%	10% <sup>ghi</sup>	8% <sup>i</sup>	7%	6%	6%	5%	6%	8%	8%	6%	5%	7%	4%	8% <sup>p</sup>	7%	8% <sup>p</sup>	7%	5%	10% <sup>npuw</sup>	6%	8% <sup>p</sup>	6%	8%
Once a month	151	67	84	43	29	26	14	20	18	52	45	24	30	17	1	18	24	15	7	3	8	20	24	13	19	89
	4%	3%	4%	9% <sup>efghi</sup>	4% <sup>gi</sup>	4%	2%	3%	2%	5%	4%	3%	3%	5% <sup>o</sup>	1%	4%	7% <sup>ostu</sup>	4%	3%	2%	2%	4%	4%	4%	4%	5%
Less often than once a month	267	129	138	33	45	56	51	36	46	84	90	40	54	19	10	28	20	21	14	16	23	40	49	25	44	114
	7%	7%	7%	7%	7%	8% <sup>i</sup>	7%	6%	5%	8% <sup>l</sup>	8% <sup>l</sup>	5%	6%	5%	6%	6%	6%	6%	5%	8%	6%	8%	9%	7%	8%	7%
Never	2487	1296	1190	207	354	417	477	421	610	611	662	564	649	240	90	290	225	229	177	133	264	270	347	222	319	966
	62%	66% <sup>b</sup>	58%	43%	52% <sup>d</sup>	62% <sup>de</sup>	67% <sup>de</sup>	71% <sup>def</sup>	70% <sup>def</sup>	57%	59%	64% <sup>j</sup>	68% <sup>jk</sup>	66% <sup>v</sup>	56%	66% <sup>v</sup>	62% <sup>v</sup>	63% <sup>v</sup>	63% <sup>v</sup>	66% <sup>v</sup>	66% <sup>v</sup>	52%	62% <sup>v</sup>	61% <sup>v</sup>	59%	56%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 107  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Daily Mail**  
**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1531 38%	447 54%bcd ef	187 40%cef	272 33%e	371 41%cef	134 24%	122 30%	504 43%hil m	406 35%	90 33%	226 41%lm	75 36%	62 30%	119 31%	593 51%op	498 36%p	441 30%
NET: At least once a week	838 21%	269 32%bcd ef	102 22%cef	137 16%e	201 22%cef	66 12%	62 15%	300 26%hik lm	231 20%lm	43 16%	137 25%ikl m	27 13%	30 15%	44 11%	336 29%op	259 19%	243 16%
Every day	368 9%	118 14%cde f	48 10%cf	53 6%	93 10%cef	36 6%	21 5%	145 13%hilm	76 7%	13 5%	84 15%hikl m	15 7%	12 6%	15 4%	144 12%op	114 8%	111 8%
A few times a week	272 7%	68 8%ce	40 8%ce	41 5%	71 8%ce	23 4%	29 7%	92 8%km	87 8%km	18 7%	36 7%	5 2%	13 6%	15 4%	98 9%p	85 6%	89 6%
Once a week	197 5%	84 10%bcde f	15 3%	43 5%e	37 4%	7 1%	12 3%	63 5%	68 6%j	11 4%	17 3%	7 3%	5 2%	13 3%	94 8%op	60 4%	43 3%
A few times a month	276 7%	79 9%ef	36 8%e	64 8%ef	60 7%e	20 4%	17 4%	81 7%	76 7%	13 5%	43 8%	14 7%	8 4%	32 8%	107 9%op	91 7%	78 5%
Once a month	151 4%	45 5%be	8 2%	28 3%	45 5%be	10 2%	16 4%	32 3%	32 3%	8 3%	24 4%	19 9%ghi	13 6%gh	21 5%gh	72 6%op	41 3%	38 3%
Less often than once a month	267 7%	54 6%	42 9%c	43 5%	64 7%	37 7%	27 7%	91 8%j	68 6%	25 9%j	23 4%	16 8%	10 5%	22 6%	78 7%	108 8%p	82 6%
Never	2487 62%	385 46%	286 60%a	561 67%abd	543 59%a	424 76%abc d	288 70%abd	655 57%	742 65%g	179 67%g	325 59%	133 64%	146 70%gj	266 69%gj	561 49%	895 64%n	1031 70%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 108  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Twitter**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1345	653	692	272	347	299	203	123	100	417	382	293	252	112	50	139	128	107	92	59	136	240	165	116	222	745
	33%	33%	34%	57% <sub>i</sub>	51% <sub>fgh</sub>	44% <sub>ghi</sub>	28% <sub>hi</sub>	21% <sub>i</sub>	11%	39% <sub>am</sub>	34% <sub>m</sub>	34% <sub>m</sub>	26%	31%	31%	32%	35%	30%	33%	29%	34%	46% <sub>nop</sub>	29%	32%	41%	44%
NET: At least once a week	842	421	421	188	227	188	114	70	55	279	243	174	145	74	32	90	76	72	56	33	84	139	111	73	135	479
	21%	21%	21%	39% <sub>fgh</sub>	34% <sub>ghi</sub>	28% <sub>ghi</sub>	16% <sub>i</sub>	12% <sub>i</sub>	6%	26% <sub>klm</sub>	22% <sub>m</sub>	20% <sub>m</sub>	15%	20%	20%	20%	21%	20%	20%	16%	21%	27% <sub>tw</sub>	20%	20%	25%	28%
Every day	401	217	183	87	109	93	60	28	24	140	124	78	59	23	15	42	41	34	26	10	46	75	51	36	53	241
	10%	11%	9%	18% <sub>ghi</sub>	16% <sub>ghi</sub>	14% <sub>ghi</sub>	8% <sub>hi</sub>	5%	3%	13% <sub>lm</sub>	11% <sub>m</sub>	9%	6%	6%	9%	10%	11% <sub>t</sub>	10%	9%	5%	11% <sub>t</sub>	14% <sub>ntw</sub>	9%	10%	10%	14%
A few times a week	269	125	143	65	69	63	33	21	17	82	79	51	57	29	13	29	21	20	26	11	28	38	32	20	51	143
	7%	6%	7%	14% <sub>ghi</sub>	10% <sub>ghi</sub>	9% <sub>ghi</sub>	5% <sub>i</sub>	4%	2%	8%	7%	6%	6%	8%	8%	7%	6%	6%	9%	6%	7%	7%	6%	6%	9%	8%
Once a week	172	79	94	36	49	32	21	20	14	58	40	46	29	21	4	19	14	17	5	12	11	26	27	17	31	94
	4%	4%	5%	8% <sub>ghi</sub>	7% <sub>ghi</sub>	5% <sub>i</sub>	3%	3% <sub>i</sub>	2%	5% <sub>m</sub>	4%	5%	3%	6% <sub>s</sub>	3%	4%	4%	5%	2%	6% <sub>s</sub>	3%	5%	5% <sub>s</sub>	5%	4%	6%
A few times a month	192	83	109	33	56	41	22	22	18	54	44	51	44	16	8	17	19	10	13	8	21	38	24	20	38	100
	5%	4%	5%	7% <sub>gi</sub>	8% <sub>ghi</sub>	6% <sub>gi</sub>	3%	4%	2%	5%	4%	6%	5%	4%	5%	4%	5%	3%	5%	4%	5%	7% <sub>r</sub>	4%	5%	7%	6%
Once a month	97	50	47	18	21	16	22	15	4	25	36	17	18	6	1	10	7	11	8	7	11	17	10	8	16	61
	2%	3%	2%	4% <sub>i</sub>	3% <sub>i</sub>	2% <sub>i</sub>	3% <sub>i</sub>	3% <sub>i</sub>	1%	2%	3%	2%	2%	2%	*	2%	2%	3%	3%	4%	3%	3%	2%	2%	3%	4%
Less often than once a month	214	99	115	33	44	54	45	16	22	58	59	51	45	16	9	22	25	14	16	11	20	46	21	16	34	106
	5%	5%	6%	7% <sub>hi</sub>	6% <sub>hi</sub>	8% <sub>hi</sub>	6% <sub>hi</sub>	3%	3%	5%	5%	6%	5%	4%	6%	5%	7%	4%	6%	5%	5%	9% <sub>nwx</sub>	4%	4%	6%	6%
Never	2673	1316	1357	205	329	378	513	473	775	657	732	582	702	250	110	303	234	255	189	142	266	283	398	245	316	967
	67%	67%	66%	43%	49%	56% <sub>de</sub>	72% <sub>def</sub>	79% <sub>def</sub>	89% <sub>def</sub>	61%	66%	66%	74% <sub>ijkl</sub>	69% <sub>v</sub>	69% <sub>v</sub>	68% <sub>v</sub>	65% <sub>v</sub>	70% <sub>v</sub>	67% <sub>v</sub>	71% <sub>v</sub>	66% <sub>v</sub>	54%	71% <sub>v</sub>	68% <sub>v</sub>	59%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 108  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Twitter**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1345 33%	422 51%bcd ef	101 21%	242 29%be	340 37%bce	96 17%	143 35%be	343 30%	459 40%gjm	92 34%j	134 24%	98 47%gij lm	68 33%	118 31%	620 54%op	502 36%p	223 15%
NET: At least once a week	842 21%	280 34%bcd ef	70 15%e	120 14%e	222 24%bce	54 10%	95 23%bce	224 19%j	286 25%gjm	54 20%	80 15%	74 35%ghi jlm	47 23%j	63 16%	415 36%op	302 22%p	125 8%
Every day	401 10%	115 14%ce	47 10%e	62 7%e	108 12%ce	22 4%	47 11%e	115 10%j	136 12%j	28 10%j	30 5%	34 16%gjlm	14 7%	35 9%	196 17%op	153 11%p	52 4%
A few times a week	269 7%	97 12%bcef	16 3%	25 3%	85 9%bce	21 4%	24 6%	55 5%	102 9%gjm	14 5%	23 4%	31 15%ghi jm	22 11%gjm	18 5%	134 12%op	96 7%p	39 3%
Once a week	172 4%	68 8%bcde	7 1%	32 4%b	29 3%	11 2%	25 6%bde	54 5%	48 4%	12 5%	27 5%	9 4%	11 5%	9 2%	85 7%op	53 4%p	34 2%
A few times a month	192 5%	66 8%bde	7 1%	42 5%b	41 4%b	15 3%	22 5%be	45 4%	58 5%	20 7%g	27 5%	10 5%	9 4%	17 5%	89 8%op	63 5%p	40 3%
Once a month	97 2%	25 3%	8 2%	27 3%	21 2%	7 1%	9 2%	23 2%	34 3%	9 4%	9 2%	1 *	6 3%	14 4%	39 3%p	38 3%p	20 1%
Less often than once a month	214 5%	51 6%	16 3%	54 6%b	56 6%	21 4%	16 4%	51 4%	80 7%gij	9 3%	18 3%	14 7%	5 3%	24 6%	77 7%p	99 7%p	38 3%
Never	2673 67%	409 49%	372 79%acd f	590 71%ad	574 63%a	461 83%acd f	267 65%a	816 70%hk	689 60%	177 66%k	416 76%hik	110 53%	140 67%k	267 69%hk	534 46%	891 64%n	1248 85%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 109  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Independent**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	1000	500	500	200	269	191	141	109	90	362	272	180	187	83	44	92	83	92	64	41	89	197	128	87	175	530
	25%	25%	24%	42% i	40% fgh i	28% ghi	20% i	18% i	10%	34% klm	24% m	21%	20%	23%	27%	21%	23%	25%	23%	21%	22%	38% nop qrstu x	23%	24%	32%	31%
NET: At least once a week	407	216	191	74	129	83	54	33	32	147	99	83	77	35	20	44	32	41	26	13	31	78	53	35	71	223
	10%	11%	9%	16% ghi i	19% fgh i	12% ghi	8% i	6%	4%	14% klm	9%	10%	8%	10%	13%	10%	9%	11%	9%	7%	8%	15% qtuw	9%	10%	13%	13%
Every day	73	41	32	10	22	18	7	5	11	30	18	17	9	8	7	5	6	4	9	2	2	8	17	4	14	33
	2%	2%	2%	2%	3% ghi	3% h	1%	1%	1%	3% m	2%	2%	1%	2%	4% prux	1%	2%	1%	3% u	1%	1%	2%	3% u	1%	3%	2%
A few times a week	180	100	79	33	52	35	29	19	12	69	47	27	36	14	4	20	7	26	11	1	17	35	28	16	36	101
	4%	5%	4%	7% hi	8% ghi	5% i	4% i	3% i	1%	6% klm	4%	3%	4%	4% t	3%	5% t	2%	7% qt	4% t	1%	4% t	7% qt	5% t	4% t	7%	6%
Once a week	155	74	80	32	56	30	19	10	8	48	34	40	33	13	9	18	19	11	6	10	11	35	8	16	22	89
	4%	4%	4%	7% ghi	8% fghi	4% hi	3% i	2%	1%	4%	3%	5%	3%	3%	6% w	4% w	5% w	3%	2%	5% w	3%	7% rsuw	1%	4% w	4%	5%
A few times a month	211	98	113	51	65	31	30	20	14	77	65	27	41	15	7	10	16	16	11	10	30	54	20	23	37	121
	5%	5%	5%	11% fgh i	10% fghi	5% i	4% i	3% i	2%	7% lm	6% l	3%	4%	4%	5%	2%	4%	4%	4%	5%	7% pw	10% npqr sw	4%	6% p	7%	7%
Once a month	88	42	46	24	16	23	9	9	6	35	28	12	12	9	3	11	7	6	11	5	4	12	11	8	13	52
	2%	2%	2%	5% ghi	2% i	3% gi	1%	1%	1%	3% lm	3%	1%	1%	3%	2%	3%	2%	2%	4% u	3%	1%	2%	2%	2%	2%	3%
Less often than once a month	294	144	150	51	58	54	47	47	38	103	79	57	55	24	14	27	28	30	16	14	25	52	44	22	54	135
	7%	7%	7%	11% i	9% i	8% i	7%	8% i	4%	10% m	7%	7%	6%	7%	8%	6%	8%	8%	6%	7%	6%	10%	8%	6%	10%	8%
Never	3018	1469	1549	277	408	486	575	488	785	712	842	695	768	279	117	350	279	270	217	159	313	326	435	274	363	1182
	75%	75%	76%	58%	60%	72% de	80% def	82% def	90% def	66% j	76% j	79% j	80% jk	77% v	73% v	79% v	77% v	75% v	77% v	79% v	78% v	62%	77% v	76% v	68%	69%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 109  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Independent**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	1000 25%	298 36%bcd e	74 16%	164 20%	233 26%bce	84 15%	147 36%bcd e	215 19%	351 31%gjm	82 30%gjm	85 15%	109 52%ghi jlm	49 24%j	77 20%	469 41%op	332 24%p	199 14%
NET: At least once a week	407 10%	130 16%bcde	26 6%	46 5%	85 9%bce	28 5%	92 22%abcd e	75 6%	154 13%gjm	36 14%gjm	30 5%	55 26%ghij lm	19 9%	26 7%	204 18%op	138 10%p	65 4%
Every day	73 2%	20 2%	7 1%	10 1%	15 2%	11 2%	10 2%	15 1%	21 2%	4 2%	8 1%	10 5%ghjm	5 3%	5 1%	32 3%p	25 2%	16 1%
A few times a week	180 4%	72 9%bcde	12 3%	9 1%	35 4%c	12 2%	39 9%bcde e	31 3%	73 6%gjm	12 5%	15 3%	26 13%ghij lm	7 4%	12 3%	85 7%op	64 5%p	31 2%
Once a week	155 4%	38 5%be	7 1%	27 3%e	35 4%be	5 1%	43 10%abcd e	29 2%	60 5%gjm	20 7%gjm	7 1%	19 9%gjm	6 3%	9 2%	87 8%op	49 4%p	18 1%
A few times a month	211 5%	61 7%be	9 2%	46 6%be	58 6%be	14 3%	22 5%be	49 4%	63 5%j	14 5%	15 3%	28 13%ghij m	18 9%gj	17 4%	116 10%op	61 4%p	34 2%
Once a month	88 2%	31 4%ce	7 2%	14 2%	20 2%	6 1%	10 2%	22 2%	35 3%j	3 1%	5 1%	10 5%j	7 4%j	5 1%	41 4%p	33 2%p	15 1%
Less often than once a month	294 7%	75 9%	31 7%	58 7%	70 8%	36 6%	23 6%	69 6%	98 9%gl	28 10%gl	35 6%	16 8%	5 2%	28 7%l	109 9%p	101 7%	85 6%
Never	3018 75%	534 64%	399 84%adf	669 80%adf	681 74%af	474 85%adf	262 64%	944 81%hik	797 69%k	187 70%k	466 85%hik	100 48%	158 76%k	308 80%hik	685 59%	1061 76%n	1272 86%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 110  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Daily Express**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	753 19%	376 19%	377 18%	133 28% <sup>ghi</sup>	193 29% <sup>fgh</sup>	150 22% <sup>ghi</sup>	112 16% <sup>i</sup>	73 12%	91 10%	232 22% <sup>km</sup>	195 17%	169 19%	158 17%	62 17%	32 20%	77 18%	71 20%	67 18%	41 15%	42 21%	68 17%	155 30% <sup>nop</sup>	79 14%	59 16%	126 23%	408 24%
NET: At least once a week	258 6%	116 6%	142 7%	42 9% <sup>ghi</sup>	87 13% <sup>fghi</sup>	53 8% <sup>ghi</sup>	24 3%	16 3%	36 4%	82 8%	64 6%	53 6%	59 6%	21 6%	13 8%	24 6%	14 4%	25 7%	14 5%	12 6%	30 8%	58 11% <sup>npqs</sup>	29 5%	17 5%	45 8%	139 8%
Every day	76 2%	38 2%	38 2%	20 4% <sup>fghi</sup>	23 3% <sup>ghi</sup>	11 2%	8 1%	3 *	10 1%	29 3% <sup>k</sup>	14 1%	14 2%	19 2%	2 1%	5 3% <sup>q</sup>	10 2%	2 *	4 1%	8 3%	2 1%	15 4% <sup>nqr</sup>	14 3%	10 2%	5 1%	19 3%	42 2%
A few times a week	92 2%	43 2%	49 2%	14 3% <sup>h</sup>	27 4% <sup>ghi</sup>	21 3% <sup>h</sup>	11 2%	4 1%	15 2%	28 3%	21 2%	20 2%	23 2%	13 4%	5 3%	6 1%	7 2%	15 4% <sup>px</sup>	6 2%	7 3%	6 1%	15 3%	9 2%	4 1%	13 2%	45 3%
Once a week	91 2%	35 2%	56 3%	8 2%	37 6% <sup>dghi</sup>	21 3% <sup>gi</sup>	4 1%	9 2%	11 1%	26 2%	29 3%	19 2%	17 2%	7 2%	2 2%	9 2%	6 2%	7 2%	1 *	3 2%	10 2%	29 6% <sup>npqr</sup>	10 2%	8 2%	14 3%	52 3%
A few times a month	144 4%	73 4%	71 3%	24 5% <sup>hi</sup>	43 6% <sup>hi</sup>	26 4% <sup>hi</sup>	28 4% <sup>hi</sup>	10 2%	13 1%	44 4%	33 3%	41 5%	26 3%	7 2%	7 4%	11 2%	12 3%	11 3%	9 3%	14 7% <sup>npuw</sup>	9 2%	37 7% <sup>npru</sup>	12 2%	15 4%	23 4%	81 5%
Once a month	90 2%	54 3%	36 2%	20 4% <sup>hi</sup>	20 3% <sup>hi</sup>	22 3% <sup>hi</sup>	15 2% <sup>i</sup>	6 1%	6 1%	30 3%	24 2%	16 2%	20 2%	14 4% <sup>ux</sup>	4 2% <sup>x</sup>	9 2% <sup>x</sup>	11 3% <sup>x</sup>	5 1%	9 3% <sup>ux</sup>	3 2%	3 1%	23 4% <sup>ruwx</sup>	8 1%	1 *	21 4%	48 3%
Less often than once a month	261 7%	134 7%	127 6%	48 10% <sup>i</sup>	43 6%	48 7% <sup>i</sup>	45 6%	41 7% <sup>i</sup>	37 4%	75 7%	74 7%	59 7%	54 6%	20 6%	9 6%	34 8% <sup>s</sup>	34 9% <sup>s</sup>	26 7% <sup>s</sup>	8 3%	12 6%	26 7%	36 7% <sup>s</sup>	30 5%	27 7% <sup>s</sup>	37 7%	140 8%
Never	3265 81%	1593 81%	1672 82%	344 72%	483 71%	526 78% <sup>e</sup>	604 84% <sup>def</sup>	523 88% <sup>def</sup>	783 90% <sup>def</sup>	843 78%	919 83% <sup>j</sup>	706 81%	797 83% <sup>j</sup>	299 83% <sup>v</sup>	128 80% <sup>v</sup>	365 82% <sup>v</sup>	291 80% <sup>v</sup>	295 82% <sup>v</sup>	240 85% <sup>v</sup>	159 79% <sup>v</sup>	334 83% <sup>v</sup>	367 70%	483 86% <sup>v</sup>	303 84% <sup>v</sup>	412 77%	1305 76%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 110  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**Daily Express**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	753 19%	287 35%bcd ef	63 13%e	146 18%e	156 17%e	46 8%	54 13%e	213 18%i	225 20%i	32 12%	115 21%i	34 17%	33 16%	64 17%	326 28%op	262 19%p	165 11%
NET: At least once a week	258 6%	144 17%bcde f	17 4%	35 4%	35 4%	14 3%	13 3%	71 6%	87 8%am	10 4%	40 7%	11 5%	9 4%	15 4%	129 11%op	77 6%p	52 4%
Every day	76 2%	52 6%bcde f	5 1%	5 1%	8 1%	4 1%	1 *	27 2%	19 2%	1 *	11 2%	10 5%hilm	1 *	2 1%	43 4%op	20 1%	13 1%
A few times a week	92 2%	52 6%bcde f	8 2%e	10 1%	14 2%	2 *	6 1%	28 2%	35 3%	5 2%	11 2%	-	5 2%	6 2%	41 4%p	33 2%	19 1%
Once a week	91 2%	39 5%bcde f	4 1%	20 2%	13 1%	9 2%	6 1%	16 1%	34 3%g	4 2%	18 3%g	1 1%	3 1%	7 2%	46 4%op	25 2%	20 1%
A few times a month	144 4%	36 4%be	7 2%	41 5%be	43 5%be	8 1%	10 2%	35 3%	46 4%	6 2%	22 4%	5 3%	6 3%	15 4%	66 6%p	54 4%p	23 2%
Once a month	90 2%	38 5%bde	4 1%	22 3%b	12 1%	5 1%	8 2%	27 2%i	25 2%	* *	12 2%	4 2%	12 6%ghij m	7 2%	40 3%p	38 3%p	12 1%
Less often than once a month	261 7%	70 8%e	35 7%e	48 6%	65 7%e	19 3%	24 6%	80 7%	66 6%	15 6%	41 7%	14 7%	6 3%	26 7%	90 8%p	93 7%	78 5%

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

**Reputation and Trust Survey**  
**ONLINE Fieldwork: 20th-25th May 2015**

Absolutes/col percents

Table 110

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**Daily Express**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Disent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Never	3265 81%	544 65%	410 87%a	687 82%a	758 83%a	511 92%abc df	355 87%a	946 82%	923 80%	236 88%ghj	436 79%	174 83%	175 84%	321 83%	827 72%	1131 81%n	1307 89%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 111  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**BuzzFeed**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Ever	823	333	490	254	270	167	88	27	17	266	274	159	123	71	39	75	71	63	54	41	60	187	88	74	141	487
	20%	17%	24% <sup>a</sup>	53% <sup>efghi</sup>	40% <sup>fghi</sup>	25% <sup>ghi</sup>	12% <sup>hi</sup>	5% <sup>i</sup>	2%	25% <sup>lm</sup>	25% <sup>lm</sup>	18% <sup>m</sup>	13%	20%	24% <sup>uw</sup>	17%	20%	17%	19%	20%	15%	36% <sup>nopqrstuwx</sup>	16%	20%	26%	28%
NET: At least once a week	386	138	248	145	137	71	23	5	5	139	136	59	51	36	18	38	21	31	22	24	31	85	48	32	66	232
	10%	7%	12% <sup>a</sup>	30% <sup>efghi</sup>	20% <sup>fghi</sup>	11% <sup>ghi</sup>	3% <sup>hi</sup>	1%	1%	13% <sup>lm</sup>	12% <sup>lm</sup>	7%	5%	10%	11%	9%	6%	9%	8%	12% <sup>q</sup>	8%	16% <sup>npqrstuwx</sup>	9%	9%	12%	14%
Every day	70	24	46	29	22	17	2	-	-	31	19	8	12	6	5	10	5	8	3	2	2	16	8	2	13	36
	2%	1%	2% <sup>a</sup>	6% <sup>fghi</sup>	3% <sup>ghi</sup>	3% <sup>ghi</sup>	*	-	-	3% <sup>lm</sup>	2%	1%	1%	2%	3% <sup>ux</sup>	2%	1%	2%	1%	1%	1%	3% <sup>ux</sup>	1%	1%	2%	2%
A few times a week	204	70	134	77	77	34	12	-	4	71	73	32	27	23	7	18	8	17	12	8	16	44	29	21	32	128
	5%	4%	7% <sup>a</sup>	16% <sup>fghi</sup>	11% <sup>fghi</sup>	5% <sup>ghi</sup>	2% <sup>hi</sup>	-	*	7% <sup>lm</sup>	7% <sup>lm</sup>	4%	3%	6% <sup>q</sup>	4%	4%	2%	5%	4%	4%	4%	8% <sup>pqu</sup>	5%	6% <sup>q</sup>	6%	7%
Once a week	112	44	68	39	38	20	9	5	1	37	44	18	13	7	5	9	8	6	6	14	13	24	11	8	20	69
	3%	2%	3%	8% <sup>fghi</sup>	6% <sup>ghi</sup>	3% <sup>hi</sup>	1% <sup>i</sup>	1%	*	3% <sup>m</sup>	4% <sup>m</sup>	2%	1%	2%	3%	2%	2%	2%	2%	7% <sup>npqrstuwx</sup>	3%	5%	2%	2%	4%	4%
A few times a month	152	57	95	50	47	27	22	4	2	40	54	35	23	12	11	20	6	9	6	10	37	16	13	30	85	
	4%	3%	5% <sup>a</sup>	11% <sup>fghi</sup>	7% <sup>ghi</sup>	4% <sup>hi</sup>	3% <sup>hi</sup>	1%	*	4%	5% <sup>m</sup>	4%	2%	3%	7% <sup>pruw</sup>	2%	2%	3%	3%	2%	7% <sup>pruw</sup>	3%	4%	6%	5%	
Once a month	93	44	48	27	35	16	8	6	1	33	19	23	17	4	2	12	13	4	2	4	5	26	10	11	12	64
	2%	2%	2%	6% <sup>fghi</sup>	5% <sup>fghi</sup>	2% <sup>i</sup>	1% <sup>i</sup>	1% <sup>i</sup>	*	3%	2%	3%	2%	1%	1%	3%	3%	1%	1%	2%	1%	5% <sup>nrsuw</sup>	2%	3%	2%	4%
Less often than once a month	193	94	99	32	51	53	34	13	9	54	65	43	31	19	7	15	18	21	20	8	14	39	14	18	33	106
	5%	5%	5%	7% <sup>hi</sup>	8% <sup>hi</sup>	8% <sup>hi</sup>	5% <sup>hi</sup>	2%	1%	5%	6% <sup>m</sup>	5%	3%	5%	5%	3%	5%	6% <sup>w</sup>	7% <sup>pw</sup>	4%	3%	7% <sup>puw</sup>	2%	5%	6%	6%
Never	3195	1636	1559	223	407	510	628	570	858	808	840	716	831	290	122	367	290	299	227	160	342	336	475	288	397	1225
	80%	83% <sup>b</sup>	76%	47%	60% <sup>d</sup>	75% <sup>de</sup>	88% <sup>def</sup>	95% <sup>def</sup>	98% <sup>def</sup>	75%	75%	82% <sup>jk</sup>	87% <sup>kl</sup>	80% <sup>v</sup>	76% <sup>v</sup>	83% <sup>v</sup>	80% <sup>v</sup>	83% <sup>v</sup>	81% <sup>v</sup>	80% <sup>v</sup>	85% <sup>ov</sup>	64%	84% <sup>ov</sup>	80% <sup>v</sup>	74%	72%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 111  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**BuzzFeed**  
**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Ever	823 20%	288 35%bcde f	37 8%	170 20%be	194 21%be	46 8%	88 22%be	177 15%j	297 26%gij	46 17%j	55 10%	90 43%ghi jlm	50 24%gj	79 20%gj	524 45%op	255 18%p	44 3%
NET: At least once a week	386 10%	149 18%bcde f	15 3%	59 7%be	108 12%bce	17 3%	37 9%be	88 8%j	163 14%gijm	21 8%j	19 3%	31 15%gij	21 10%j	35 9%j	282 24%op	95 7%p	9 1%
Every day	70 2%	34 4%bcde f	3 1%	11 1%	14 2%	5 1%	3 1%	17 1%j	33 3%j	2 1%	1 *	6 3%j	1 1%	6 2%j	51 4%op	19 1%p	-
A few times a week	204 5%	74 9%bce	5 1%	28 3%be	70 8%bce	5 1%	22 5%be	48 4%j	78 7%gj	18 7%j	9 2%	15 7%j	14 7%j	19 5%j	154 13%op	46 3%p	4 *
Once a week	112 3%	40 5%bce	8 2%	20 2%	25 3%	7 1%	12 3%	23 2%	52 5%gj	1 *	9 2%	10 5%i	6 3%	10 3%	77 7%op	29 2%p	6 *
A few times a month	152 4%	44 5%be	4 1%	42 5%be	31 3%b	8 2%	22 5%be	22 2%	46 4%g	14 5%gj	11 2%	26 12%ghij m	12 6%gj	14 4%	97 8%op	49 4%p	5 *
Once a month	93 2%	35 4%bde	5 1%	24 3%e	15 2%	3 1%	10 2%e	29 3%	23 2%	3 1%	7 1%	15 7%ghij m	5 2%	10 3%	62 5%op	24 2%p	7 *
Less often than once a month	193 5%	60 7%bde	12 3%	45 5%b	39 4%	18 3%	19 5%	37 3%	65 6%g	9 3%	19 3%	19 9%gij	12 6%	19 5%	83 7%p	87 6%p	23 2%
Never	3195 80%	543 65%	436 92%acd f	663 80%a	720 79%a	511 92%acd f	321 78%a	983 85%hkl m	851 74%k	223 83%hk	496 90%ghi klm	118 57%	158 76%k	306 80%k	630 55%	1138 82%n	1428 97%no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 112  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**WalesOnline**  
**Base: All respondents**

	Gender		Age						Social Grade				Region						Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	212	93	119	22	34	37	41	36	42	44	69	35	64	-	-	-	-	-	212	-	-	-	19	74
Weighted base	201	85*	116*	18**	35**	39**	42**	35**	33*	45*	65*	38**	52*	**	**	**	**	**	201	**	**	**	23**	94*
NET: Ever	96	35	61	10	23	22	18	13	9	25	30	14	27	-	-	-	-	-	96	-	-	-	10	59
	48%	41%	52%	58%	66%	57%	43%	38%	28%	54%	46%	37%	51%	-	-	-	-	-	48%	-	-	-	44%	62%
NET: At least once a week	45	17	28	6	13	6	10	3	7	9	12	9	14	-	-	-	-	-	45	-	-	-	4	25
	22%	20%	24%	36%	36%	15%	24%	8%	22%	21%	18%	24%	27%	-	-	-	-	-	22%	-	-	-	20%	27%
Every day	16	7	9	3	1	2	4	2	3	4	2	1	9	-	-	-	-	-	16	-	-	-	-	9
	8%	8%	8%	17%	4%	6%	10%	5%	10%	9%	3%	3%	16%k	-	-	-	-	-	8%	-	-	-	-	9%
A few times a week	13	3	10	3	6	1	2	1	1	1	6	2	4	-	-	-	-	-	13	-	-	-	4	4
	7%	3%	9%	16%	16%	2%	4%	3%	4%	3%	9%	4%	8%	-	-	-	-	-	7%	-	-	-	20%	5%
Once a week	16	7	9	*	6	3	4	-	3	4	4	6	2	-	-	-	-	-	16	-	-	-	-	12
	8%	8%	7%	2%	16%	7%	11%	-	8%	9%	6%	16%	3%	-	-	-	-	-	8%	-	-	-	-	13%
A few times a month	24	9	15	2	5	5	3	6	2	8	8	2	6	-	-	-	-	-	24	-	-	-	2	17
	12%	10%	13%	13%	15%	13%	8%	17%	6%	17%	12%	4%	12%	-	-	-	-	-	12%	-	-	-	10%	18%
Once a month	8	4	5	*	3	5	-	-	-	3	3	2	2	-	-	-	-	-	8	-	-	-	1	4
	4%	4%	4%	2%	9%	12%	-	-	-	6%	4%	4%	3%	-	-	-	-	-	4%	-	-	-	6%	5%
Less often than once a month	19	6	13	1	2	7	5	4	-	5	7	2	5	-	-	-	-	-	19	-	-	-	2	12
	10%	7%	12%	7%	7%	17%	11%	13%	-	12%	11%	5%	9%	-	-	-	-	-	10%	-	-	-	8%	13%
Never	105	50	55	7	12	17	24	22	24	21	35	24	26	-	-	-	-	-	105	-	-	-	13	35
	52%	59%	48%	42%	34%	43%	57%	62%	72%	46%	54%	63%	49%	-	-	-	-	-	52%	-	-	-	56%	38%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/eff/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 112

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**WalesOnline**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	212	41	22	35	57	34	23	43	67	15	28	10	19	24	56	78	78
Weighted base	201	44*	23**	33**	55*	27**	19**	43*	64*	12**	26**	7**	22**	21**	53*	80*	68*
NET: Ever	96 48%	29 68%	10 41%	16 50%	29 52%	4 16%	7 38%	17 39%	32 51%	6 51%	12 44%	3 43%	12 54%	12 57%	33 63%p	40 50%	22 33%
NET: At least once a week	45 22%	16 37%	2 10%	6 18%	15 28%	2 9%	3 13%	3 7%	16 25%g	3 23%	9 35%	1 13%	5 22%	6 30%	19 36%p	16 19%	10 15%
Every day	16 8%	2 5%	- -	1 3%	12 21%	1 4%	- -	1 3%	7 10%	- -	2 9%	- -	4 17%	- -	4 8%	6 8%	5 7%
A few times a week	13 7%	7 15%d	1 6%	2 7%	1 2%	1 5%	1 4%	1 3%	4 6%	1 13%	3 11%	1 8%	- -	3 15%	8 16%op	2 3%	2 4%
Once a week	16 8%	7 17%	1 4%	3 8%	3 5%	- -	2 10%	- -	6 9%	1 10%	4 14%	* 5%	1 15%	3 11%	6 9%	7 9%	3 4%
A few times a month	24 12%	7 17%	2 9%	4 12%	6 11%	1 2%	3 18%	3 6%	9 14%	2 15%	2 7%	* 6%	5 22%	3 16%	7 14%	8 10%	8 12%
Once a month	8 4%	3 8%	- -	4 13%	- -	- -	* 2%	3 8%	1 2%	1 13%	- -	- -	* 2%	2 7%	3 7%	5 6%	- -
Less often than once a month	19 10%	3 6%	5 22%	2 7%	7 12%	1 6%	1 5%	8 19%	6 9%	- -	1 3%	2 24%	2 8%	1 5%	3 7%	11 14%	4 7%
Never	105 52%	14 32%	13 59%	16 50%	27 48%	23 84%	12 62%	26 61%	32 49%	6 49%	15 56%	4 57%	10 46%	9 43%	19 37%	41 50%	45 67%n

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 113

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**The National**

**Base: All respondents**

	Gender		Age							Social Grade			Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	48 13%	28 15%	20 11%	5 11%	15 31%hi	11 20%i	11 16%i	3 6%	2 2%	14 14%	17 18% <i>m</i>	13 15%	4 5%	48 13%	-	-	-	-	-	-	-	-	12 21%	20 15%
NET: At least once a week	29 8%	17 9%	12 7%	2 4%	9 19%hi	9 15%hi	8 11%i	* 1%	2 2%	6 6%	10 10%	11 12%	3 4%	29 8%	-	-	-	-	-	-	-	-	6 10%	12 9%
Every day	3 1%	2 1%	1 *	- -	1 1%	- -	2 3%	- -	- -	* *	1 1%	- -	2 3%	3 1%	-	-	-	-	-	-	-	-	-	1 1%
A few times a week	13 4%	6 3%	7 4%	- -	6 13%hi	3 5%	3 5%	- -	1 1%	1 1%	3 3%	8 9%	1 1%	13 4%	-	-	-	-	-	-	-	-	3 5%	5 4%
Once a week	14 4%	8 5%	5 3%	2 4%	2 5%	6 10%i	2 3%	* 1%	1 1%	4 4%	6 6%	3 3%	* *	14 4%	-	-	-	-	-	-	-	-	3 5%	6 5%
A few times a month	3 1%	2 1%	* *	* 1%	2 4%	- -	- -	- -	- -	- -	3 3%	- -	- -	3 1%	-	-	-	-	-	-	-	-	1 3%	1 1%
Once a month	8 2%	3 1%	5 3%	3 6%	2 5%	- -	1 1%	1 2%	* 2%	4 4%	2 2%	1 1%	1 1%	8 2%	-	-	-	-	-	-	-	-	2 4%	4 3%
Less often than once a month	9 2%	6 3%	2 1%	- -	1 3%	2 4%	3 4%	2 3%	- -	4 4%	3 4%	1 1%	- -	9 2%	-	-	-	-	-	-	-	-	2 4%	3 2%
Never	313 87%	157 85%	157 89%	42 89%	34 69%	45 80%	59 84%	52 94% <i>e</i>	81 98% <i>efg</i>	84 86%	79 82%	76 85%	73 95% <i>k</i>	313 87%	-	-	-	-	-	-	-	-	45 79%	114 85%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 113

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**The National**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	48 13%	15 20%	1 4%	7 12%	12 14%	* 1%	13 21%	4 6%	6 10%	1 2%	-	1 54%	34 20%	3 13%	21 21%p	22 18%p	5 4%
NET: At least once a week	29 8%	12 17%	1 4%	2 3%	4 5%	* 1%	9 15%	4 6%	6 9%	-	-	1 35%	19 12%	-	11 12%p	16 13%p	2 1%
Every day	3 1%	-	-	-	1 1%	-	2 4%	-	-	-	-	-	3 2%	-	1 1%	2 2%	-
A few times a week	13 4%	4 5%	-	2 3%	2 2%	-	6 9%	4 6%	-	-	-	-	9 6%	-	6 6%p	6 5%	1 *
Once a week	14 4%	9 12% <sup>c</sup>	1 4%	-	2 2%	* 1%	1 2%	-	6 9%	-	-	1 35%	7 4%	-	4 5%	8 6%	1 1%
A few times a month	3 1%	1 1%	-	-	1 2%	-	* 1%	-	1 1%	-	-	* 19%	1 1%	-	3 3%	-	-
Once a month	8 2%	2 3%	-	2 5%	2 2%	-	1 2%	-	-	-	-	-	7 4%	1 4%	5 6%	1 1%	1 1%
Less often than once a month	9 2%	-	-	2 5%	4 5%	-	2 3%	-	-	1 2%	-	-	6 4%	2 10%	1 1%	5 4%	2 1%
Never	313 87%	59 80%	36 96%	46 88%	72 86%	51 99%	50 79%	54 94%	60 90%	26 98%	13 100%	1 46%	133 80%	17 87%	76 79%	104 82%	133 96% <sup>no</sup>

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

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 114  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Herald**  
**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	75 21%	47 25%	28 16%	9 19%	15 30%i	18 33%i	15 21%	8 15%	10 12%	28 28%	21 21%	14 16%	12 16%	75 21%	-	-	-	-	-	-	-	-	18 31%	30 22%
NET: At least once a week	35 10%	21 12%	13 7%	* 1%	10 20%i	9 16%	7 9%	4 7%	5 6%	14 14%	8 8%	9 10%	3 4%	35 10%	-	-	-	-	-	-	-	-	8 14%	13 10%
Every day	10 3%	8 4%	2 1%	- -	4 7%	- -	2 2%	2 3%	3 4%	3 3%	* *	5 6%	2 2%	10 3%	-	-	-	-	-	-	-	-	2 4%	5 3%
A few times a week	10 3%	3 2%	6 4%	* 1%	2 4%	1 3%	3 4%	3 5%	1 1%	5 5%	3 4%	1 1%	- -	10 3%	-	-	-	-	-	-	-	-	4 8%	1 1%
Once a week	15 4%	11 6%	4 2%	- -	5 9%	7 13%hi	2 3%	- -	1 1%	7 7%	4 4%	3 3%	1 2%	15 4%	-	-	-	-	-	-	-	-	1 3%	7 6%
A few times a month	14 4%	9 5%	5 3%	2 4%	1 3%	6 11%	3 5%	- -	2 2%	2 2%	5 5%	3 4%	4 5%	14 4%	-	-	-	-	-	-	-	-	3 6%	7 5%
Once a month	10 3%	5 3%	5 3%	4 9%	2 5%	1 1%	2 2%	1 2%	- -	4 4%	5 5%	1 1%	* 1%	10 3%	-	-	-	-	-	-	-	-	3 5%	5 4%
Less often than once a month	15 4%	11 6%	4 3%	2 5%	1 1%	2 4%	3 4%	3 6%	4 5%	7 8%	2 2%	1 1%	5 7%	15 4%	-	-	-	-	-	-	-	-	3 6%	5 4%
Never	287 79%	138 75%	149 84%	39 81%	35 70%	38 67%	56 79%	47 85%	73 88%ef	71 72%	76 79%	75 84%	65 84%	287 79%	-	-	-	-	-	-	-	-	39 69%	104 78%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/eff/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 114

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**The Herald**

**Base: All respondents**

	Segment						Election Vote						Grouped ages				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	75 21%	23 31%	10 26%	9 17%	14 16%	4 7%	16 26%	10 18%	16 24%	3 11%	-	1 54%	40 24%	3 16%	24 24%	33 26% <sup>p</sup>	18 13%
NET: At least once a week	35 10%	13 18%	1 4%	2 4%	8 9%	* 1%	10 16%	4 7%	5 8%	2 7%	-	1 40%	22 13%	-	10 11%	15 12%	9 6%
Every day	10 3%	4 6%	1 1%	2 3%	3 3%	* 1%	1 1%	4 6%	1 2%	1 4%	-	* 20%	4 2%	-	4 4%	2 1%	5 3%
A few times a week	10 3%	-	1 2%	-	3 3%	-	6 10% <sup>a</sup>	* 1%	1 1%	1 2%	-	* 19%	8 5%	-	2 2%	4 3%	3 2%
Once a week	15 4%	9 12%	-	* 1%	2 3%	-	3 6%	-	4 5%	* 2%	-	-	11 7%	-	5 5%	10 8% <sup>p</sup>	1 1%
A few times a month	14 4%	2 2%	4 11%	2 4%	2 2%	-	5 7%	2 3%	7 10%	-	-	* 14%	5 3%	1 4%	3 3%	10 8% <sup>p</sup>	2 1%
Once a month	10 3%	3 5%	* 1%	2 4%	3 4%	-	1 1%	-	1 1%	-	-	-	9 5%	1 3%	7 7% <sup>p</sup>	3 2%	1 1%
Less often than once a month	15 4%	4 6%	4 10%	2 5%	1 1%	3 6%	1 1%	4 8%	3 4%	1 3%	-	-	3 2%	2 10%	3 3%	5 4%	7 5%
Never	287 79%	51 69%	28 74%	44 83%	70 84%	48 93%	46 74%	47 82%	51 76%	24 89%	13 100%	1 46%	127 76%	17 84%	74 76%	93 74%	120 87% <sup>o</sup>

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 115  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Scotsman**  
**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	86	49	38	11	13	20	18	17	8	30	29	16	12	86	-	-	-	-	-	-	-	-	30	31
	24%	26%	21%	23%	26%i	35%i	26%i	31%i	9%	31% <i>m</i>	30%	18%	15%	24%	-	-	-	-	-	-	-	-	54%B	23%
NET: At least once a week	35	20	15	2	7	8	4	10	4	12	10	10	2	35	-	-	-	-	-	-	-	-	12	13
	10%	11%	8%	5%	15%	14%	5%	17%	5%	13% <i>m</i>	11%	11%	2%	10%	-	-	-	-	-	-	-	-	20%	10%
Every day	11	4	7	-	1	-	2	4	4	4	2	4	2	11	-	-	-	-	-	-	-	-	4	2
	3%	2%	4%	-	2%	-	3%	8%	5%	4%	2%	4%	2%	3%	-	-	-	-	-	-	-	-	8%	1%
A few times a week	14	8	5	2	2	6	1	3	-	4	7	3	-	14	-	-	-	-	-	-	-	-	5	5
	4%	5%	3%	3%	4%	11%i	1%	6%	-	4%	7% <i>m</i>	3%	-	4%	-	-	-	-	-	-	-	-	10%	3%
Once a week	10	7	2	1	5	1	1	2	-	5	1	4	-	10	-	-	-	-	-	-	-	-	2	7
	3%	4%	1%	2%	10%i	2%	1%	3%	-	5%	1%	4%	-	3%	-	-	-	-	-	-	-	-	3%	5%
A few times a month	18	9	8	1	4	6	5	1	-	4	9	*	4	18	-	-	-	-	-	-	-	-	8	7
	5%	5%	5%	2%	8%i	11%i	8%i	2%	-	4%	10%i	*	5%	5%	-	-	-	-	-	-	-	-	15%	5%
Once a month	12	5	7	4	-	-	5	1	2	3	4	3	2	12	-	-	-	-	-	-	-	-	3	4
	3%	3%	4%	9%	-	-	7%	2%	2%	3%	4%	3%	2%	3%	-	-	-	-	-	-	-	-	5%	3%
Less often than once a month	22	15	8	3	2	6	4	5	2	11	5	3	4	22	-	-	-	-	-	-	-	-	7	7
	6%	8%	4%	6%	4%	11%	6%	10%	2%	11%	5%	3%	5%	6%	-	-	-	-	-	-	-	-	13%	5%
Never	275	136	139	37	36	36	52	38	75	68	68	74	65	275	-	-	-	-	-	-	-	-	26	103
	76%	74%	79%	77%	74%	65%	74%	69%	91% <i>efg</i>	69%	70%	82%	85% <i>j</i>	76%	-	-	-	-	-	-	-	-	46%	77% <i>A</i>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 115

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**The Scotsman**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	86 24%	21 29%	12 32%	12 22%	21 25%	5 10%	15 24%	11 19%	19 29%	5 18%	-	1 54%	45 27%	5 25%	24 24%	38 30%	25 18%
NET: At least once a week	35 10%	14 19%	3 9%	5 10%	5 6%	1 1%	6 10%	6 10%	10 14%	2 6%	-	* 19%	16 9%	2 9%	10 10%	11 9%	14 10%
Every day	11 3%	1 2%	1 1%	3 5%	4 4%	-	3 5%	1 3%	3 4%	2 6%	-	-	6 3%	-	1 1%	2 1%	9 6%
A few times a week	14 4%	7 10%	1 2%	2 3%	1 2%	1 1%	2 3%	* 1%	5 8%	-	-	* 19%	6 4%	2 9%	3 4%	7 6%	3 2%
Once a week	10 3%	6 8%	2 5%	1 1%	-	-	1 2%	4 6%	2 3%	-	-	-	4 2%	-	6 6%	2 2%	2 1%
A few times a month	18 5%	2 3%	3 7%	1 3%	7 8%	1 2%	3 5%	2 4%	5 7%	1 2%	-	-	9 6%	1 4%	5 5%	12 9%p	1 1%
Once a month	12 3%	3 4%	1 3%	2 4%	2 2%	-	4 6%	-	-	2 7%	-	* 14%	10 6%	-	4 4%	5 4%	3 2%
Less often than once a month	22 6%	2 2%	5 13%	3 6%	7 9%	4 7%	2 3%	3 6%	5 8%	1 3%	-	* 20%	10 6%	2 12%	5 5%	10 8%	7 5%
Never	275 76%	53 71%	25 68%	41 78%	63 75%	46 90%	47 76%	46 81%	48 71%	22 82%	13 100%	1 46%	122 73%	15 75%	73 76%	88 70%	114 82%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 116  
**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**  
**The Daily Record**  
**Base: All respondents**

	Gender		Age							Social Grade					Region							Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	340	177	163	39	46	41	71	56	87	109	101	58	72	340	-	-	-	-	-	-	-	-	44	100
Weighted base	362	185	177	48**	50*	56*	70*	55*	83*	98*	97*	90*	77*	362	**	**	**	**	**	**	**	**	56*	134*
NET: Ever	83 23%	55 30%b	27 16%	9 20%	13 25%i	29 51% i	16 22% h	10 18%	7 8%	24 25%	23 23%	18 20%	18 23%	83 23%	-	-	-	-	-	-	-	-	19 33%	35 26%
NET: At least once a week	34 9%	25 14%b	8 5%	2 4%	6 12%	12 22%i	5 8%	5 9%	4 5%	6 6%	10 10%	10 11%	9 11%	34 9%	-	-	-	-	-	-	-	-	5 10%	13 10%
Every day	7 2%	7 4%b	-	-	1 2%	2 3%	-	2 4%	2 3%	1 1%	1 1%	-	5 7%	7 2%	-	-	-	-	-	-	-	-	-	1 1%
A few times a week	18 5%	15 8%b	3 2%	1 3%	4 8%	5 8%	4 6%	2 4%	2 2%	2 2%	5 5%	7 8%	4 5%	18 5%	-	-	-	-	-	-	-	-	3 6%	9 6%
Once a week	9 3%	4 2%	6 3%	* 1%	1 3%	6 11%i	1 2%	1 1%	-	3 4%	4 4%	3 3%	-	9 3%	-	-	-	-	-	-	-	-	2 4%	3 2%
A few times a month	19 5%	13 7%	6 3%	* 1%	3 6%	9 17%i	4 6%	2 3%	1 1%	4 4%	5 5%	5 6%	5 6%	19 5%	-	-	-	-	-	-	-	-	4 7%	10 7%
Once a month	9 2%	4 2%	5 3%	3 7%	3 6%	-	2 2%	-	1 1%	2 2%	4 4%	1 1%	2 2%	9 2%	-	-	-	-	-	-	-	-	4 8%	3 2%
Less often than once a month	21 6%	13 7%	8 5%	4 9%	1 1%	7 13%i	5 7%	3 6%	1 1%	13 13%k	3 4%	2 3%	3 3%	21 6%	-	-	-	-	-	-	-	-	5 9%	9 7%
Never	279 77%	129 70%	149 84%a	38 80%	37 75%f	27 49%	54 78%f	46 82%f	76 92%efg	74 75%	74 77%	72 80%	59 77%	279 77%	-	-	-	-	-	-	-	-	38 67%	99 74%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 116

**Q.14 How often, if at all, do you visit the following to get your news online (please include websites and apps)?**

**The Daily Record**

**Base: All respondents**

	Segment							Election Vote						Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	340	55	38	56	79	50	62	50	66	31	9	4	151	24	85	112	143
Weighted base	362	74*	37**	53*	84*	51**	62*	58*	67*	27**	13**	2**	167	20**	97*	126*	139
NET: Ever	83 23%	25 34%	7 18%	9 18%	21 25%	6 11%	15 24%	8 13%	23 35%g	1 3%	*	1 54%	46 28%	3 16%	22 23%	44 35%p	17 12%
NET: At least once a week	34 9%	13 18%	1 1%	3 5%	5 6%	4 8%	8 12%	5 9%	9 14%	-	-	1 40%	18 11%	* 1%	8 8%	18 14%	9 6%
Every day	7 2%	2 3%	1 1%	1 1%	-	* 1%	3 5%	-	2 3%	-	-	* 20%	5 3%	-	1 1%	2 1%	4 3%
A few times a week	18 5%	4 6%	-	2 4%	5 6%	4 8%	2 4%	5 9%	4 6%	-	-	-	8 5%	* 1%	5 5%	9 7%	4 3%
Once a week	9 3%	7 9% <sup>d</sup>	-	* 1%	-	-	2 4%	-	4 6%	-	-	* 19%	5 3%	-	2 2%	7 6%p	1 *
A few times a month	19 5%	4 6%	3 8%	2 4%	5 6%	1 1%	4 7%	-	9 14%g	-	-	-	9 6%	* 2%	3 4%	13 11%p	2 2%
Once a month	9 2%	3 3%	* 1%	2 4%	4 4%	-	-	-	* 1%	-	-	* 14%	7 4%	1 3%	6 6%	2 1%	1 1%
Less often than once a month	21 6%	5 7%	3 7%	2 5%	7 9%	1 2%	3 5%	3 5%	4 6%	1 3%	*	-	11 7%	2 10%	5 5%	12 9%	5 3%
Never	279 77%	49 66%	31 82%	43 82%	63 75%	46 89%	48 76%	50 87%h	44 65%	26 97%	13 97%	1 46%	120 72%	17 84%	75 77%	82 65%	122 88%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m - n/o/p  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 117  
**Q.15 At this year's General Election in May, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**  
**Which party did you vote for in the General Election in May 2015?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Conservative	1159 29%	593 30%	566 28%	95 20%	155 23%	146 22%	202 28% <sup>df</sup>	205 34% <sup>defg</sup>	357 41% <sup>defgh</sup>	379 35% <sup>klm</sup>	335 30% <sup>m</sup>	227 26%	218 23%	58 16%	41 25% <sup>n</sup>	113 26% <sup>n</sup>	116 32% <sup>nt</sup>	136 38% <sup>nop</sup>	98 35% <sup>npt</sup>	43 22%	114 28% <sup>n</sup>	143 27% <sup>n</sup>	194 34% <sup>nptv</sup>	103 29% <sup>n</sup>	142 26%	461 27%
Labour	1148 29%	570 29%	578 28%	167 35% <sup>hi</sup>	211 31% <sup>hi</sup>	234 35% <sup>hi</sup>	214 30% <sup>hi</sup>	143 24%	178 20%	292 27%	319 29%	258 29%	279 29%	67 19%	66 41% <sup>nruwx</sup>	158 36% <sup>nruwx</sup>	114 32% <sup>nw</sup>	95 26% <sup>nw</sup>	92 33% <sup>nwx</sup>	64 32% <sup>nw</sup>	108 27% <sup>nwx</sup>	190 36% <sup>nruwx</sup>	107 19%	87 24%	179 33%	503 29%
Liberal Democrat	269 7%	141 7%	128 6%	23 5%	48 7%	41 6%	46 6%	43 7%	68 8%	99 9% <sup>lm</sup>	79 7% <sup>m</sup>	53 6%	38 4%	27 7%	5 3%	24 6%	19 5%	28 8%	13 4%	12 6%	34 8% <sup>o</sup>	29 6%	37 7%	42 12% <sup>opqs</sup>	46 9% <sup>B</sup>	94 5%
UKIP	551 14%	309 16% <sup>b</sup>	242 12%	42 9%	49 7%	76 11% <sup>e</sup>	110 15% <sup>de</sup>	105 18% <sup>def</sup>	170 19% <sup>def</sup>	100 9%	108 10%	162 19% <sup>ijk</sup>	180 19% <sup>ijk</sup>	13 4%	23 15% <sup>n</sup>	62 14% <sup>nv</sup>	52 14% <sup>n</sup>	57 16% <sup>nv</sup>	50 18% <sup>nv</sup>	26 13% <sup>n</sup>	61 15% <sup>nv</sup>	47 9% <sup>n</sup>	109 19% <sup>nv</sup>	50 14% <sup>n</sup>	49 9%	212 12%
The Green Party	208 5%	73 4%	135 7% <sup>a</sup>	42 9% <sup>ghi</sup>	55 8% <sup>ghi</sup>	50 7% <sup>ghi</sup>	25 3% <sup>i</sup>	22 4% <sup>i</sup>	15 2%	57 5%	69 6%	33 4%	50 5%	2 1%	16 10% <sup>nprstv</sup>	21 5% <sup>n</sup>	22 6% <sup>nr</sup>	9 2%	3 3% <sup>n</sup>	7 4% <sup>n</sup>	23 6% <sup>nr</sup>	25 5% <sup>n</sup>	36 6% <sup>nr</sup>	38 11% <sup>nprstv</sup>	36 7%	110 6%
Another party	208 5%	107 5%	101 5%	27 6%	31 5%	32 5%	47 7%	34 6%	36 4%	49 5%	56 5%	50 6%	52 5%	167 46% <sup>opqrstuvw</sup>	-	6 1% <sup>u</sup>	-	3 1%	1 *	22 11% <sup>opqrstuvw</sup>	-	1 *	5 1%	4 1%	37 7%	84 5%
Did not vote	385 10%	138 7%	247 12% <sup>a</sup>	67 14% <sup>ghi</sup>	109 16% <sup>ghi</sup>	79 12% <sup>hi</sup>	58 8% <sup>i</sup>	35 6%	37 4%	77 7%	119 11% <sup>j</sup>	78 9%	111 12% <sup>j</sup>	20 6%	10 6%	47 11% <sup>ns</sup>	37 10% <sup>ns</sup>	29 8%	14 5%	21 10% <sup>s</sup>	52 13% <sup>ns</sup>	67 13% <sup>ns</sup>	56 10% <sup>s</sup>	33 9%	36 7%	201 12% <sup>A</sup>
Rather not say	90 2%	38 2%	52 3%	15 3%	18 3%	18 3%	15 2%	10 2%	14 2%	20 2%	29 3%	14 2%	27 3%	8 2%	-	9 2%	2 1%	4 1%	4 1%	6 3%	10 2%	21 4% <sup>oqr</sup>	20 3% <sup>oqr</sup>	6 2%	12 2%	47 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 117

**Q.15 At this year's General Election in May, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Which party did you vote for in the General Election in May 2015?**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Conservative	1159 29%	286 34% cde f	281 59% acd ef	216 26% f	210 23% f	136 24% f	32 8%	1159 100% hijk lm	-	-	-	-	-	-	249 22%	348 25%	562 38% no
Labour	1148 29%	262 32% b	57 12%	236 28% b	294 32% b	149 27% b	149 36% bce	-	1148 100% gijk lm	-	-	-	-	-	378 33% p	449 32% p	321 22%
Liberal Democrat	269 7%	43 5%	28 6%	59 7%	80 9% a	32 6%	27 7%	-	-	269 100% ghjk lm	-	-	-	-	70 6%	88 6%	111 8%
UKIP	551 14%	92 11%	58 12%	80 10%	139 15% ac	118 21% abc df	63 15% c	-	-	551 100% ghik lm	-	-	-	-	90 8%	186 13% n	275 19% no
The Green Party	208 5%	23 3%	7 2%	27 3%	64 7% abc	30 5% ab	57 14% abcd e	-	-	-	208 100% ghij lm	-	-	-	97 8% op	74 5% p	37 2%
Another party	208 5%	36 4%	17 3%	25 3%	57 6% c	29 5%	44 11% abcd e	-	-	-	-	-	208 100% ghij km	-	59 5%	79 6%	70 5%
Did not vote	385 10%	71 9%	24 5%	141 17% abde f	58 6%	57 10% bd	32 8%	-	-	-	-	-	-	385 100% ghij kl	176 15% op	137 10% p	72 5%
Rather not say	90 2%	18 2% b	1 *	48 6% abde f	11 1%	7 1%	5 1%	-	-	-	-	-	-	-	33 3%	33 2%	24 2%

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

Prepared by Populus



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 118  
**Segments**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Optimists	831 21%	348 18%	483 24%a	134 28%ghi	189 28%ghi	181 27%ghi	133 19%hi	78 13%	116 13%	234 22%	204 18%	200 23%	193 20%	74 20%	45 28%suw x	89 20%	83 23%u	78 22%u	44 16%	44 22%	58 15%	161 31%npq rstuw x	95 17%	62 17%	115 21%	430 25%
Business Advocates	473 12%	299 15%b	174 8%	38 8%	36 5%	34 5%	72 10%ef	96 16%def g	197 23%def gh	207 19%klm	139 12%lm	59 7%	69 7%	37 10%	14 9%	52 12%	40 11%	53 15%v	51 18%nop qvw x	23 11%	51 13%	44 8%	66 12%	42 12%	45 8%	154 9%
Apathetic Disengaged	832 21%	374 19%	458 22%a	118 25%hi	192 28%ghi	176 26%ghi	143 20%hi	88 15%	115 13%	165 15%	281 25%jl	172 20%	214 22%j	53 15%	28 18%	118 27%noq rt	69 19%	69 19%	54 19%	33 16%	80 20%	118 23%n	130 23%n	81 22%n	122 23%	400 23%
Mistrustful Regulators	914 23%	388 20%	526 26%a	134 28%fi	156 23%	135 20%	181 25%fi	140 23%	168 19%	236 22%	269 24%	217 25%	193 20%	84 23%	40 25%	95 22%	101 28%v	77 21%	66 24%	55 27%v	93 23%	97 19%	125 22%	81 22%	146 27%	379 22%
Disillusioned Critics	558 14%	323 16%b	235 11%	31 6%	49 7%	70 10%	102 14%de	122 20%def g	185 21%def g	137 13%	127 11%	126 14%	167 17%jk	51 14%	20 13%	48 11%	45 12%	51 14%	36 13%	27 13%	72 18%pv	56 11%	97 17%pv	55 15%	59 11%	177 10%
Dissenting Interventionists	410 10%	237 12%b	172 8%	22 5%	54 8%	80 12%d	86 12%de	73 12%de	94 11%d	96 9%	93 8%	101 12%	120 13%jk	62 17%opqr stvw	13 8%	41 9%	25 7%	35 10%	29 10%	19 10%	47 12%	47 9%	50 9%	41 11%	51 9%	172 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 119  
**Gender**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Male	1969	1969	-	148	253	347	383	309	529	590	470	441	467	185	74	237	177	196	151	85	198	236	275	156	226	895
	49%	100%b	-	31%	37%	51%de	53%de	52%de	60%def	55%km	42%	50%k	49%k	51%	46%	54%tvx	49%	54%tvx	54%tx	42%	49%	45%	49%	43%	42%	52%A
Female	2049	-	2049	330	423	329	333	288	346	484	644	434	488	177	87	205	185	166	130	116	204	286	288	206	312	817
	51%	-	100%a	69%fgh	63%fgh	49%i	47%i	48%i	40%	45%	58%jlm	50%	51%j	49%	54%	46%	51%	46%	46%	58%prs	51%	55%pr	51%	57%prs	58%B	48%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 119  
**Gender**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)	
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Male	1969 49%	348 42%	299 63%acd	374 45%	388 42%	323 58%acd	237 58%acd	593 51%km	570 50%km	141 52%km	309 56%hkm	73 35%	107 51%km	138 36%	401 35%	730 52%n	838 57%no
Female	2049 51%	483 58%bef	174 37%	458 55%bef	526 58%bef	235 42%	172 42%	566 49%	578 50%j	128 48%	242 44%	135 65%ghi	101 49%	247 64%ghi	753 65%op	662 48%p	634 43%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 120  
**Age**  
**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
18-24	477 12%	148 8%	330 16%a	477 100%efgh i	-	-	-	-	-	130 12%	168 15%lm	91 10%	89 9%	48 13%	19 12%	45 10%	44 12%	38 11%	29 10%	18 9%	42 10%	83 16%pt	67 12%	44 12%	58 11%	244 14%
25-34	676 17%	253 13%	423 21%a	-	676 100%dfgh i	-	-	-	-	180 17%m	232 21%jm	169 19%lm	96 10%	50 14%	36 22%npw	62 14%	58 16%	56 16%	41 15%	35 17%	69 17%	136 26%npq rstuw	78 14%	56 16%	116 22%	453 26%
35-44	676 17%	347 18%	329 16%	-	-	676 100%degh i	-	-	-	154 14%	208 19%j	163 19%j	151 16%	56 15%	25 16%	87 20%	65 18%	60 16%	55 20%	39 19%	60 15%	78 15%	87 16%	65 18%	133 25%	403 24%
45-54	716 18%	383 19%b	333 16%	-	-	-	716 100%defh i	-	-	160 15%	175 16%	187 21%jk	194 20%jk	70 19%	27 17%	85 19%r	74 20%r	47 13%	53 19%	42 21%r	77 19%	89 17%	90 16%	63 17%	150 28%	399 23%
55-64	597 15%	309 16%	288 14%	-	-	-	-	597 100%defg i	-	187 17%kl	152 14%	109 12%	149 16%	55 15%	27 17%	70 16%	57 16%	59 16%	30 11%	35 17%	53 13%	58 11%	98 17%sv	55 15%	79 15%	183 11%
65+	875 22%	529 27%b	346 17%	-	-	-	-	-	875 100%def gh	264 25%kl	179 16%	156 18%	275 29%kl	83 23%v	27 17%	94 21%v	64 18%	101 28%oqt v	73 26%qtv	33 16%	101 25%qtv	78 15%	142 25%qtv	79 22%v	3 1%	30 2%
Average age	47.36	50.55b	44.31	21.61	29.55d	39.72d	49.72d	59.92d	70.61d	48.52k	44.01	46.12k	51.12j	47.95v	45.32	48.09v	46.72v	49.44o	48.61v	47.41v	48.72v	42.40	49.14o	47.28v	41.40B	39.39

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 120  
Age  
Base: All respondents

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
18-24	477 12%	134 16% <sup>bef</sup>	38 8%	118 14% <sup>bef</sup>	134 15% <sup>bef</sup>	31 5%	22 5%	95 8%	167 15% <sup>gij</sup>	23 8%	42 8%	42 20% <sup>gij</sup>	27 13%	67 17% <sup>gij</sup>	477 41% <sup>op</sup>	-	-
25-34	676 17%	189 23% <sup>bdef</sup>	36 8%	192 23% <sup>bdef</sup>	156 17% <sup>be</sup>	49 9%	54 13% <sup>b</sup>	155 13% <sup>j</sup>	211 18% <sup>gj</sup>	48 18% <sup>j</sup>	49 9%	55 27% <sup>ghj</sup>	31 15% <sup>j</sup>	109 28% <sup>ghi</sup>	676 59% <sup>op</sup>	-	-
35-44	676 17%	181 22% <sup>bde</sup>	34 7%	176 21% <sup>bde</sup>	135 15% <sup>b</sup>	70 13% <sup>b</sup>	80 19% <sup>be</sup>	146 13%	234 20% <sup>gj</sup>	41 15%	76 14%	50 24% <sup>gj</sup>	32 16%	79 21% <sup>gj</sup>	-	676 49% <sup>np</sup>	-
45-54	716 18%	133 16%	72 15%	143 17%	181 20%	102 18%	86 21%	202 17%	214 19%	46 17%	110 20% <sup>k</sup>	25 12%	47 23% <sup>k</sup>	58 15%	-	716 51% <sup>np</sup>	-
55-64	597 15%	78 9%	96 20% <sup>acd</sup>	88 11%	140 15% <sup>ac</sup>	122 22% <sup>acd</sup>	73 18% <sup>ac</sup>	205 18% <sup>hkm</sup>	143 12%	43 16% <sup>m</sup>	105 19% <sup>hkm</sup>	22 11%	34 16% <sup>m</sup>	35 9%	-	-	597 41% <sup>no</sup>
65+	875 22%	116 14%	197 42% <sup>acd</sup>	115 14%	168 18% <sup>ac</sup>	185 33% <sup>acd</sup>	94 23% <sup>ac</sup>	357 31% <sup>hkl</sup>	178 16% <sup>km</sup>	68 25% <sup>hkm</sup>	170 31% <sup>hklm</sup>	15 7%	36 18% <sup>km</sup>	37 10%	-	-	875 59% <sup>no</sup>
Average age	47.36	42.11	56.30a cdf	42.78 c	46.30a c	54.39a cdf	49.84a cd	51.89h iklm	44.46k m	49.14h km	52.87h iklm	38.53 m	46.45k m	39.61	26.27	44.86n	66.28no

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 121  
**Social Grade**  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
AB	1074 27%	590 30%b	484 24%	130 27%	180 27%	154 23%	160 22%	187 31%fg	264 30%fg	1074 100%klm	-	-	-	98 27%	36 23%	123 28%	83 23%	111 31% s	60 21%	45 23%	113 28%	150 29%	171 30%qxs	84 23%	210 39%B	438 26%
C1	1114 28%	470 24%	644 31%a	168 35%ghi	232 34%ghi	208 31%gi	175 24%	152 25% i	179 20%	-	1114 100%jlm	-	-	97 27%	47 29%	110 25%	96 27%	82 23%	82 29%	65 33% rw	100 25%	178 34% pruw	137 24%	120 33% pruw	202 38%B	527 31%
C2	875 22%	441 22%	434 21%	91 19%	169 25%hi	163 24%hi	187 26% dhi	109 18%	156 18%	-	-	875 100% jkm	-	90 25%	33 21%	90 20%	119 33% opr stuvwx	67 18%	66 23%	38 19%	96 24%	94 18%	118 21%	65 18%	80 15%	475 28%A
DE	955 24%	467 24%	488 24%	89 19%	96 14%	151 22%e	194 27%de	149 25%de	275 31% defh	-	-	-	955 100% jkl	77 21%	44 27%q	119 27% qv	63 17%	102 28% qv	73 26% q	52 26% q	94 23%	100 19%	138 24% q	92 25% q	46 9%	272 16%A
NET: ABC1	2188 54%	1061 54%	1127 55%	298 62% fji	412 61% fji	362 53% g	335 47%	338 57% gi	443 51%	1074 100% lm	1114 100% lm	-	-	195 54%	83 52%	233 53%	179 50%	193 53%	142 51%	111 55%	212 53%	328 63% nop qrsuw	307 55%	205 57%	412 77%B	966 56%
NET: C2DE	1830 46%	908 46%	921 45%	179 38%	265 39%	315 47% de	381 53% def	258 43%	432 49% deh	-	-	875 100% jk	955 100% jk	167 46% v	77 48% v	209 47% v	182 50% v	169 47% v	139 49% v	90 45%	190 47% v	194 37%	255 45% v	157 43%	126 23%	747 44%A

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 121  
**Social Grade**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
AB	1074	234	207	165	236	137	96	379	292	99	100	57	49	77	310	314	451
	27%	28% <sup>c</sup>	44% <sup>acde</sup>	20% <sup>f</sup>	26% <sup>c</sup>	25%	23%	33% <sup>hij</sup>	25% <sup>j</sup>	37% <sup>hij</sup>	18%	27% <sup>j</sup>	24%	20%	27% <sup>o</sup>	23%	31% <sup>o</sup>
C1	1114	204	139	281	269	127	93	335	319	79	108	69	56	119	400	383	331
	28%	25%	29% <sup>e</sup>	34% <sup>aef</sup>	29% <sup>ef</sup>	23%	23%	29% <sup>j</sup>	28% <sup>j</sup>	29% <sup>j</sup>	20%	33% <sup>j</sup>	27%	31% <sup>j</sup>	35% <sup>op</sup>	28% <sup>p</sup>	22%
C2	875	200	59	172	217	126	101	227	258	53	162	33	50	78	260	350	265
	22%	24% <sup>b</sup>	12%	21% <sup>b</sup>	24% <sup>b</sup>	23% <sup>b</sup>	25% <sup>b</sup>	20%	22%	20%	29% <sup>ghi</sup>	16%	24%	20%	23% <sup>p</sup>	25% <sup>p</sup>	18%
DE	955	193	69	214	193	167	120	218	279	38	180	50	52	111	184	346	425
	24%	23% <sup>b</sup>	15%	26% <sup>b</sup>	21% <sup>b</sup>	30% <sup>abd</sup>	29% <sup>bd</sup>	19%	24% <sup>gi</sup>	14%	33% <sup>ghi</sup>	24% <sup>i</sup>	25% <sup>i</sup>	29% <sup>gi</sup>	16%	25% <sup>n</sup>	29% <sup>no</sup>
NET: ABC1	2188	438	345	447	505	265	189	714	611	177	209	126	105	196	710	697	782
	54%	53%	73% <sup>acd</sup>	54% <sup>f</sup>	55% <sup>ef</sup>	47%	46%	62% <sup>hij</sup>	53% <sup>j</sup>	66% <sup>hij</sup>	38%	60% <sup>j</sup>	51% <sup>j</sup>	51% <sup>j</sup>	62% <sup>op</sup>	50%	53%
NET: C2DE	1830	393	128	386	409	293	221	445	537	91	342	83	102	189	444	696	690
	46%	47% <sup>b</sup>	27%	46% <sup>b</sup>	45% <sup>b</sup>	53% <sup>bd</sup>	54% <sup>bcd</sup>	38%	47% <sup>gi</sup>	34%	62% <sup>ghi</sup>	40%	49% <sup>gi</sup>	49% <sup>gi</sup>	38%	50% <sup>n</sup>	47% <sup>n</sup>

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



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 122  
**GO Region**  
**Base: All respondents**

	Gender		Age							Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Scotland	362	185	177	48	50	56	70	55	83	98	97	90	77	362	-	-	-	-	-	-	-	-	-	-	56	134
	9%	9%	9%	10%	7%	8%	10%	9%	10%	9%	9%	10%	8%	100%opqr	-	-	-	-	-	-	-	-	-	-	10%	8%
North East	161	74	87	19	36	25	27	27	27	36	47	33	44	-	161	-	-	-	-	-	-	-	-	-	21	66
	4%	4%	4%	4%	5%	4%	4%	4%	3%	3%	4%	4%	5%	-	100%npqr	-	-	-	-	-	-	-	-	-	4%	4%
North West	442	237	205	45	62	87	85	70	94	123	110	90	119	-	-	442	-	-	-	-	-	-	-	-	67	173
	11%	12%	10%	9%	9%	13%	12%	12%	11%	11%	10%	10%	12%	-	-	100%noqr	-	-	-	-	-	-	-	-	12%	10%
Yorkshire & Humberside	362	177	185	44	58	65	74	57	64	83	96	119	63	-	-	-	362	-	-	-	-	-	-	-	34	193
	9%	9%	9%	9%	9%	10%	10%	10%	7%	8%	9%	14%jkm	7%	-	-	-	100%noqr	-	-	-	-	-	-	-	6%	11%A
West Midlands	362	196	166	38	56	60	47	59	101	111	82	67	102	-	-	-	-	362	-	-	-	-	-	-	44	138
	9%	10%	8%	8%	8%	9%	7%	10%	12%g	10%k	7%	8%	11%k	-	-	-	-	100%nopq	-	-	-	-	-	-	8%	8%
East Midlands	281	151	130	29	41	55	53	30	73	60	82	66	73	-	-	-	-	-	281	-	-	-	-	-	37	110
	7%	8%	6%	6%	6%	8%	7%	5%	8%h	6%	7%	8%	8%	-	-	-	-	-	100%nopq	-	-	-	-	-	7%	6%
Wales	201	85	116	18	35	39	42	35	33	45	65	38	52	-	-	-	-	-	-	201	-	-	-	-	23	94
	5%	4%	6%	4%	5%	6%	6%	6%	4%	4%	6%	4%	5%	-	-	-	-	-	-	100%nopq	-	-	-	-	4%	5%
Eastern	402	198	204	42	69	60	77	53	101	113	100	96	94	-	-	-	-	-	-	-	402	-	-	-	57	165
	10%	10%	10%	9%	10%	9%	11%	9%	12%	10%	9%	11%	10%	-	-	-	-	-	-	-	100%nopq	-	-	-	11%	10%
London	522	236	286	83	136	78	89	58	78	150	178	94	100	-	-	-	-	-	-	-	-	522	-	-	74	259
	13%	12%	14%	17%fhi	20%fgh	12%	12%i	10%	9%	14%m	16%lm	11%	10%	-	-	-	-	-	-	-	-	100%nopq	-	-	14%	15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 122  
GO Region  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
South East	563	275	288	67	78	87	90	98	142	171	137	118	138	-	-	-	-	-	-	-	-	-	563	-	67	236
	14%	14%	14%	14%	12%	13%	13%	16%e	16%e	16%k	12%	13%	14%										100%nopq rstuvx	-	12%	14%
South West	362	156	206	44	56	65	63	55	79	84	120	65	92	-	-	-	-	-	-	-	-	-	-	362	59	146
	9%	8%	10%	9%	8%	10%	9%	9%	9%	8%	11%jl	7%	10%										100%nop qrstuvw	11%	8%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 122  
**GO Region**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Criti- cs (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Scotland	362 9%	74 9%	37 8%	53 6%	84 9%	51 9%	62 15% e	58 5% abcd	67 6% jk	27 10% ghjkm	13 2%	2 1%	167 80% ghijkm	20 5% k	97 8%	126 9%	139 9%
North East	161 4%	45 5%	14 3%	28 3%	40 4%	20 4%	13 3%	41 4% l	66 6% gilm	5 2%	23 4% l	16 8% gilm	- -	10 3%	55 5%	52 4%	54 4%
North West	442 11%	89 11%	52 11%	118 14% e	95 10%	48 9%	41 10%	113 10% l	158 14% gl	24 9% l	62 11% l	21 10% l	6 3%	47 12% l	107 9%	171 12%	164 11%
Yorkshire & Humberside	362 9%	83 10%	40 8%	69 8%	101 11% f	45 8%	25 6%	116 10% l	114 10% l	19 7% l	52 9% l	22 10% l	- -	37 10% l	102 9%	139 10%	121 8%
West Midlands	362 9%	78 9%	53 11%	69 8%	77 8%	51 9%	35 8%	136 12% hklm	95 8% lm	28 10% kl	57 10% kl	9 4%	3 2%	29 8% l	95 8%	107 8%	160 11% o
East Midlands	281 7%	44 5%	51 11% acde	54 7%	66 7%	36 7%	29 7%	98 8% lm	92 8% lm	13 5% l	50 9% lm	9 5% l	1 *	14 4%	71 6%	108 8%	103 7%
Wales	201 5%	44 5%	23 5%	33 4%	55 6%	27 5%	19 5%	43 4%	64 6%	12 4%	26 5%	7 3%	22 10% ghijk	21 5%	53 5%	80 6%	68 5%
Eastern	402 10%	58 7%	51 11%	80 10%	93 10%	72 13% a	47 11% a	114 10% l	108 9% l	34 13% l	61 11% l	23 11% l	- -	52 13% l	111 10%	137 10%	154 10%
London	522 13%	161 19% bcdef	44 9%	118 14% be	97 11%	56 10%	47 11%	143 12% l	190 17% gijl	29 11% l	47 8% l	25 12% l	1 *	67 17% gijl	219 19% op	167 12% p	136 9%
South East	563 14%	95 11%	66 14%	130 16% a	125 14%	97 17% a	50 12%	194 17% hl	107 9% l	37 14% l	109 20% hl	36 17% hl	5 2%	56 14% hl	145 13%	178 13%	239 16% no

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 122  
GO Region  
Base: All respondents

	Segment						Election Vote						Grouped ages Age				
	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)	
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
South West	362 9%	62 7%	42 9%	81 10%	81 9%	55 10%	41 10%	103 9% <sup>l</sup>	87 8% <sup>l</sup>	42 16% <sup>ghjl</sup>	50 9% <sup>l</sup>	38 18% <sup>ghjl</sup>	4 2%	33 8% <sup>l</sup>	100 9%	128 9%	134 9%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 123  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Yes	2451 61%	1196 61%	1255 61%	346 73% i	448 66% fgh	387 57%	379 53%	343 57%	547 63% g	797 74% klm	727 65% lm	513 59% m	414 43%	219 60%	98 61%	269 61%	211 58%	209 58%	150 53%	113 56%	251 62% s	377 72% nop qrstuw x	357 64% sx	197 55%	356 66%	1100 64%
No	1567 39%	773 39%	794 39%	131 27%	228 34%	289 43% de	337 47% dei	254 43% de	327 37% d	277 26%	387 35% j	362 41% jk	541 57% jkl	143 40% v	63 39% v	173 39% v	151 42% v	153 42% v	131 47% uvw	88 44% v	151 38% v	145 28%	205 36% v	164 45% vw	182 34%	612 36%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 123  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Yes	2451 61%	571 69% f	348 74% cde f	461 55%	566 62% cef	284 51%	221 54%	758 65% hjm	683 59% m	190 71% hjk lm	328 60% m	119 57%	116 56%	190 49%	794 69% op	767 55%	890 60% o
No	1567 39%	260 31%	125 26%	371 45% abd	348 38% ab	274 49% abd	188 46% abd	401 35%	465 41% gi	78 29%	223 40% gi	90 43% i	92 44% gi	195 51% ghi j	359 31%	626 45% np	581 40% n

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 124  
**Tenure**  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Homeowners	2612	1301	1311	237	350	410	479	438	697	852	746	548	465	224	104	287	242	263	168	144	285	278	392	225	364	1071
	65%	66%	64%	50%	52%	61%de	67%def	73%defg	80%defgh	79%klm	67%mn	63%op	49%	62%v	65%v	65%v	67%v	73%npsvx	60%	72%nsv	71%nsv	53%	70%nsv	62%v	68%	63%
Owned outright - without mortgage	1326	710	616	84	68	94	179	291	610	448	339	253	286	108	43	158	113	121	87	80	164	135	200	116	116	330
	33%	36%b	30%	18%e	10%	14%	25%def	49%defg	70%defgh	42%klm	30%	29%	30%	30%	27%	36%v	31%	33%v	31%	40%nov	41%noqsvx	26%	36%v	32%	22%	19%
Owned with a mortgage or loan	1286	591	695	153	282	316	300	147	88	404	407	295	180	117	61	129	129	142	81	64	120	143	191	109	247	741
	32%	30%	34%a	32%hi	42%dhi	47%dhi	42%dhi	25%i	10%	38%am	37%am	34%am	19%	32%	38%v	29%	36%v	39%psuvx	29%	32%	30%	27%	34%	30%	46%	43%
NET: Renters	1360	650	710	217	317	261	234	157	175	205	356	320	479	136	55	145	115	96	112	55	110	240	166	131	172	619
	34%	33%	35%	45%ghi	47%fghi	39%hi	33%hi	26%i	20%	19%	32%j	37%j	50%jkl	38%rtuw	34%	33%	32%	26%	40%rtuw	27%	27%	46%opqr	29%	36%ru	32%	36%
Rented from the council	562	295	267	67	95	112	111	87	91	53	101	149	260	70	28	54	60	39	58	20	44	91	60	38	53	218
	14%	15%	13%	14%	14%	17%i	16%i	15%i	10%	5%	9%j	17%jk	27%jkl	19%prt	18%rwx	12%	17%rwx	11%	21%prt	10%	11%	17%rtuw	11%	10%	10%	13%
Rented from a housing association	269	132	137	41	47	45	54	37	47	34	65	54	117	25	10	38	10	22	16	13	20	48	43	24	32	103
	7%	7%	7%	9%	7%	7%	7%	6%	5%	3%	6%j	6%j	12%jkl	7%q	6%	9%q	3%	6%	6%	6%	5%	9%q	8%q	7%q	6%	6%
Rented from someone else	529	223	306	109	176	104	69	33	37	118	190	117	103	40	17	53	44	35	38	23	46	100	63	69	87	297
	13%	11%	15%a	23%fghi	26%fghi	15%ghi	10%hi	6%	4%	11%	17%jkm	13%	11%	11%	10%	12%	12%	10%	14%	11%	11%	19%nopr	11%	19%nopr	16%	17%
Rent free	46	18	28	24	9	5	3	2	2	17	11	6	11	2	1	10	5	3	1	1	7	5	5	6	2	23
	1%	1%	1%	5%efghi	1%i	1%	*	*	*	2%	1%	1%	1%	*	1%	2%	1%	1%	*	1%	2%	1%	1%	2%	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 124  
**Tenure**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages Age		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sion Crit- ics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Homeowners	2612	510	400	496	584	375	246	911	677	198	354	118	118	181	587	889	1135
	65%	61%	85% <sup>acd</sup> ef	60%	64%	67% <sup>cf</sup>	60%	79% <sup>hjk</sup> lm	59% <sup>m</sup>	74% <sup>hjk</sup> lm	64% <sup>m</sup>	56%	57%	47%	51%	64% <sup>n</sup>	77% <sup>no</sup>
Owned outright - without mortgage	1326	223	273	228	274	214	115	523	284	104	216	46	54	63	152	273	900
	33%	27%	58% <sup>acd</sup> ef	27%	30%	38% <sup>acd</sup> f	28%	45% <sup>hkl</sup> m	25% <sup>m</sup>	39% <sup>hkl</sup> m	39% <sup>hkl</sup> m	22%	26% <sup>m</sup>	16%	13%	20% <sup>n</sup>	61% <sup>no</sup>
Owned with a mortgage or loan	1286	287	127	268	311	162	131	389	393	94	138	72	63	118	435	616	235
	32%	35% <sup>b</sup>	27%	32%	34% <sup>b</sup>	29%	32%	34% <sup>j</sup>	34% <sup>j</sup>	35% <sup>j</sup>	25%	34% <sup>j</sup>	30%	31%	38% <sup>p</sup>	44% <sup>np</sup>	16%
NET: Renters	1360	310	71	325	323	176	156	236	458	67	194	87	87	197	533	495	332
	34%	37% <sup>b</sup>	15%	39% <sup>be</sup>	35% <sup>b</sup>	32% <sup>b</sup>	38% <sup>b</sup>	20%	40% <sup>gi</sup>	25%	35% <sup>gi</sup>	42% <sup>gi</sup>	42% <sup>gi</sup>	51% <sup>ghi</sup> j	46% <sup>op</sup>	36% <sup>p</sup>	23%
Rented from the council	562	144	17	146	110	82	64	78	197	17	103	31	48	75	161	224	178
	14%	17% <sup>bd</sup>	4%	18% <sup>bd</sup>	12% <sup>b</sup>	15% <sup>b</sup>	16% <sup>b</sup>	7%	17% <sup>gi</sup>	6%	19% <sup>gi</sup>	15% <sup>gi</sup>	23% <sup>gi</sup>	19% <sup>gi</sup>	14%	16% <sup>p</sup>	12%
Rented from a housing association	269	57	18	59	62	43	31	58	96	8	38	14	11	37	88	98	83
	7%	7%	4%	7% <sup>b</sup>	7%	8% <sup>b</sup>	8% <sup>b</sup>	5%	8% <sup>gi</sup>	3%	7%	7%	6%	10% <sup>gi</sup>	8%	7%	6%
Rented from someone else	529	108	36	121	151	52	61	100	165	42	54	42	27	85	284	173	71
	13%	13% <sup>b</sup>	8%	15% <sup>be</sup>	17% <sup>be</sup>	9%	15% <sup>be</sup>	9%	14% <sup>gj</sup>	16% <sup>gj</sup>	10%	20% <sup>gj</sup>	13%	22% <sup>ghj</sup> i	25% <sup>op</sup>	12% <sup>p</sup>	5%
Rent free	46	12	1	11	7	6	8	12	13	4	2	4	3	8	33	8	4
	1%	1%	*	1%	1%	1%	2% <sup>b</sup>	1%	1%	1%	*	2%	1%	2% <sup>j</sup>	3% <sup>op</sup>	1%	*

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



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 125  
**What is the highest educational level that you have achieved to date?**  
Base: All respondents

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
No formal education	33 1%	20 1%	13 1%	4 1%	3 *	1 *	6 1%	4 1%	14 2%f	6 1%	5 *	9 1%	13 1%k	2 1%	- 1%	5 1%	4 1%	2 *	2 1%	7 2%	2 *	4 1%	5 1%	- -	14 1%	
Primary	29 1%	14 1%	15 1%	7 1%	6 1%	5 1%	3 *	1 1%	7 1%	1 *	3 *	11 1%jk	14 1%jk	8 2%rx	3 2%x	4 1%	1 *	1 *	2 1%	2 1%	2 *	4 1%	- -	- -	13 1%	
Secondary school, high school, NVQ levels 1 to 3, etc.	2044 51%	1020 52%	1023 50%	175 37%	234 35%	351 52%de	453 63%def	328 55%de	502 57%de	324 30%	529 47%j	534 61%jk	656 69%jkl	155 43%	88 54%nv	231 52%nv	196 54%nv	165 46%	165 58%nr	106 53%v	238 59%nr	199 38%	298 53%nv	202 56%nr	221 41%	830 48%A
University degree or equivalent professional qualification, NVQ level 4, etc.	1270 32%	635 32%	635 31%	129 27%	273 40%dfg	221 33%g	174 24%	196 33%g	276 32%g	473 44%klm	391 35%lm	213 24%	192 20%	128 35%u	50 31%	138 31%	117 32%	129 36%u	92 33%	63 32%	107 27%	158 30%	183 33%	105 29%	179 33%	573 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	456 11%	193 10%	264 13%a	41 9%	142 21%dfg	91 13%i	67 9%	59 10%i	57 7%	241 22%klm	112 10%m	68 8%m	36 4%	43 12%u	17 10%	42 9%	33 9%	40 11%	18 6%	19 9%	35 9%	122 23%nopq	48 9%	41 11%	129 24%B	232 14%
Still in full time education	121 3%	44 2%	77 4%a	107 22%efgh	10 1%fhi	1 *	3 *	- -	- -	22 2%	61 5%jlm	17 2%	21 2%	16 4%q	3 2%	12 3%	4 1%	16 4%qsu	3 1%	7 4%	6 1%	28 5%qsux	19 3%	7 2%	3 *	21 1%
Don't know	11 *	5 *	6 *	2 *	2 *	- -	2 *	3 *	5 1%	3 *	3 *	5 1%	3 *	2 *	2 *	- -	2 1%	1 *	1 *	- -	1 *	3 *	- -	2 *	2 *	
Prefer not to answer	55 1%	39 2%b	16 1%	12 3%	9 1%	6 1%	9 1%	5 1%	13 2%	6 1%	10 1%	19 2%j	19 2%j	8 2%	- -	10 2%w	6 2%	7 2%	2 1%	1 1%	7 2%	10 2%	3 *	2 1%	3 1%	29 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 125  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
No formal education	33 1%	7 1%	8 2%d	5 1%	3 *	7 1%	2 1%	13 1%h	3 *	- -	7 1%h	2 1%	1 *	5 1%h	7 1%	7 1%	19 1%
Primary	29 1%	9 1%	2 *	9 1%	3 *	3 1%	2 1%	9 1%	6 1%	- -	10 2%h	- -	2 1%	3 1%	13 1%	8 1%	8 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	2044 51%	417 50%	220 46%	440 53%f	470 51%f	318 57%abf	179 44%	582 50%ik	572 50%ik	107 40%	361 65%ghi kim	66 32%	104 50%k	213 55%ik	409 35%	804 58%n	830 56%n
University degree or equivalent professional qualification, NVQ level 4, etc.	1270 32%	232 28%	171 36%ace	245 29%	310 34%a	159 29%	152 37%ace	399 34%jm	365 32%j	101 38%jm	115 21%	90 43%hjm	67 32%j	100 26%	402 35%o	395 28%	472 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	456 11%	127 15%cde	54 11%e	79 10%	91 10%	40 7%	64 16%cde	117 10%	140 12%j	49 18%ghj m	46 8%	37 18%gj	20 10%	41 11%	182 16%op	158 11%p	116 8%
Still in full time education	121 3%	31 4%	14 3%	32 4%	28 3%	10 2%	7 2%	23 2%	47 4%gj	6 2%	6 1%	11 5%gj	6 3%	21 5%gj	117 10%op	4 *	- -
Don't know	11 *	1 *	1 *	2 *	4 *	1 *	2 *	4 *	* 1%	1 1%	2 *	- -	2 1%h	* *	2 *	2 *	7 1%
Prefer not to answer	55 1%	7 1%	4 1%	18 2%df	5 1%	19 3%abdf	2 *	12 1%	15 1%	4 2%	4 1%	3 2%	7 3%gjm	2 *	21 2%	15 1%	18 1%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 126

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Yes - responsible for half or more of the items bought	3635 90%	1695 86%	1940 95% <sup>a</sup>	347 73%	628 93% <sup>d</sup>	657 97% <sup>d</sup>	678 95% <sup>d</sup>	566 95% <sup>d</sup>	759 87% <sup>d</sup>	950 88%	997 90%	799 91%	888 93% <sup>j</sup>	327 90%	146 91%	409 92% <sup>r</sup>	335 93% <sup>r</sup>	313 86%	250 89%	182 90%	365 91%	482 92% <sup>r</sup>	505 90%	321 89%	509 95%	1590 93%
No - not responsible for most of the items bought	383 10%	274 14% <sup>b</sup>	109 5%	131 27% <sup>e</sup>	49 7% <sup>f</sup>	19 3%	38 5%	31 5%	116 13% <sup>e</sup>	124 12% <sup>m</sup>	117 10% <sup>m</sup>	76 9%	67 7%	35 10%	14 9%	33 8%	26 7%	49 14% <sup>p</sup>	31 11%	19 10%	37 9%	41 8%	57 10%	41 11%	29 5%	122 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 126

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Segment						Election Vote						Grouped ages Age				
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Yes - responsible for half or more of the items bought	3635 90%	773 93%be	404 85%	767 92%be	831 91%b	487 87%	374 91%b	1023 88%	1057 92%gk	237 88%	501 91%	180 87%	194 93%	358 93%gk	974 84%	1335 96%np	1325 90%n
No - not responsible for most of the items bought	383 10%	59 7%	69 15%acdf	66 8%	84 9%	71 13%ac	36 9%	136 12%hm	91 8%	31 12%	50 9%	28 13%hm	14 7%	27 7%	179 16%op	57 4%	146 10%o

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 127  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
No cars in the household	844 21%	368 19%	476 23%a	114 24%hi	154 23%hi	179 27%hi	168 23%hi	101 17%	128 15%	129 12%	255 23%jl	119 14%	340 36%jkl	69 19%	32 20%	117 27%nqr tuwx	67 19%	65 18%	54 19%	34 17%	54 14%	198 38%nop qrstuw x	86 15%	67 18%	105 20%	348 20%
NET: Any	3174 79%	1601 81%b	1573 77%	363 76%	522 77%	497 73%	548 77%	496 83%defg	747 85%defg	945 88%km	859 77%lm	756 86%klm	614 64%	292 81%pv	129 80%v	325 73%v	294 81%pv	297 82%pv	227 81%v	166 83%pv	347 86%pv	324 62%	477 85%pv	295 82%pv	432 80%	1364 80%
1	1688 42%	901 46%b	787 38%	96 20%	292 43%d	258 38%d	269 38%d	283 47%dfg	489 56%defgh	431 40%	442 40%	419 48%jklm	396 41%	149 41%	73 45%	186 42%	159 44%	157 44%	123 44%	87 44%	182 45%v	191 37%	231 41%	150 42%	201 37%	662 39%
2	1125 28%	544 28%	581 28%	150 31%i	184 27%	205 30%i	206 29%	162 27%	218 25%	377 35%km	309 28%lm	265 30%lm	174 18%	97 27%	49 31%v	108 24%	99 27%	118 33%pv	81 29%v	60 30%v	116 29%v	108 21%	186 33%pv	103 28%v	168 31%	525 31%
3+	362 9%	156 8%	206 10%	118 25%efgh i	47 7%	34 5%	73 10%fi	51 8%fi	39 4%	138 13%klm	108 10%lm	72 8%lm	44 5%	47 13%opr	7 4%	31 7%	36 10%v	21 6%	23 8%	20 10%v	50 12%opr	25 5%	61 11%orv	42 12%opr	64 12%	177 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 127  
**How many cars are there in your household?**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
No cars in the household	844 21%	160 19% <sup>b</sup>	51 11%	222 27% <sup>abd</sup> <sup>e</sup>	187 20% <sup>b</sup>	117 21% <sup>b</sup>	107 26% <sup>abd</sup>	161 14%	272 24% <sup>g</sup>	47 17%	109 20% <sup>g</sup>	65 31% <sup>gij</sup> <sup>l</sup>	41 20%	126 33% <sup>ghi</sup> <sup>jl</sup>	268 23% <sup>p</sup>	347 25% <sup>p</sup>	229 16%
NET: Any	3174 79%	671 81% <sup>cf</sup>	422 89% <sup>acd</sup> <sup>ef</sup>	611 73%	727 80% <sup>cf</sup>	440 79% <sup>c</sup>	302 74%	998 86% <sup>hjk</sup> <sup>m</sup>	876 76% <sup>m</sup>	222 83% <sup>km</sup>	442 80% <sup>km</sup>	143 69%	166 80% <sup>km</sup>	259 67%	886 77%	1046 75%	1243 84% <sup>no</sup>
1	1688 42%	352 42%	195 41%	326 39%	366 40%	272 49% <sup>abc</sup> <sup>d</sup>	178 43%	497 43% <sup>k</sup>	510 44% <sup>km</sup>	111 41% <sup>k</sup>	246 45% <sup>km</sup>	60 29%	89 43% <sup>k</sup>	139 36%	388 34%	527 38%	773 53% <sup>no</sup>
2	1125 28%	241 29%	174 37% <sup>acd</sup> <sup>ef</sup>	231 28%	243 27%	141 25%	95 23%	385 33% <sup>hjk</sup> <sup>lm</sup>	310 27%	79 29% <sup>k</sup>	148 27%	39 19%	49 24%	91 24%	334 29%	411 29%	380 26%
3+	362 9%	78 9% <sup>e</sup>	54 11% <sup>ce</sup>	54 6%	118 13% <sup>cef</sup>	27 5%	30 7%	116 10% <sup>h</sup>	57 5%	31 12% <sup>h</sup>	48 9% <sup>h</sup>	45 21% <sup>ghi</sup> <sup>jm</sup>	28 14% <sup>h</sup>	29 8%	165 14% <sup>op</sup>	107 8%	90 6%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 128  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
White	3662	1810	1852	394	566	587	676	582	858	988	1004	799	870	345	153	416	337	335	261	193	381	375	523	342	469	1527
	91%	92%	90%	82%	84%	87%	94%def	97%def	98%def	92%	90%	91%	91%	96%v	95%v	94%v	93%v	93%v	93%v	96%v	95%v	72%	93%v	95%v	87%	89%
NET: Non-white	298	125	173	68	99	78	31	10	11	70	95	62	70	8	6	24	20	24	17	5	19	134	28	13	63	156
	7%	6%	8%a	14%ghi	15%ghi	12%ghi	4%hi	2%	1%	7%	9%	7%	7%	2%	4%	5%n	5%	7%n	6%n	3%	5%	26%nopq	5%	3%	12%	9%
Mixed	52	26	26	14	16	7	6	7	1	14	17	8	13	3	1	6	5	*	3	1	1	18	10	4	7	32
	1%	1%	1%	3%gi	2%i	1%i	1%i	1%i	*	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	*	*	3%ntu	2%r	1%	1%	2%
Asian	141	71	69	41	54	32	8	1	6	37	34	43	26	3	3	6	6	17	3	2	11	77	9	5	32	76
	4%	4%	3%	9%fghi	8%ghi	5%ghi	1%	*	1%	3%	3%	5%	3%	1%	2%	1%	2%	5%npst	1%	1%	3%	15%nopq	2%	1%	6%	4%
Black	73	17	56	11	15	31	10	1	5	11	34	8	21	2	7	7	4	9	*	5	29	6	2	17	31	
	2%	1%	3%a	2%hi	2%hi	5%ghi	1%h	*	1%	1%	3%jl	1%	2%	*	1%	1%	2%	1%	3%ntx	*	1%	6%npqr	1%	1%	3%	2%
Chinese	16	5	12	3	9	2	3	-	-	5	4	3	5	1	-	4	-	2	-	1	2	6	1	1	5	8
	*	*	1%	1%	1%hi	*	*	-	-	*	*	*	*	*	-	1%	-	*	-	*	*	1%	*	*	1%	*
Other ethnic group	15	5	10	-	5	7	3	-	-	3	6	*	5	-	-	2	2	1	2	1	1	3	1	2	1	10
	*	*	*	-	1%i	1%hi	*	-	-	*	1%	*	1%	-	-	*	*	*	1%	1%	*	1%	*	*	*	1%
Prefer not to answer	58	34	24	15	12	11	9	6	6	15	14	14	14	9	1	2	4	2	3	3	2	13	11	7	6	29
	1%	2%	1%	3%hi	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	*	1%	1%	1%	1%	1%	3%p	2%	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 128  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Criti- cs (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (o)	35-54 (p)	55+ (q)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
White	3662 91%	695 84%	453 96%ac	741 89%a	868 95%ac	525 94%ac	379 93%a	1094 94%hm	984 86%	252 94%hm	528 96%hm	195 94%h	200 96%hm	337 88%	959 83%	1263 91%n	1439 98%no
NET: Non-white	298 7%	131 16%bcde f	16 3%	73 9%bdef	42 5%	18 3%	18 4%	58 5%l	150 13%gijk l	12 5%l	15 3%	9 4%l	1 *	44 11%gij kl	167 14%op	110 8%p	21 1%
Mixed	52 1%	15 2%	4 1%	8 1%	10 1%	8 1%	8 2%	3 *	20 2%g	5 2%g	8 2%g	4 2%g	- -	8 2%g	30 3%op	14 1%	8 1%
Asian	141 4%	71 9%bcde f	6 1%	40 5%bdef	11 1%	5 1%	7 2%	37 3%jl	79 7%gijk l	4 1%	3 *	1 1%	- -	16 4%jkl	94 8%op	40 3%p	7 *
Black	73 2%	38 5%bcde f	6 1%e	12 1%e	13 1%e	- -	3 1%	8 1%	42 4%gijl	1 *	2 *	2 1%	- -	14 4%gijl	26 2%p	41 3%p	6 *
Chinese	16 *	4 1%	- -	5 1%	4 *	3 *	- -	8 1%	5 *	- -	1 *	1 *	1 *	1 *	11 1%p	5 *p	- -
Other ethnic group	15 *	2 *	- -	8 1%	3 *	2 *	- -	3 *	4 *	2 1%	1 *	1 *	- -	4 1%	5 *p	10 1%p	- -
Prefer not to answer	58 1%	5 1%	3 1%	19 2%ad	4 *	15 3%abd	12 3%abd	6 1%	14 1%	4 1%	8 1%	4 2%	7 3%g	4 1%	27 2%p	20 1%	11 1%

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



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 129  
To which of the following religious groups do you consider yourself to be a member of?  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Christian	2099	1019	1080	129	256	327	382	381	624	565	568	462	503	194	92	254	194	202	146	111	210	241	297	158	260	778
	52%	52%	53%	27%	38% <sup>d</sup>	48% <sup>de</sup>	53% <sup>de</sup>	64% <sup>def</sup>	71% <sup>def</sup>	53%	51%	53%	53%	54% <sup>x</sup>	57% <sup>vx</sup>	58% <sup>vx</sup>	54% <sup>x</sup>	56% <sup>vx</sup>	52%	55% <sup>x</sup>	52%	46%	53% <sup>x</sup>	44%	48%	45%
NET: Other	272	126	145	63	71	54	39	13	31	68	74	68	62	15	5	20	19	29	9	7	24	104	26	12	51	135
	7%	6%	7%	13% <sup>fgh</sup>	10% <sup>ghi</sup>	8% <sup>hi</sup>	5% <sup>h</sup>	2%	4%	6%	7%	8%	6%	4%	3%	4%	5%	8% <sup>sx</sup>	3%	4%	6%	20% <sup>nopq</sup>	5%	3%	9%	8%
Muslim	81	40	41	26	24	24	5	1	2	17	22	21	22	4	2	7	7	13	3	-	8	33	5	-	23	40
	2%	2%	2%	5% <sup>ghi</sup>	4% <sup>ghi</sup>	4% <sup>ghi</sup>	1%	*	*	2%	2%	2%	2%	1%	1%	2% <sup>x</sup>	2% <sup>x</sup>	4% <sup>ntwx</sup>	1%	-	2% <sup>x</sup>	6% <sup>nopq</sup>	1%	-	4%	2%
Hindu	37	15	22	8	18	6	4	-	-	11	5	17	3	-	-	1	-	2	1	*	2	21	7	2	7	24
	1%	1%	1%	2% <sup>hi</sup>	3% <sup>ghi</sup>	1% <sup>i</sup>	1%	-	-	1%	*	2% <sup>km</sup>	*	-	-	*	-	*	*	*	1%	4% <sup>nopq</sup>	1%	1%	1%	1%
Jewish	39	19	21	8	8	2	6	4	12	9	16	7	7	3	-	2	-	*	1	1	3	21	7	1	6	16
	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	*	-	*	*	1%	1%	4% <sup>nopq</sup>	1%	*	1%	1%
Sikh	10	9	1	5	3	2	1	-	-	2	1	7	-	-	-	-	2	2	-	-	-	6	-	-	2	7
	*	* <sup>b</sup>	*	1% <sup>hi</sup>	*	*	*	-	-	*	*	1% <sup>m</sup>	-	-	-	-	*	1%	-	-	-	1% <sup>w</sup>	-	-	*	*
Buddhist	35	17	18	4	8	6	11	3	4	11	8	9	7	4	*	4	3	1	1	3	4	15	-	1	2	21
	1%	1%	1%	1%	1%	1%	2% <sup>i</sup>	1%	*	1%	1%	1%	1%	1% <sup>w</sup>	*	1% <sup>w</sup>	1%	*	*	2% <sup>w</sup>	4	3% <sup>rswx</sup>	-	*	*	1%
Other	69	27	43	12	10	15	13	5	14	17	22	9	22	5	3	6	8	11	2	2	8	8	8	9	11	27
	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	1%	2%	1%	1%	2%	2%	2%
None	1562	772	790	271	326	276	285	196	207	416	448	328	370	149	60	156	145	127	119	81	165	157	224	179	219	748
	39%	39%	39%	57% <sup>efg</sup>	48% <sup>fgh</sup>	41% <sup>hi</sup>	40% <sup>hi</sup>	33% <sup>i</sup>	24%	39%	40%	37%	39%	41% <sup>v</sup>	38%	35%	40% <sup>v</sup>	35%	42% <sup>v</sup>	40% <sup>v</sup>	41% <sup>v</sup>	30%	40% <sup>v</sup>	49% <sup>opq</sup>	41%	44%
Prefer not to say	86	52	33	15	23	19	10	6	13	26	24	16	19	3	3	12	4	3	7	1	3	20	16	13	8	51
	2%	3%	2%	3%	3% <sup>hi</sup>	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	3%	1%	1%	3%	*	1%	4% <sup>nrtu</sup>	3%	4% <sup>ru</sup>	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 129

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Christian	2099 52%	483 58% f	296 63% cde f	410 49% f	462 50% f	280 50% f	167 41%	724 62% hik lm	566 49% km	125 47% k	321 58% hik m	54 26%	105 51% k	158 41% k	385 33%	709 51% n	1005 68% no
NET: Other	272 7%	85 10% bde	19 4%	63 8% be	49 5%	23 4%	32 8% be	58 5%	114 10% gjl	22 8% j	19 3%	19 9% j	8 4%	30 8% j	134 12% op	94 7% p	44 3%
Muslim	81 2%	39 5% bcde f	3 1%	19 2% e	8 1%	4 1%	8 2%	12 1%	52 4% gijl	3 1%	2 *	3 1%	-	10 3% j	50 4% op	28 2% p	3 *
Hindu	37 1%	24 3% bcde f	1 *	8 1%	2 *	1 *	1 *	12 1%	17 2% j	2 1%	* *	1 *	-	3 1%	27 2% op	10 1% p	-
Jewish	39 1%	6 1%	7 2%	13 2%	4 *	6 1%	2 1%	16 1% j	11 1%	4 1%	1 *	3 1%	1 *	3 1%	16 1%	8 1%	16 1%
Sikh	10 *	2 *	-	7 1% d	-	1 *	-	2 *	8 1%	-	-	-	-	-	8 1% p	2 *	-
Buddhist	35 1%	2 *	2 *	5 1%	13 1% a	2 *	11 3% abce	2 *	12 1% g	4 2% g	4 1%	4 2% g	4 2% g	5 1% g	12 1%	17 1%	7 *
Other	69 2%	12 1%	6 1%	10 1%	22 2%	10 2%	10 3%	14 1%	15 1%	8 3%	12 2%	8 4% gh	3 2%	9 2%	22 2%	29 2%	19 1%
None	1562 39%	249 30%	150 32%	324 39% ab	394 43% ab	243 44% ab	202 49% abc	360 31%	437 38% g	119 44% g	207 37% g	131 63% ghi jim	92 44% g	193 50% ghj	598 52% op	561 40% p	403 27%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 129

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Segment							Election Vote						Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Prefer not to say	86 2%	14 2%	8 2%	35 4% abde	9 1%	11 2%	8 2%	17 1%	32 3% j	3 1%	5 1%	5 2%	3 1%	4 1%	37 3% p	29 2%	19 1%

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 130  
**Which of the following best describes where you live?**  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Urban	3129	1552	1577	379	581	554	575	431	608	817	888	664	760	242	126	372	276	303	192	108	271	514	439	287	440	1364
	78%	79%	77%	79%hi	86%dgh	82%hi	80%hi	72%	70%	76%	80%	76%	80%	67%t	78%ntu	84%nqs	76%ntu	84%nqs	68%t	54%	67%t	98%nop	78%nst	79%nst	82%	80%
Urban - Population over 10,000	1654	855	799	225	346	315	288	205	274	448	497	325	384	133	51	171	136	143	93	46	119	445	180	138	250	745
	41%	43%b	39%	47%hi	51%ghi	47%ghi	40%i	34%	31%	42%	45%l	37%	40%	37%t	32%	39%tu	38%t	40%tuw	33%t	23%	30%	85%nop	32%t	38%tu	47%	43%
Town and Fringe	1475	697	778	154	235	239	287	226	334	368	392	339	376	108	75	201	140	160	99	62	152	69	259	149	190	619
	37%	35%	38%	32%	35%	35%	40%d	38%	38%	34%	35%	39%	39%j	30%v	46%nst	45%nst	39%v	44%nst	35%v	31%v	38%v	13%	46%nst	41%ntv	35%	36%
NET: Rural	889	417	472	99	95	122	141	165	266	258	226	211	194	120	35	70	86	59	89	93	131	8	123	75	98	349
	22%	21%	23%	21%e	14%	18%	20%e	28%def	30%def	24%	20%	24%	20%	33%opq	22%v	16%v	24%prv	16%v	32%prv	46%nop	33%opqr	2%	22%pv	21%v	18%	20%
														rvwx						qrsuvw	vw					
Village	772	370	402	80	92	111	119	133	237	224	193	183	172	82	35	67	83	49	84	79	115	8	113	59	81	306
	19%	19%	20%	17%	14%	16%	17%	22%efg	27%def	21%	17%	21%	18%	23%prv	22%rv	15%v	23%prv	14%v	30%prv	39%nop	29%prw	2%	20%rv	16%v	15%	18%
																				qrux	x					
Hamlet & Isolated Dwelling	117	46	70	18	4	11	22	32	30	34	33	28	22	38	*	3	3	10	5	14	16	-	11	16	18	43
	3%	2%	3%	4%e	1%	2%	3%e	5%ef	3%e	3%	3%	3%	2%	11%opqr	*	1%	1%	3%v	2%v	7%opqr	4%opqv	-	2%v	4%opqv	3%	2%
														suwx						svw			w			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 130  
Which of the following best describes where you live?  
Base: All respondents

	Segment						Election Vote							Grouped ages Age			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Urban	3129	683	312	690	692	423	330	858	965	210	409	163	124	329	960	1130	1040
	78%	82% <sup>bde</sup>	66%	83% <sup>bde</sup>	76% <sup>b</sup>	76% <sup>b</sup>	80% <sup>b</sup>	74% <sup>l</sup>	84% <sup>gjl</sup>	78% <sup>l</sup>	74% <sup>l</sup>	78% <sup>l</sup>	60%	85% <sup>gij</sup>	83% <sup>p</sup>	81% <sup>p</sup>	71% <sup>i</sup>
Urban - Population over 10,000	1654	399	154	343	357	216	185	416	562	118	179	94	66	180	571	603	480
	41%	48% <sup>bcd</sup>	32%	41% <sup>b</sup>	39% <sup>b</sup>	39%	45% <sup>b</sup>	36%	49% <sup>gjl</sup>	44% <sup>gjl</sup>	32%	45% <sup>jl</sup>	32%	47% <sup>gjl</sup>	49% <sup>op</sup>	43% <sup>p</sup>	33% <sup>e</sup>
Town and Fringe	1475	283	158	346	335	207	145	442	403	93	230	69	58	149	389	526	560
	37%	34%	34%	42% <sup>ab</sup>	37%	37%	35%	38% <sup>l</sup>	35%	35%	42% <sup>hl</sup>	33%	28%	39% <sup>l</sup>	34%	38%	38%
NET: Rural	889	149	161	143	222	134	80	301	183	58	142	46	84	56	194	263	432
	22%	18%	34% <sup>acd</sup>	17%	24% <sup>ac</sup>	24% <sup>ac</sup>	20%	26% <sup>hm</sup>	16%	22% <sup>m</sup>	26% <sup>hm</sup>	22%	40% <sup>ghi</sup>	15%	17%	19%	29% <sup>no</sup>
			ef										40% <sup>ghijklm</sup>				
Village	772	128	144	135	189	113	64	265	164	52	120	37	62	52	172	230	370
	19%	15%	30% <sup>acd</sup>	16%	21% <sup>a</sup>	20%	16%	23% <sup>hm</sup>	14%	19%	22% <sup>hm</sup>	18%	30% <sup>hik</sup>	14%	15%	17%	25% <sup>no</sup>
			ef										m				
Hamlet & Isolated Dwelling	117	21	17	8	34	22	16	36	19	6	22	8	21	4	22	33	62
	3%	2% <sup>c</sup>	4% <sup>c</sup>	1%	4% <sup>c</sup>	4% <sup>c</sup>	4% <sup>c</sup>	3%	2%	2%	4% <sup>hm</sup>	4% <sup>m</sup>	10% <sup>ghij</sup>	1%	2%	2%	4% <sup>no</sup>
													m				

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 131  
**Which of the following best describes your current working status?**  
Base: All respondents

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Working	2250	1121	1129	302	569	536	548	262	33	648	729	555	318	190	87	240	227	182	147	117	221	333	303	204	538	1712
	56%	57%	55%	63%hi	84%dgh	79%dhi	77%dhi	44%ii	4%	60%mi	65%jm	63%mi	33%	53%	54%	54%	63%np	50%	52%	58%	55%	64%np	54%	57%	100%	100%
Working full time - working 30 hours per week or more	1768	986	781	238	469	429	430	184	18	528	581	432	227	144	69	192	185	141	111	97	172	266	243	148	424	1344
	44%	50%b	38%	50%hi	69%dgh	63%dhi	60%dhi	31%ii	2%	49%mi	52%mi	49%mi	24%	40%	43%	43%	51%nr	39%	40%	48%	43%	51%nr	43%	41%	79%	78%
Working part time - working between 8 and 29 hours per week	482	135	347	65	100	107	118	78	15	120	148	123	91	46	17	48	43	41	35	19	49	67	60	56	114	368
	12%	7%	17%a	14%ii	15%ii	16%ii	17%ii	13%ii	2%	11%	13%mi	14%mi	10%	13%	11%	11%	12%	11%	13%	10%	12%	13%	11%	16%	21%	22%
NET: Not working	1768	848	920	175	108	140	168	335	842	426	385	320	636	171	74	202	134	180	135	84	181	189	260	157	-	-
	44%	43%	45%	37%efg	16%	21%	23%e	56%def	96%def	40%k	35%	37%	67%jkl	47%qv	46%	46%qv	37%	50%qv	48%qv	42%	45%v	36%	46%qv	43%	-	-
Not working but seeking work or temporarily unemployed or sick	150	80	70	21	24	41	45	17	3	10	14	11	115	16	5	23	5	11	13	7	10	24	23	12	-	-
	4%	4%	3%	4%ii	4%ii	6%hi	6%hi	3%ii	*	1%	1%	1%	12%jkl	4%q	3%	5%q	1%	3%	5%q	4%	3%	5%q	4%q	3%	-	-
Not working and not seeking work/ student	256	105	152	140	24	26	35	31	1	28	87	29	112	32	12	22	19	29	15	17	16	40	33	21	-	-
	6%	5%	7%a	29%efgh	4%ii	4%ii	5%ii	5%ii	*	3%	8%jl	3%	12%jkl	9%u	7%	5%	5%	8%	5%	8%	4%	8%	6%	6%	-	-
Retired on a state pension only	359	142	217	-	-	-	2	47	310	22	25	53	260	30	12	44	27	41	24	20	45	34	49	34	-	-
	9%	7%	11%a	-	-	-	*	8%def	35%defg	2%	2%	6%jk	27%jkl	8%	8%	10%	8%	11%v	9%	10%	11%v	6%	9%	9%	-	-
Retired with a private pension	740	486	254	-	-	2	11	203	524	326	219	138	56	72	33	82	57	80	64	25	74	68	116	68	-	-
	18%	25%b	12%	-	-	*	2%de	34%def	60%def	30%klm	20%mi	16%mi	6%	20%v	20%v	19%v	16%	22%tv	23%tv	13%	18%	13%	21%tv	19%	-	-
House person, housewife, househusband, etc.	262	35	227	15	60	72	74	38	3	39	40	90	93	21	12	31	26	19	18	16	35	24	38	22	-	-
	7%	2%	11%a	3%ii	9%di	11%dhi	10%dhi	6%ii	*	4%	4%	10%jk	10%jk	6%	8%	7%	7%	5%	6%	8%	9%	5%	7%	6%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 131  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-senting Interventionists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Working	2250 56%	545 66% bde f	200 42%	522 63% bef	525 57% be	236 42%	222 54% be	603 52%	682 59% gj	140 52%	261 47%	147 70% ghi jl	121 58% j	237 61% gij	871 75% p	1084 78% p	295 20%
Working full time - working 30 hours per week or more	1768 44%	458 55% bcd ef	154 33%	407 49% be	398 44% be	175 31%	176 43% be	470 41%	541 47% gij	105 39%	207 38%	120 58% ghi jm	95 46%	179 46% j	707 61% p	859 62% p	202 14%
Working part time - working between 8 and 29 hours per week	482 12%	86 10%	46 10%	116 14%	127 14%	61 11%	47 11%	134 12%	141 12%	35 13%	55 10%	26 13%	26 12%	58 15% j	164 14% p	225 16% p	93 6%
NET: Not working	1768 44%	287 34% f	273 58% acd	310 37%	389 43% a	322 58% acd f	187 46% ac	556 48% hkm	466 41% k	129 48% km	290 53% hkl m	62 30%	87 42% k	148 39%	283 25%	308 22%	1177 80% no
Not working but seeking work or temporarily unemployed or sick	150 4%	29 3% b	5 1%	33 4% b	34 4% b	29 5% b	21 5% b	21 2%	47 4% g	6 2%	28 5% g	6 3%	11 6% g	27 7% ghi	44 4% p	86 6% np	20 1%
Not working and not seeking work/ student	256 6%	36 4%	24 5%	64 8% a	70 8% a	32 6%	30 7%	45 4%	91 8% gj	14 5%	21 4%	22 11% gj	21 10% gj	37 10% gj	164 14% op	61 4% p	32 2%
Retired on a state pension only	359 9%	61 7%	28 6%	61 7%	70 8%	83 15% abc d	56 14% abc d	117 10% hkm	82 7%	18 7%	82 15% ghik m	7 4%	18 9%	22 6%	-	2 *	357 24% no
Retired with a private pension	740 18%	91 11%	204 43% acd ef	84 10%	151 17% ac	147 26% acd f	63 15% c	308 27% hkl m	161 14% m	74 28% hkl m	126 23% hkml	19 9%	27 13% m	22 6%	-	13 1% n	726 49% no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 131

Which of the following best describes your current working status?

Base: All respondents

	Segment						Election Vote						Grouped ages Age				
	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)	
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
House person, housewife, househusband, etc.	262 7%	70 8% <sup>bf</sup>	13 3%	67 8% <sup>bf</sup>	65 7% <sup>b</sup>	31 6% <sup>b</sup>	16 4%	65 6%	85 7%	17 6%	33 6%	8 4%	9 5%	40 10% <sup>gijkl</sup>	75 6% <sup>p</sup>	146 10% <sup>np</sup>	41 3%

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



## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 132  
**Do you work in any of the following occupations?**  
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1762	879	883	209	428	408	500	195	22	549	618	349	246	144	77	202	166	161	122	93	153	218	257	169	426	1336
Weighted base	2250	1121	1129	302	569	536	548	262	33**	648	729	555	318	190*	87*	240	227	182	147*	117*	221	333	303	204	538	1712
NET: Public Sector	538	226	312	58	116	133	150	79	3	210	202	80	46	56	21	67	34	44	37	23	57	74	67	59	538	-
	24%	20%	28%a	19%	20%	25%	27%e	30%de	9%	32%lm	28%lm	14%	14%	30%q	24%	28%q	15%	24%	25%	19%	26%q	22%	22%	29%q	100%B	-
Central government including all administrative departments and central government agencies such as the Bank of England	40	18	22	4	5	14	12	4	1	18	20	2	-	6	4	3	5	2	-	2	6	6	3	4	40	-
	2%	2%	2%	1%	1%	3%	2%	2%	2%	3%lm	3%lm	*	-	3%	5%sw	1%	2%	1%	-	2%	3%	2%	1%	2%	7%B	-
HM Forces	10	6	4	6	3	2	-	-	-	6	3	-	1	2	-	-	1	1	-	-	-	6	-	1	10	-
	*	1%	*	2%g	*	*	-	-	-	1%	*	-	*	1%	-	-	*	1%	-	-	-	2%	-	*	2%B	-
National Health Service	121	36	85	18	17	29	41	17	-	38	50	20	14	12	2	19	7	7	11	2	13	19	20	10	121	-
	5%	3%	8%a	6%	3%	5%	7%e	6%	-	6%	7%	4%	4%	6%	2%	8%	3%	4%	8%	2%	6%	6%	7%	5%	23%B	-
Universities and Academies funded by government	49	19	30	3	14	6	19	6	1	20	25	2	1	8	2	2	*	6	2	3	8	5	2	11	49	-
	2%	2%	3%	1%	2%	1%	3%f	2%	2%	3%lm	3%lm	*	*	4%q	3%	1%	*	3%	1%	3%	3%	2%	1%	5%pqw	9%B	-
Courts service	2	2	-	1	-	1	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	2	-
	*	*	-	*	-	*	-	-	-	*	*	-	-	-	-	-	-	1%	-	-	-	*	-	-	*	-
Local government administration	59	29	30	2	15	18	16	7	1	22	23	9	4	8	1	5	1	8	2	7	9	5	5	8	59	-
	3%	3%	3%	1%	3%	3%	3%	3%	4%	3%	3%	2%	1%	4%	1%	2%	*	4%q	2%	6%q	4%	2%	2%	4%	11%B	-
Police service	7	4	4	-	3	4	1	-	-	1	3	3	-	-	-	1	-	-	-	-	3	1	1	2	7	-
	*	*	*	-	*	1%	*	-	-	*	*	1%	-	-	-	*	-	-	-	-	1%	*	*	1%	1%B	-
Public sector housing	20	10	10	4	5	8	3	1	-	6	11	3	-	1	1	7	4	-	1	-	-	1	4	2	20	-
	1%	1%	1%	1%	1%	1%	*	*	-	1%	1%	1%	-	*	1%	3%v	2%	-	*	-	-	*	1%	1%	4%B	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 132  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2250	1121	1129	302	569	536	548	262	33**	648	729	555	318	190*	87*	240	227	182	147*	117*	221	333	303	204	538	1712
Teaching employed by local education authority including voluntary aided schools and foundation schools	91	25	66	9	25	22	19	16	-	50	33	6	3	5	-	13	4	6	10	7	8	13	11	14	91	-
	4%	2%	6%a	3%	4%	4%	4%	6%	-	8%lm	4%lm	1%	1%	2%	-	5%	2%	3%	7%o	6%	4%	4%	4%	7%	17%B	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	27	26	1	1	6	5	11	3	-	2	1	11	13	1	2	1	2	4	5	1	4	4	1	3	27	-
	1%	2%b	*	*	1%	1%	2%	1%	-	*	*	2%k	4%jk	1%	2%	*	1%	2%	3%w	1%	2%	1%	*	1%	5%B	-
Bradford and Bingley or Northern Rock Building societies	2	1	1	-	1	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	2	-
	*	*	*	-	*	*	-	-	-	*	*	-	-	-	1%	-	1%	-	-	-	-	-	-	-	*	-
Other public sector occupation (please specify as much detail as possible)	109	50	60	10	21	25	28	25	-	43	33	23	10	15	8	16	10	9	6	1	6	13	20	5	109	-
	5%	4%	5%	3%	4%	5%	5%	10%def	-	7%	4%	4%	3%	8%t	9%tx	7%t	4%	5%	4%	*	3%	4%	7%t	2%	20%B	-
None of the above (Private Sector)	1712	895	817	244	453	403	399	183	30	438	527	475	272	134	66	173	193	138	110	94	165	259	236	146	-	1712
	76%	80%b	72%	81%h	80%gh	75%	73%	70%	91%	68%	72%	86%jk	86%jk	70%	76%	72%	85%npu	76%	75%	81%	74%	78%	78%	71%	-	100%A

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 132  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu- sioned Critics (4) (e)	Dis-sent- ing Inter- vention- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	1762	383	153	412	426	201	187	456	556	115	186	110	93	204	637	908	217
Weighted base	2250	545	200	522	525	236	222	603	682	140*	261	147*	121*	237	871	1084	295
NET: Public Sector	538 24%	115 21%	45 23%	122 23%	146 28%	59 25%	51 23%	142 24% <sub>m</sub>	179 26% <sub>m</sub>	46 33% <sub>jm</sub>	49 19%	36 25%	37 31% <sub>m</sub>	36 15%	174 20%	282 26% <sub>n</sub>	82 28% <sub>n</sub>
Central government including all administrative departments and central government agencies such as the Bank of England	40 2%	9 2%	5 2%	6 1%	12 2%	3 1%	5 2%	10 2%	15 2%	7 5% <sub>m</sub>	2 1%	1 1%	5 4% <sub>m</sub>	* *	10 1%	26 2%	5 2%
HM Forces	10 *	4 1%	-	5 1%	1 *	-	-	1 *	8 1%	1 1%	-	-	-	-	9 1%	2 *	-
National Health Service	121 5%	24 4%	7 3%	33 6%	28 5%	12 5%	17 8%	24 4%	46 7%	9 7%	17 6%	6 4%	8 6%	9 4%	35 4%	70 6%	17 6%
Universities and Academies funded by government	49 2%	4 1%	5 3%	6 1%	17 3% <sub>a</sub>	9 4% <sub>a</sub>	7 3%	10 2%	15 2%	6 4%	4 2%	3 2%	2 1%	8 4%	17 2%	25 2%	7 2%
Courts service	2 *	-	1 1%	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	1 *	-
Local government administration	59 3%	14 3%	8 4%	18 4%	10 2%	3 1%	5 2%	16 3% <sub>m</sub>	21 3% <sub>m</sub>	4 3% <sub>m</sub>	2 1%	6 4% <sub>m</sub>	8 6% <sub>jm</sub>	-	17 2%	34 3%	8 3%
Police service	7 *	2 *	3 1% <sub>c</sub>	-	1 *	1 *	1 *	2 *	3 *	3 2%	-	-	-	-	3 *	5 *	-
Public sector housing	20 1%	8 2%	-	7 1%	4 1%	-	1 *	5 1%	12 2%	-	-	-	1 1%	2 1%	8 1%	10 1%	1 *

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 132  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	2250	545	200	522	525	236	222	603	682	140*	261	147*	121*	237	871	1084	295
Teaching employed by local education authority including voluntary aided schools and foundation schools	91 4%	17 3%	10 5%	20 4%	33 6% <sup>f</sup>	8 3%	3 1%	31 5%	20 3%	12 9% <sup>ghjm</sup>	5 2%	11 7%	5 4%	6 3%	34 4%	42 4%	16 5%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	27 1%	2 *	-	7 1%	8 2%	5 2%	4 2%	3 1%	11 2%	3 2%	7 3%	3 2%	-	-	8 1%	17 2%	3 1%
Bradford and Bingley or Northern Rock Building societies	2 *	2 *	-	-	-	-	-	1 *	1 *	-	1 *	-	-	-	1 *	1 *	-
Other public sector occupation (please specify as much detail as possible)	109 5%	28 5%	8 4%	19 4%	31 6%	17 7%	7 3%	38 6% <sup>i</sup>	26 4%	1 1%	12 5%	7 5%	9 8% <sup>i</sup>	10 4%	31 4%	53 5%	25 9% <sup>n</sup>
None of the above (Private Sector)	1712 76%	430 79%	154 77%	400 77%	379 72%	177 75%	172 77%	461 76%	503 74%	94 67%	212 81% <sup>i</sup>	110 75%	84 69%	201 85% <sup>ghi</sup>	697 80% <sup>op</sup>	802 74%	213 72%

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 133  
**Do you have any children aged 18 or under? If so, how old are they?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
No children aged 18 or under	2866 71%	1454 74%b	1412 69%	385 81%efg	362 54%f	273 40%	444 62%ef	541 91%defg	862 99%defg	799 74%l	817 73%l	528 60%	721 76%l	269 74%oqt	102 64%	320 72%q	228 63%	278 77%oqs	194 69%	129 64%	284 71%	358 69%	434 77%oqs	269 74%oqt	338 63%	1022 60%
NET: Yes	1088 27%	481 24%	607 30%a	84 18%hi	306 45%dgh	385 57%deg	250 35%dhi	51 9%i	11 1%	267 25%	281 25%	323 37%jkm	216 23%	90 25%	58 36%npr	114 26%	124 34%npr	79 22%	83 30%w	70 35%npr	105 26%	154 30%nw	123 22%	88 24%	197 37%	652 38%
Yes - children aged under 5 years old	298 7%	98 5%	199 10%a	64 13%fgh	167 25%dfgh	46 7%ghi	16 2%hi	3 1%	2 *	68 6%	81 7%	100 11%jkm	49 5%	25 7%	9 6%	17 4%	35 10%px	18 5%	19 7%	24 12%prx	33 8%p	60 12%prx	42 7%p	16 4%	38 7%	192 11%A
Yes - children aged 5 to 10 years old	493 12%	212 11%	281 14%a	17 4%hi	140 21%dgh	251 37%deg	78 11%dhi	7 1%i	1 *	140 13%	140 13%	117 13%	96 10%	37 10%	34 21%npr	50 11%	57 16%w	40 11%	40 14%	29 15%	45 11%	59 11%	55 10%	47 13%	93 17%	298 17%
Yes - children aged 11 to 15 years old	283 7%	146 7%	137 7%	8 2%	26 4%i	127 19%deg	100 14%dehi	19 3%i	4 *	63 6%	56 5%	93 11%jk	71 7%	28 8%	17 11%w	37 8%w	32 9%w	20 6%	17 6%	17 8%	32 8%	29 6%	27 5%	27 8%	61 11%	156 9%
Yes - children aged 16 to 18 years old	200 5%	106 5%	95 5%	3 1%	3 *	49 7%dei	105 15%defh	32 5%dei	8 1%	52 5%	49 4%	54 6%	46 5%	11 3%	7 5%	23 5%	25 7%	18 5%	24 9%nv	12 6%	20 5%	17 3%	28 5%	16 4%	36 7%	107 6%
Refused	64 2%	34 2%	31 1%	9 2%i	8 1%i	19 3%hi	22 3%ehi	5 1%	1 *	8 1%	16 1%	24 3%j	17 2%	3 1%	* 2%	8 2%	10 3%	5 1%	4 2%	2 1%	13 3%w	10 2%	5 1%	4 1%	3 1%	39 2%A

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 133  
**Do you have any children aged 18 or under? If so, how old are they?**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages Age			
	Total	Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Criti- cs (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
No children aged 18 or under	2866 71%	469 56%	395 84% acd f	562 68% a	675 74% ac	456 82% acd f	310 76% ac	876 76% ghm	762 66%	196 73% m	412 75% hm	165 79% hm	152 73% m	240 62%	747 65% o	716 51%	1403 95% no
NET: Yes	1088 27%	353 42% bcd ef	77 16%	243 29% bef	227 25% be	96 17%	91 22%	267 23%	366 32% gjk	72 27%	130 24%	42 20%	53 26%	133 35% gjk	390 34% p	635 46% np	63 4%
Yes - children aged under 5 years old	298 7%	109 13% bdef	19 4%	78 9% bdef	51 6%	27 5%	15 4%	66 6%	81 7%	21 8%	43 8%	7 3%	17 8%	61 16% ghi jkl	230 20% op	63 4% p	5 *
Yes - children aged 5 to 10 years old	493 12%	159 19% bdef	32 7%	124 15% be	102 11% be	32 6%	44 11% e	132 11%	171 15% gj	33 12%	47 8%	28 14%	20 10%	43 11%	157 14% p	328 24% np	8 1%
Yes - children aged 11 to 15 years old	283 7%	84 10% bcef	22 5%	52 6%	67 7%	35 6%	22 5%	71 6%	98 9%	17 6%	36 7%	12 6%	16 8%	29 7%	33 3%	226 16% np	23 2%
Yes - children aged 16 to 18 years old	200 5%	44 5%	22 5%	33 4%	46 5%	25 5%	31 7% c	45 4%	75 6% g	13 5%	34 6%	5 3%	5 2%	21 5%	6 *	154 11% np	40 3% n
Refused	64 2%	10 1%	1 *	27 3% abde	12 1%	6 1%	9 2% b	16 1%	20 2%	1 *	9 2%	1 1%	3 1%	11 3% i	17 1% p	41 3% np	6 *

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 134  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
Anglia	424 11%	200 10%	224 11%	51 11%	76 11%	63 9%	80 11%	56 9%	98 11%	113 11%	109 10%	94 11%	108 11%	-	-	-	-	1 *	32 11% nopq rtvw	-	360 90% nopq rstvw	-	31 6% nopq rtvx	-	58 11%	187 11%	
Border	31 1%	19 1%	12 1%	2 *	4 1%	4 1%	6 1%	5 1%	10 1%	7 1%	9 1%	8 1%	8 1%	13 4% oqrs tuvwx	-	18 4% oqrs tuvwx	-	-	-	-	-	-	-	-	-	-	12 1%
Central	569 14%	310 16% b	260 13%	56 12%	89 13%	97 14%	83 12%	85 14%	160 18% deg	151 14%	141 13%	117 13%	160 17% k	8 2% pqv	-	-	-	350 97% nop qstuvw x	194 69% nopq tuvwx	2 1% pv	4 1%	-	6 1%	5 1% pv	72 13%	211 12%	
Granada	429 11%	227 12%	202 10%	44 9%	62 9%	84 12%	82 11%	66 11%	91 10%	121 11%	99 9%	92 10%	117 12% k	1 *	1 *	417 94% noqr stuvw	1 *	2 1%	1 *	6 3% nqsu vw	-	-	1 *	-	64 12%	172 10%	
London	710 18%	324 16%	386 19%	97 20% i	161 24% fgh i	110 16%	120 17%	92 15%	130 15%	211 20% m	227 20% lm	137 16%	136 14%	1 *	-	-	-	-	2 1%	-	32 8% nop qrst	516 99% nop qrstuw x	155 27% nopq rstux	4 1% p	93 17%	335 20%	
Meridian	430 11%	214 11%	216 11%	48 10%	61 9%	71 11%	73 10%	69 12%	108 12%	131 12%	106 9%	86 10%	107 11%	-	-	-	-	1 *	1 1%	-	1 *	2 *	367 65% nop qrstuv x	58 16% nopq rstuv	48 9%	184 11%	
STV	339 8%	171 9%	169 8%	47 10%	45 7%	49 7%	69 10%	51 9%	79 9%	92 9%	91 8%	84 10%	73 8%	338 94% opqr stuvw	-	-	-	-	-	-	-	-	-	-	1 *	55 10%	124 7%
Tyne Tees	162 4%	78 4%	85 4%	18 4%	35 5%	25 4%	27 4%	27 5%	30 3%	35 3%	47 4%	33 4%	47 5%	1 *	158 99% npqr stuvw	-	3 1%	-	-	-	-	-	-	-	-	20 4%	65 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 134  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Wales	192 5%	83 4%	109 5%	18 4%	35 5%	38 6%	41 6% <sup>i</sup>	32 5%	28 3%	43 4%	64 6%	35 4%	50 5%	-	-	-	-	-	-	189 94% <sup>nopq</sup> rsuvwx	-	-	3 *	-	25 5%	89 5%
West	107 3%	58 3%	49 2%	13 3%	17 3%	18 3%	16 2%	18 3%	25 3%	34 3%	35 3%	14 2%	24 3%	-	-	5 1% <sup>w</sup>	-	6 2% <sup>nquv</sup> w	-	3 1% <sup>uvw</sup>	-	-	-	94 26% <sup>nopq</sup> rstuvw	23 4%	39 2%
Westcountry	205 5%	81 4%	124 6% <sup>a</sup>	30 6%	29 4%	39 6%	36 5%	34 6%	37 4%	39 4%	71 6% <sup>j</sup>	42 5%	53 6%	-	-	-	-	1 *	-	1 *	-	4 1%	-	199 55% <sup>nopq</sup> rstuvw	36 7%	80 5%
Yorkshire	418 10%	205 10%	213 10%	53 11%	62 9%	78 11%	86 12%	62 10%	77 9%	97 9%	115 10%	133 15% <sup>ijkm</sup>	73 8%	-	2 1% <sup>vw</sup>	3 1%	357 99% <sup>nopr</sup> stuvwx	* *	50 18% <sup>nopr</sup> tuvwx	-	5 1% <sup>w</sup>	-	-	-	44 8%	215 13% <sup>A</sup>
UTV	1 *	* *	* *	* *	* *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	*	-	-	-	*	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 134  
Which of the following ITV regions do you live in?  
Base: All respondents

	Segment							Election Vote						Grouped ages			
	Total	Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sion- ed Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Anglia	424 11%	70 8%	50 11%	84 10%	99 11%	73 13%a	48 12%	124 11%l	119 10%l	31 12%l	61 11%l	22 11%l	- -	52 13%l	127 11%	143 10%	154 10%
Border	31 1%	6 1%	9 2%de	9 1%	4 *	1 *	3 1%	9 1%	9 1%	5 2%	3 1%	- -	2 1%	1 *	6 1%	10 1%	15 1%
Central	569 14%	112 13%	92 19%acd e	108 13%	120 13%	78 14%	59 14%	209 18%hkl m	164 14%lm	40 15%lm	90 16%klm	19 9%l	6 3%	35 9%l	145 13%	179 13%	245 17%no
Granada	429 11%	88 11%	50 10%	112 13%e	93 10%	48 9%	39 10%	112 10%l	155 13%gil	21 8%l	63 11%l	21 10%l	5 3%	45 12%l	106 9%	166 12%	157 11%
London	710 18%	190 23%bde f	64 14%	160 19%b	150 16%	87 16%	59 14%	205 18%l	219 19%l	45 17%l	94 17%l	31 15%l	3 1%	86 22%l	257 22%op	231 17%	222 15%
Meridian	430 11%	63 8%	56 12%a	98 12%a	94 10%	78 14%a	41 10%	162 14%hl	81 7%l	28 11%l	69 13%hl	32 15%hl	3 2%	46 12%hl	109 9%	144 10%	177 12%
STV	339 8%	67 8%	30 6%	52 6%	82 9%	50 9%	58 14%abcd e	52 4%	57 5%j	25 9%ghjk	13 2%	3 1%	163 78%ghij km	19 5%	92 8%	117 8%	130 9%
Tyne Tees	162 4%	42 5%	17 4%	29 3%	41 4%	20 4%	13 3%	43 4%l	64 6%il	5 2%	23 4%l	17 8%gilm	- -	10 3%	53 5%	52 4%	58 4%
Wales	192 5%	43 5%	22 5%	32 4%	52 6%	25 4%	18 4%	40 3%	64 6%g	12 4%	23 4%	7 3%	21 10%gijk	19 5%	53 5%	79 6%	60 4%
West	107 3%	20 2%	10 2%	27 3%	20 2%	14 3%	16 4%	27 2%	25 2%	15 5%ghjl	13 2%	13 6%ghjl	* *	12 3%l	30 3%	34 2%	43 3%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 134  
Which of the following ITV regions do you live in?  
Base: All respondents

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Westcountry	205 5%	35 4%	21 4%	47 6%	47 5%	31 6%	24 6%	51 4%	57 5%	20 8%	31 6%	21 10%	4 2%	17 4%	59 5%	75 5%	71 5%
Yorkshire	418 10%	95 11%	52 11%	75 9%	113 12%	52 9%	31 8%	125 11%	135 12%	20 7%	68 12%	23 11%	-	42 11%	115 10%	163 12%	140 9%
UTV	1 *	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	1 *	- -	- -

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 135  
**Marital Status**  
Base: All respondents

	Gender		Age							Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Single	1099 27%	539 27%	560 27%	348 73%efg hi	265 39%fgh i	31%ghi	21%hi	13%i	52 6%	276 26%	369 33%jlm	188 21%	267 28%l	87 24%	40 25%	134 30%	89 24%	99 27%	65 23%	45 23%	98 24%	191 37%noq rstuw	143 25%	109 30%	174 32%	570 33%
NET: Married/ Civil partnership/ co habiting	2362 59%	1199 61%b	1163 57%	114 24%	384 57% d	421 62% d	461 64% de	399 67% de	581 66% de	684 64% km	597 54%	610 70% jkm	470 49%	217 60% v	103 64% v	249 56%	226 63% v	215 60% v	171 61% v	127 63% v	250 62% v	260 50%	338 60% v	204 56%	306 57%	999 58%
Married	1788 44%	941 48% b	847 41%	29 6%	228 34% d	288 43% de	359 50% def	333 56% def	550 63% def gh	530 49% km	434 39%	478 55% km	346 36%	160 44%	71 44%	179 41%	166 46%	178 49% pv	116 41%	107 53% psv	193 48% v	202 39%	257 46%	159 44%	240 45% B	651 38%
Civil Partnership	41 1%	32 2% b	9 *	4 1%	13 2% hi	11 2% h	8 1%	1 *	5 1%	11 1%	10 1%	12 1%	8 1%	6 2%	2 1%	6 1%	7 2%	4 1%	4 1%	- -	4 1%	6 1%	2 *	1 *	3 1%	28 2%
Co Habiting	533 13%	226 11%	307 15% a	81 17% hi	144 21% ghi	123 18% ghi	94 13% i	65 11% i	26 3%	144 13%	153 14%	120 14%	116 12%	51 14%	30 19% rtv	64 14% r	54 15% f	33 9%	52 18% rtv	21 10%	53 13%	52 10%	80 14% r	44 12%	63 12%	320 19% A
NET: Widowed/ separated/ divorced	518 13%	207 11%	311 15% a	1 *	16 2% d	41 6% de	103 14% def	117 20% def g	239 27% def gh	105 10%	140 13% l	66 8%	207 22% jkl	50 14%	18 11%	57 13%	44 12%	47 13%	42 15%	27 14%	50 12%	58 11%	79 14%	47 13%	52 10%	124 7%
Widowed	148 4%	49 2%	98 5% a	- -	3 *	3 *	10 1% d	27 5% def g	104 12% defg h	28 3%	40 4% l	14 2%	65 7% jkl	16 4%	4 2%	17 4%	15 4%	11 3%	12 4%	12 6%	15 4%	16 3%	21 4%	10 3%	5 1%	16 1%
Separated	62 2%	29 1%	33 2%	- -	5 1%	11 2% d	19 3% de	9 1% d	18 2% d	16 1%	13 1%	12 1%	20 2%	5 1%	1 1%	5 1%	4 1%	6 2%	7 2%	6 3%	7 2%	6 1%	9 2%	6 2%	9 2%	20 1%
Divorced	309 8%	129 7%	180 9% a	1 *	8 1%	27 4% de	74 10% def	82 14% def	117 13% def	61 6%	87 8% l	40 5%	122 13% jkl	29 8%	13 8%	35 8%	26 7%	30 8%	23 8%	9 4%	29 7%	36 7%	49 9%	30 8%	37 7%	88 5%
Prefer not to answer	39 1%	24 1%	15 1%	14 3% fghi	11 2% i	5 1%	3 *	3 *	3 *	9 1%	8 1%	11 1%	11 1%	7 2%	- -	3 1%	2 1%	1 *	3 1%	1 1%	3 1%	13 3% rw	2 *	2 *	6 1%	19 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 135  
**Marital Status**  
**Base: All respondents**

	Segment						Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Single	1099 27%	220 26%b	86 18%	282 34%abdef	257 28%b	147 26%b	109 27%b	236 20%	351 31%gj	73 27%g	128 23%	93 45%ghi	47 23%	142 37%gij	613 53%op	358 26%p	129 9%
NET: Married/ Civil partnership/ co habiting	2362 59%	529 64%cde	315 67%cde	452 54%	518 57%	313 56%	235 57%	757 65%hkm	662 58%km	161 60%km	330 60%km	89 43%	132 63%km	190 49%	499 43%	883 63%n	980 67%n
Married	1788 44%	389 47%c	262 55%acd	316 38%	384 42%	255 46%c	183 45%	602 52%hkm	504 44%km	133 50%km	256 47%km	46 22%	98 47%km	117 30%	257 22%	647 46%n	883 60%no
Civil Partnership	41 1%	13 2%b	-	10 1%b	8 1%	4 1%	6 1%b	21 2%j	12 1%	1 *	2 *	-	1 1%	4 1%	16 1%p	18 1%p	6 *
Co Habiting	533 13%	127 15%e	53 11%	126 15%e	126 14%e	54 10%	47 11%	135 12%	147 13%	26 10%	72 13%	44 21%ghi	33 16%	70 18%ghi	225 20%op	217 16%p	91 6%
NET: Widowed/ separated/ divorced	518 13%	79 9%	69 15%a	88 11%	127 14%a	90 16%ac	66 16%ac	158 14%	126 11%	33 12%	92 17%h	21 10%	23 11%	47 12%	17 1%	145 10%n	356 24%no
Widowed	148 4%	35 4%	27 6%cd	24 3%	26 3%	25 4%	12 3%	58 5%h	34 3%	6 2%	24 4%	3 1%	5 2%	11 3%	3 *	13 1%	131 9%no
Separated	62 2%	7 1%	10 2%	9 1%	17 2%	8 1%	10 3%	12 1%	14 1%	8 3%gh	15 3%g	2 1%	1 *	6 2%	5 *	30 2%n	27 2%n
Divorced	309 8%	37 4%	32 7%	55 7%	84 9%a	57 10%ac	43 11%ac	88 8%	78 7%	19 7%	53 10%	16 8%	17 8%	30 8%	9 1%	101 7%n	198 13%no

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 135  
**Marital Status**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illu-sioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Prefer not to answer	39 1%	4 *	3 1%	10 1%	12 1%f	9 2%f	- -	8 1%	8 1%	2 1%	1 *	5 3%gj	6 3%ghj	6 1%j	25 2%op	8 1%	6 *

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 136  
**Which of the following cities do you live in, or nearest to?**  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Glasgow	174 4%	90 5%	84 4%	23 5%	23 3%	33 5%	27 4%	31 5%	37 4%	40 4%	41 4%	47 5%	46 5%	172 47%opqr stuvwx	-	-	-	-	-	-	-	3 *	-	-	25 5%	64 4%
Edinburgh	140 3%	68 3%	72 4%	21 4%	19 3%	20 3%	27 4%	17 3%	36 4%	47 4% <i>m</i>	43 4% <i>m</i>	30 3%	20 2%	139 38%opqr stuvwx	1 1%	-	-	-	-	-	-	-	-	-	26 5%	47 3%
Newcastle	170 4%	80 4%	90 4%	23 5%	37 5%	22 3%	29 4%	28 5%	31 4%	36 3%	49 4%	43 5%	43 5%	3 1%	151 94%npqr stuvwx	9 2%rsuv wx	8 2%rsuv wx	-	-	-	-	-	-	-	19 4%	72 4%
Leeds	156 4%	78 4%	78 4%	12 3%	20 3%	32 5%	36 5%	25 4%	31 4%	38 4%	42 4%	48 5% <i>m</i>	27 3%	-	2 2%nr uvwx	1 *	152 42%no prstuvwx	-	-	1 *	-	-	-	-	23 4%	72 4%
Hull	80 2%	44 2%	37 2%	11 2%	8 1%	9 1%	18 3%	13 2%	21 2%	19 2%	27 2%	17 2%	18 2%	-	-	-	74 20%no prstuvwx	-	6 2%np ruvwx	-	1 *	-	-	3 1%	44 3% <i>A</i>	
Sheffield	124 3%	61 3%	63 3%	20 4% <i>i</i>	23 3%	29 4% <i>i</i>	20 3%	16 3%	16 2%	27 3%	33 3%	40 5%	23 2%	-	-	-	100 28%no prstuvwx	* *	24 8%no prstuvwx	-	-	-	-	14 3%	67 4%	
Manchester	330 8%	175 9%	155 8%	31 7%	51 8%	72 11%	55 8%	54 9%	65 7%	100 9%	82 7%	62 7%	87 9%	-	1 *	299 68%no qrsuvwx	4 1% <i>w</i>	18 5%no qsuvwx	3 1% <i>w</i>	6 3%nu vwxyz	-	-	-	53 10%	134 8%	
Liverpool	135 3%	71 4%	64 3%	17 4%	18 3%	14 2%	39 5% <i>efh</i>	17 3%	29 3%	36 3%	34 3%	30 3%	35 4%	-	-	103 23%no qrsuvwx	-	1 *	29 14%no qrsuvwx	-	-	2 *	-	20 4%	53 3%	
Nottingham	180 4%	92 5%	88 4%	22 5%	36 5%	30 4%	31 4%	16 3%	45 5% <i>h</i>	38 4%	49 4%	47 5%	46 5%	-	-	-	8 2%np vwxyz	4 1%	162 57%no pqrstuvwx	-	6 2% <i>p</i> vwxyz	-	1 *	24 4%	72 4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 136  
**Which of the following cities do you live in, or nearest to?**  
Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Birmingham	323 8%	182 9%b	142 7%	34 7%	46 7%	56 8%	48 7%	50 8%	90 10%eg	98 9%	77 7%	64 7%	84 9%	-	-	1 *	1 *	300 83%nopq stuvwx	18 6%nopq tuvwx	3 2%npuv w	-	-	-	1 *	41 8%	124 7%
Norwich	203 5%	91 5%	112 5%	27 6%	38 6%	36 5%	36 5%	26 4%	40 5%	54 5%	52 5%	51 6%	46 5%	-	-	-	-	1 *	-	202 50%nopq rstvw	-	1 *	-	37 7%	90 5%	
Milton Keynes	113 3%	61 3%	52 3%	11 2%	25 4%	14 2%	17 2%	18 3%	27 3%	32 3%	29 3%	24 3%	28 3%	-	-	-	3 1%	30 11%nopq rtvw	-	57 14%nopq rtvw	1 *	21 4%nopq rtv	1 *	11 2%	51 3%	
Brighton	85 2%	49 2%	36 2%	4 1%	7 1%	16 2%	13 2%	18 3%de	26 3%de	28 3%	16 1%	17 2%	23 2%	-	-	-	-	-	-	-	-	-	85 15%nopq rstuv	-	7 1%	35 2%
Oxford	41 1%	19 1%	21 1%	6 1%	14 2%g	4 1%	1 *	7 1%g	9 1%g	10 1%	15 1%	7 1%	9 1%	-	-	-	6 2%npqu v	1 *	-	-	-	-	28 5%nopq rstuv	6 2%npqu v	6 1%	19 1%
London	864 21%	401 20%	462 23%	117 25%h	186 28%fgh i	131 19%	157 22%	104 17%	168 19%	255 24%lm	264 24%lm	166 19%	179 19%	1 *	-	2 *	-	-	1 *	-	78 20%no pqrst x	521 100%nop qrstuv	257 46%nopq rstuv	3 1%	117 22%	404 24%
Southampton	182 5%	90 5%	93 5%	23 5%	21 3%	36 5%	31 4%	24 4%	47 5%	56 5%	43 4%	41 5%	42 4%	-	1 1%	-	-	-	-	-	1 *	-	118 21%nop qrstuv	63 17%nopq rstuv	23 4%	78 5%
Bristol	140 3%	65 3%	75 4%	23 5%g	24 4%	25 4%	16 2%	24 4%	28 3%	39 4%	47 4%	22 3%	32 3%	-	-	-	1 *	-	1 *	-	-	-	-	139 38%nopq rstuvw	24 4%	56 3%
Plymouth	120 3%	46 2%	74 4%a	12 2%	19 3%	15 2%	30 4%i	24 4%	20 2%	22 2%	43 4%j	24 3%	31 3%	-	-	-	-	-	-	-	-	-	-	120 33%nopq rstuvw	23 4%	47 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 136

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
Cardiff	137	55	82	13	27	34	22	22	18	28	49	25	35	-	-	-	-	-	-	137	-	-	-	-	13	71
	3%	3%	4%	3%	4%	5% <sup>i</sup>	3%	4%	2%	3%	4%	3%	4%	-	-	-	-	-	-	68% <sup>nopqrsuvwx</sup>	-	-	-	-	2%	4%
None of these	321	153	168	24	32	50	64	61	89	71	80	69	101	48	5	27	16	30	37	24	57	-	49	29	28	111
	8%	8%	8%	5%	5%	7%	9% <sup>de</sup>	10% <sup>de</sup>	10% <sup>de</sup>	7%	7%	8%	11% <sup>jk</sup>	13% <sup>opqv</sup>	3% <sup>v</sup>	6% <sup>v</sup>	4% <sup>v</sup>	8% <sup>ov</sup>	13% <sup>opqv</sup>	12% <sup>opqv</sup>	14% <sup>opqrvwx</sup>	-	9% <sup>oqv</sup>	8% <sup>vw</sup>	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 136  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mistrustful Regulators (1) (d)	Disillusioned Critics (4) (e)	Dis-sent-ing Inter-ven-tion-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Glasgow	174 4%	40 5%	20 4%	25 3%	34 4%	23 4%	32 8%bcde	24 2%j	38 3%j	4 1%	2 *	1 1%	89 43%ghij km	14 4%j	46 4%	60 4%	68 5%
Edinburgh	140 3%	26 3%	12 3%	22 3%	41 5%	19 3%	21 5%	20 2%	30 3%j	15 5%ghjk m	3 1%	2 1%	61 29%ghij km	5 1%	40 3%	47 3%	52 4%
Newcastle	170 4%	44 5%	19 4%	30 4%	46 5%	16 3%	15 4%	46 4%l	63 5%l	8 3%l	23 4%l	21 10%gijl m	-	11 3%l	60 5%	51 4%	59 4%
Leeds	156 4%	25 3%	18 4%	29 3%	47 5%	24 4%	13 3%	51 4%l	49 4%l	10 4%l	19 3%l	7 3%l	-	20 5%l	32 3%	67 5%n	57 4%
Hull	80 2%	28 3%cdf	13 3%	10 1%	13 1%	12 2%	4 1%	31 3%i	21 2%	1 *	20 4%il	3 1%	-	5 1%	19 2%	27 2%	34 2%
Sheffield	124 3%	34 4%e	10 2%	27 3%	36 4%e	9 2%	8 2%	28 2%	53 5%gl	5 2%	17 3%l	5 3%	-	15 4%l	44 4%p	49 3%	32 2%
Manchester	330 8%	69 8%	39 8%	83 10%	74 8%	37 7%	28 7%	90 8%l	117 10%l	17 6%l	48 9%l	16 8%l	2 1%	34 9%l	82 7%	128 9%	120 8%
Liverpool	135 3%	26 3%	16 3%	29 4%	36 4%	15 3%	13 3%	27 2%	54 5%gi	2 1%	22 4%i	7 4%	3 2%	18 5%gi	36 3%	53 4%	46 3%
Nottingham	180 4%	32 4%	35 7%ad	37 4%	31 3%	24 4%	21 5%	67 6%lm	61 5%lm	7 2%	30 5%lm	7 3%	1 *	7 2%	58 5%	61 4%	62 4%
Birmingham	323 8%	71 9%	54 11%cde	61 7%	64 7%	41 7%	33 8%	122 11%hklm	84 7%l	29 11%kl	47 8%l	9 4%	3 2%	24 6%l	81 7%	103 7%	140 9%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 136  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Segment							Election Vote						Grouped ages Age			
	Total	Opti- mists (3) (a)	Busi- ness Advo- cates (5) (b)	Apath- etic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sion- ed Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
Norwich	203 5%	28 3%	22 5%	46 6%	54 6%a	27 5%	27 7%a	52 4%l	59 5%l	18 7%l	30 5%l	15 7%l	- -	26 7%l	65 6%	71 5%	67 5%
Milton Keynes	113 3%	24 3%	13 3%	20 2%	25 3%	17 3%	14 3%	41 4%l	28 2%	5 2%	12 2%	2 1%	- -	15 4%l	36 3%	31 2%	46 3%
Brighton	85 2%	7 1%	14 3%a	20 2%a	17 2%	11 2%	15 4%a	23 2%	17 1%	8 3%	20 4%hl	8 4%l	* *	7 2%	11 1%	29 2%	44 3%n
Oxford	41 1%	6 1%	4 1%	4 1%	13 1%	12 2%cf	2 *	9 1%	6 1%	3 1%	6 1%	9 4%ghj	1 1%	6 1%	20 2%o	5 *	17 1%o
London	864 21%	225 27%bde f	85 18%	191 23%	175 19%	117 21%	71 17%	265 23%l	261 23%l	52 19%l	119 22%l	37 18%l	2 1%	100 26%l	304 26%op	288 21%	272 19%
Southampton	182 5%	30 4%	23 5%	47 6%f	40 4%	31 6%f	10 3%	70 6%hl	30 3%	16 6%hl	25 5%l	12 6%hl	1 *	23 6%hl	44 4%	67 5%	71 5%
Bristol	140 3%	22 3%	14 3%	40 5%	27 3%	21 4%	16 4%	32 3%	30 3%	17 6%ghl	20 4%l	20 10%ghj	- -	19 5%hl	48 4%	41 3%	51 3%
Plymouth	120 3%	21 3%	13 3%	22 3%	31 3%	14 2%	19 5%	33 3%	39 3% <i>m</i>	13 5% <i>m</i>	14 3%	10 5% <i>m</i>	3 2%	4 1%	31 3%	45 3%	44 3%
Cardiff	137 3%	33 4%	12 2%	27 3%	39 4%	14 3%	13 3%	28 2%	43 4%	8 3%	15 3%	6 3%	20 10%ghj km	13 3%	40 3%	56 4%	41 3%
None of these	321 8%	41 5%	37 8%	63 8%	70 8%	72 13%abcd	37 9%a	100 9%h	66 6%	33 12%ghk	60 11%ghm	11 5%	22 10%h	21 5%	57 5%	114 8%n	150 10%n

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

## Reputation and Trust Survey ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 137  
**What is the combined annual income of your household, prior to tax being deducted?**  
Base: All respondents

	Gender			Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
Up to £7,000	(3.5)	183 5%	83 4%	100 5%	46 10%efgh i	29 4%i	23 3%	40 6%i	28 5%i	17 2%	11 1%	49 4%jl	15 2%	108 11%jkl	20 5%	8 5%	21 5%	11 3%	16 5%	13 4%	11 6%	17 4%	30 6%	20 4%	16 4%	14 3%	41 2%
£7,001 to £14,000	(10.5)	573 14%	263 13%	310 15%	43 9%	70 10%	79 12%	76 11%	99 17%defg	207 24%defgh	51 5%	121 11%j	84 10%j	317 33%jkl	46 13%	22 13%	72 16%v	51 14%	65 18%v	51 18%v	28 14%	57 14%	50 9%	74 13%	57 16%v	25 5%	142 8%A
£14,001 to £21,000	(17.5)	741 18%	357 18%	383 19%	66 14%	114 17%	112 16%	128 18%	114 19%	207 24%defg	123 11%	216 19%j	182 21%j	221 23%j	63 17%	44 27%nrw	85 19%	68 19%	58 16%	69 25%rvw	41 20%	76 19%	81 15%	92 16%	64 18%	82 15%	287 17%
£21,001 to £28,000	(24.5)	731 18%	383 19%	348 17%	66 14%	126 19%	132 20%	136 19%	100 17%	170 19%d	173 16%m	241 22%jm	200 23%jm	118 12%	55 15%	21 13%	78 18%	75 21%	64 18%	60 21%	40 20%	76 19%	85 16%	101 18%	75 21%	96 18%	343 20%
£28,001 to £34,000	(31)	558 14%	288 15%	270 13%	40 8%	88 13%	108 16%d	110 15%d	99 17%d	114 13%d	174 16%m	165 15%m	142 16%m	77 8%	54 15%	18 11%	62 14%	49 14%	61 17%st	28 10%	29 14%	62 15%	74 14%	70 12%	51 14%	89 17%	248 15%
£34,001 to £41,000	(37.5)	354 9%	182 9%	171 8%	45 9%i	75 11%i	62 9%i	70 10%i	51 9%	50 6%	128 12%m	109 10%m	87 10%m	30 3%	38 11%	13 8%	33 8%	36 10%	40 11%t	22 8%	11 5%	30 7%	43 8%	52 9%	34 9%	62 12%	198 12%
£41,001 to £48,000	(44.5)	171 4%	104 5%ab	67 3%	27 6%i	40 6%i	35 5%i	30 4%i	22 4%	17 2%	65 6%m	47 4%m	43 5%m	16 2%	21 6%st	8 5%	13 3%	20 5%st	10 3%	4 1%	7 3%	18 5%st	27 5%st	24 4%	19 5%st	37 7%	98 6%
£48,001 to £55,000	(51.5)	127 3%	59 3%	67 3%	19 4%hi	19 3%i	28 4%hi	44 6%ehi	8 1%	8 1%	60 6%klm	36 3%m	27 3%m	4 *	9 2%	7 4%	9 2%	8 2%	9 3%	5 2%	4 2%	15 4%	19 4%	35 6%npqr stx	6 2%	31 6%	74 4%
£55,001 to £62,000	(58.5)	68 2%	26 1%	42 2%	13 3%i	21 3%i	10 1%i	12 2%i	11 2%i	2 *	40 4%klm	14 1%	9 1%	5 1%	8 2%	4 2%	10 2%q	1 *	9 2%q	2 1%	13 6%npqr stvw	2 1%	7 1%	8 1%	4 1%	16 3%	36 2%
£62,001 to £69,000	(65.5)	58 1%	28 1%	29 1%	7 1%	10 2%i	12 2%i	17 2%i	10 2%i	2 *	39 4%klm	9 1%m	10 1%m	-	9 2%su	2 1%	10 2%su	7 2%u	2 1%	*	-	-	16 3%rstu	9 2%u	3 1%	20 4%B	31 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 137

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade					Region							Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712	
£69,001 to £76,000	(72.5)	60 1%	21 1%	39 2%	13 3%i	12 2%i	13 2%i	13 2%i	8 1%i	1 *	40 4%klm	12 1%m	7 1%	1 *	2 1%	-	7 2%r	8 2%r	-	1 *	3 2%r	9 2%r	17 3% nors x	10 2%r	2 1%	17 3%	38 2%
£76,001 to £83,000	(79.5)	40 1%	16 1%	24 1%	10 2%hi	20 3%fghi	4 1%	4 1%i	2 *	-	25 2%klm	12 1%m	3 *	-	1 *	1 1%	2 1%	-	1 *	-	2 1%	1 *	25 5% nopq rstuw x	3 *	3 1%	6 1%	34 2%
£83,001 or more	(86)	75 2%	34 2%	41 2%	26 5%eghi	14 2%	18 3%gi	5 1%	6 1%	6 1%	65 6%klm	7 1%m	3 *	-	7 2%	1 *	3 1%	4 1%	5 2%	5 2%	-	11 3%pt	19 4%pt	13 2%p	7 2%	14 3%	47 3%
Prefer not to answer	280	124 7%	156 6%	156 8%	58 12%efgh	38 6%	40 6%	33 5%	38 6%	72 8%g	79 7%	76 7%	64 7%	60 6%	30 8%	14 8%	36 8%	23 6%	20 6%	19 7%	12 6%	27 7%	29 6%	50 9%	20 5%	27 5%	96 6%
Average income (£000's)	27.82	27.76	27.87	32.47g hi	31.02h i	29.79h i	28.65h i	26.01i	21.83	38.75k lm	27.12m	27.26m	16.98	28.19s	25.52	26.12s	27.30s	25.94	23.20	26.28	27.62s	33.50n opqrst uw x	29.56o prsx	26.64s	34.66B	32.16	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 137

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Segment							Election Vote							Grouped ages			
	Total	Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disengaged (2) (c)	Mis-trustful Regulators (1) (d)	Dis-illusioned Critics (4) (e)	Dis-sent-ing Inter-vention-ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)	
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612	
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471	
Up to £7,000	(3.5) 5%	183 5%b	41 5%b	9 2%	45 5%b	35 4%	25 4%b	29 7%bd	30 3%	65 6%gi	5 2%	20 4%	14 7%gi	11 5%	33 8%gij	75 7%p	63 5%	45 3%
£7,001 to £14,000	(10.5) 14%	573 14%	104 12%	46 10%	132 16%b	127 14%	87 16%b	77 19%ab	131 11%	185 16%g	36 13%	97 18%g	28 14%	28 13%	57 15%	113 10%	155 11%	306 21%no
£14,001 to £21,000	(17.5) 18%	741 18%	122 15%	78 16%	169 20%a	165 18%	127 23%ab	80 19%	178 15%	215 19%	42 16%	136 25%ghi	40 19%	36 17%	76 20%	180 16%	239 17%	321 22%no
£21,001 to £28,000	(24.5) 18%	731 18%	150 18%	89 19%	151 18%	170 19%	109 15%	62 20%	235 18%	207 17%	45 17%	93 17%	40 19%	33 16%	66 17%	192 17%	268 19%	271 18%
£28,001 to £34,000	(31) 14%	558 14%	136 16%	74 16%	103 12%	119 13%	74 13%	52 16%h	188 13%	146 13%	40 15%	70 13%	31 15%	27 13%	53 14%	127 11%	218 16%n	213 14%n
£34,001 to £41,000	(37.5) 9%	354 9%	100 12%cef	54 11%cef	60 7%	80 9%	33 6%	26 6%	105 9%	108 9%	33 12%km	44 8%	10 5%	27 13%km	23 6%	120 10%p	132 10%p	101 7%
£41,001 to £48,000	(44.5) 4%	171 4%	27 3%	21 4%	39 5%	50 5%e	15 3%	19 5%	57 5%	37 3%	15 6%	19 3%	12 6%	11 5%	9 2%	67 6%p	65 5%p	39 3%
£48,001 to £55,000	(51.5) 3%	127 3%	32 4%	15 3%	18 2%	43 5%cef	10 2%	8 2%	41 3%	35 3%	7 3%	16 3%	9 4%	2 1%	14 4%	38 3%p	72 5%p	16 1%
£55,001 to £62,000	(58.5) 2%	68 2%	14 2%	7 1%	12 1%	17 2%	10 2%	9 2%	23 2%	19 2%	6 2%	7 1%	2 1%	8 4%m	4 1%	33 3%p	22 2%	13 1%
£62,001 to £69,000	(65.5) 1%	58 1%	13 2%	15 3%ce	8 1%	15 2%e	2 *	5 1%	16 1%	22 2%	3 1%	4 1%	4 2%	4 2%	4 1%	17 1%	29 2%p	12 1%
£69,001 to £76,000	(72.5) 1%	60 1%	20 2%c	4 1%	2 *	16 2%c	8 1%c	10 3%c	28 2%h	13 1%	8 3%hlm	7 1%	3 1%	-	2 1%	25 2%p	26 2%p	9 1%

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

Prepared by Populus

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 137

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Segment						Election Vote						Grouped ages Age			
		Optimists (3) (a)	Business Advocates (5) (b)	Apathetic Disen- gaged (2) (c)	Mis- trust- ful Regu- lators (1) (d)	Dis- illu- sioned Crit- ics (4) (e)	Dis- sent- ing Inter- ven- tion- ists (6) (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
£76,001 to £83,000	(79.5) 40 1%	17 2% <sup>cde</sup>	10 2% <sup>cde</sup>	-	4 *	1 *	7 2% <sup>ce</sup>	13 1% <sup>j</sup>	11 1%	7 3% <sup>hj</sup>	-	-	1 1%	8 2% <sup>j</sup>	30 3% <sup>op</sup>	8 1%	2 *
£83,001 or more	(86) 75 2%	21 3%	13 3%	16 2%	14 1%	6 1%	4 1%	35 3% <sup>jl</sup>	19 2%	7 2%	5 1%	2 1%	-	7 2%	40 3% <sup>op</sup>	22 2%	13 1%
Prefer not to answer	280 7%	34 4%	37 8% <sup>a</sup>	77 9% <sup>af</sup>	59 6%	52 9% <sup>af</sup>	21 5%	80 7%	68 6%	14 5%	33 6%	14 7%	19 9%	29 8%	96 8% <sup>o</sup>	73 5%	110 7% <sup>o</sup>
Average income (£000's)	27.82	30.33 <sup>c</sup> ef	31.50 <sup>c</sup> def	25.23	28.43 <sup>c</sup> e	24.68	26.29	30.74 <sup>h</sup> jkim	26.79	31.67 <sup>h</sup> jkim	24.75	26.13	26.98	25.77	31.59 <sup>o</sup> p	29.20 <sup>p</sup>	23.55

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

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 138  
**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	4018	2038	1980	455	587	588	776	648	964	1156	1172	658	1032	340	174	492	344	402	304	212	364	405	615	366	426	1336
Weighted base	4018	1969	2049	477	676	676	716	597	875	1074	1114	875	955	362	161	442	362	362	281	201	402	522	563	362	538	1712
NET: Yes	882 22%	459 23%	423 21%	62 13%	88 13%	133 20%de	180 25%def	155 26%defg	264 30%defg	184 17%	188 17%	181 21%	328 34%ijkl	89 24%v	33 21%	90 20%	72 20%	81 22%	76 27%v	49 24%	100 25%v	88 17%	132 23%v	73 20%	71 13%	228 13%
Yes - physical condition	556 14%	299 15%b	257 13%	25 5%	32 5%	75 11%de	109 15%de	108 18%defg	206 24%defgh	117 11%	124 11%	115 13%	200 21%ijkl	59 16%	24 15%	54 12%	46 13%	51 14%	53 19%pv	27 14%	63 16%	55 11%	78 14%	46 13%	43 8%	112 7%
Yes - mental condition	309 8%	154 8%	155 8%	48 10%hi	49 7%i	72 11%hi	87 12%ehi	33 5%i	20 2%	51 5%	55 5%	71 8%jk	132 14%ijkl	38 11%	14 9%	27 6%	23 6%	22 8%	17 9%	39 10%	31 6%	47 8%	27 7%	30 6%	107 6%	
Yes - disability	305 8%	166 8%	140 7%	5 1%	23 3%d	43 6%d	68 9%de	77 13%def	90 10%def	57 5%	57 5%	49 6%	142 15%ijkl	32 9%	12 8%	30 7%	22 6%	28 8%	31 11%	17 8%	27 7%	32 6%	49 9%	27 7%	20 4%	47 3%
Yes - other	51 1%	29 1%	21 1%	2 *	4 1%	10 1%	8 1%	10 2%	17 2%	7 1%	11 1%	8 1%	25 3%ijkl	5 1%	1 1%	9 2%	4 1%	3 1%	3 1%	7 2%	9 2%	6 1%	3 1%	4 1%	11 1%	
No	3063 76%	1475 75%	1588 78%	409 86%fghi	570 84%fghi	529 78%hi	521 73%	432 72%	601 69%	873 81%lm	913 82%lm	676 77%lm	602 63%	266 74%	123 76%	338 77%	283 78%	276 76%	202 72%	149 74%	297 74%	425 81%nsu	424 75%	281 78%	457 85%	1461 85%
Prefer not to say	73 2%	35 2%	38 2%	7 1%	18 3%	14 2%	15 2%	10 2%	10 1%	17 2%	13 1%	18 2%	24 3%k	7 2%	5 3%	14 3%	6 2%	5 1%	4 1%	3 1%	5 1%	9 2%	7 1%	8 2%	10 2%	23 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Reputation and Trust Survey

### ONLINE Fieldwork: 20th-25th May 2015

Absolutes/col percents

Table 138

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Segment							Election Vote							Grouped ages		
	Total	Optimists (a)	Business Advocates (b)	Apathetic Disengaged (c)	Mistrustful Regulators (d)	Disillusioned Critics (e)	Dis-senting Interventionists (f)	Cons (g)	Labour (h)	Lib Dems (i)	UKIP (j)	Greens (k)	Other (l)	Did not vote (m)	18-34 (n)	35-54 (o)	55+ (p)
Unweighted base	4018	729	489	826	925	619	430	1150	1175	276	544	195	193	402	1042	1364	1612
Weighted base	4018	831	473	832	914	558	410	1159	1148	269	551	208	208	385	1154	1393	1471
NET: Yes	882 22%	143 17%	75 16%	137 16%	237 26%abc	157 28%abc	133 33%abc	201 17%	275 24%gi	41 15%	157 28%gim	49 24%	62 30%gim	79 21%	150 13%	314 23%n	419 28%no
Yes - physical condition	556 14%	73 9%	59 12%	85 10%	143 16%ac	111 20%abc	85 21%abc	137 12%	175 15%g	29 11%	101 18%gim	25 12%	37 18%	42 11%	58 5%	184 13%n	314 21%no
Yes - mental condition	309 8%	50 6%b	12 2%	53 6%b	90 10%abc	40 7%b	65 16%abcd	38 3%	104 9%gi	12 4%	44 8%g	29 14%gi	29 14%gij	44 12%gi	97 8%p	159 11%np	53 4%
Yes - disability	305 8%	55 7%	22 5%	48 6%	82 9%bc	41 7%	57 14%abcd	66 6%	106 9%gm	17 6%	58 11%gm	16 8%	19 9%	20 5%	28 2%	110 8%n	167 11%no
Yes - other	51 1%	5 1%	1 *	5 1%	13 1%	14 3%abc	13 3%abc	9 1%	14 1%	-	15 3%gi	3 2%	3 1%	4 1%	5 *	18 1%	27 2%n
No	3063 76%	679 82%def	395 83%def	672 81%def	669 73%f	389 70%	260 63%	946 82%hjl	853 74%	222 83%hjl	381 69%	156 75%	143 69%	298 77%j	979 85%op	1050 75%p	1033 70%
Prefer not to say	73 2%	10 1%	3 1%	24 3%bd	8 1%	12 2%	17 4%abd	12 1%	19 2%	6 2%	13 2%	3 1%	3 1%	8 2%	25 2%	29 2%	20 1%

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