

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 1
Country
Base: All respondents

	Total Sample																				
	Position							Sector							Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account -ancy	Banking	Asset manage -ment	Finan -cial plann -ing	Wealth manage -ment	Insur- -ance	Trader	Other	Up to £48k/ \$64k	£48k- £69k/ \$64k- \$97k	£69k- £100k/ \$97k- \$129k	£100k+/ \$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
US	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86
	50%	45%	48%	30%	79%	64%	67%	27%	39%	51%	55%	63%	58%	56%	62%	37%	53%	46%	62%	46%	61%
UK	250	87	64	59	10	16	14	69	39	30	27	14	11	8	52	66	51	59	51	196	54
	50%	55%	52%	70%	21%	36%	33%	73%	61%	49%	45%	37%	42%	44%	38%	63%	47%	54%	38%	54%	39%

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	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
US	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
US	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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S1. Which of the following best describes your seniority within your business?**Base: All respondents**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Director or above	159	159	-	-	-	-	-	47	8	16	29	12	5	7	35	17	18	33	75	137	22
	32%	100%						49%	13%	26%	48%	32%	19%	39%	25%	16%	17%	30%	56%	38%	16%
Manager	124	-	124	-	-	-	-	18	23	13	10	7	11	4	38	40	30	24	19	81	43
	25%		100%					19%	36%	21%	17%	18%	42%	22%	28%	38%	28%	22%	14%	23%	31%
Senior Manager	84	-	-	84	-	-	-	18	15	14	5	10	4	2	16	7	21	27	22	63	21
	17%			100%				19%	23%	23%	8%	26%	15%	11%	12%	7%	19%	25%	16%	18%	15%
Financial Analyst	47	-	-	-	47	-	-	7	9	3	12	3	4	4	5	16	12	10	6	25	22
	9%				100%			7%	14%	5%	20%	8%	15%	22%	4%	15%	11%	9%	4%	7%	16%
Analyst	44	-	-	-	-	44	-	4	6	8	2	4	-	1	19	17	19	5	3	25	19
	9%					100%		4%	9%	13%	3%	11%		6%	14%	16%	17%	5%	2%	7%	14%
Senior Analyst	42	-	-	-	-	-	42	1	3	7	2	2	2	-	25	8	9	11	9	29	13
	8%						100%	1%	5%	11%	3%	5%	8%		18%	8%	8%	10%	7%	8%	9%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	UK																									
	Position						Sector								Region			Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Director or above	87	87	-	-	-	-	-	34	6	8	15	1	5	4	14	36	22	12	17	13	11	19	34	75	12	
	35%	100%	-	-	-	-	-	49%	15%	27%	56%	7%	45%	50%	27%	30%	36%	39%	44%	20%	22%	32%	67%	38%	22%	
Manager	64	-	64	-	-	-	-	13	14	7	5	4	3	2	16	29	16	7	12	26	17	10	5	46	18	
	26%	-	100%	-	-	-	-	19%	36%	23%	19%	29%	27%	25%	31%	24%	26%	23%	31%	39%	33%	17%	10%	23%	33%	
Senior Manager	59	-	-	59	-	-	-	16	12	9	4	7	2	1	8	22	20	8	9	7	17	22	10	45	14	
	24%	-	-	100%	-	-	-	23%	31%	30%	15%	50%	18%	13%	15%	18%	33%	26%	23%	11%	33%	37%	20%	23%	26%	
Analyst	16	-	-	-	16	-	-	2	3	4	-	1	-	-	6	11	1	3	1	11	3	2	-	13	3	
	6%	-	-	-	100%	-	-	3%	8%	13%	-	7%	-	-	12%	9%	2%	10%	3%	17%	6%	3%	-	7%	6%	
Senior Analyst	14	-	-	-	-	14	-	1	1	2	1	1	-	-	8	13	-	1	-	3	1	5	2	11	3	
	6%	-	-	-	-	100%	-	1%	3%	7%	4%	7%	-	-	15%	11%	-	3%	-	5%	2%	8%	4%	6%	6%	
Financial Analyst	10	-	-	-	-	-	10	3	3	-	2	-	1	1	-	8	2	-	-	6	2	1	-	6	4	
	4%	-	-	-	-	-	100%	4%	8%	-	7%	-	9%	13%	-	7%	3%	-	-	9%	4%	2%	-	3%	7%	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Director or above	72	72	-	-	-	-	-	14	8	13	2	11	-	3	21	20	11	18	23	4	7	14	41	62	10
	29%	100%	-	-	-	-	-	42%	26%	50%	8%	46%	-	30%	24%	20%	20%	42%	45%	10%	12%	27%	49%	38%	12%
Manager	60	-	60	-	-	-	-	5	6	5	9	3	8	2	22	23	22	7	8	14	13	14	14	35	25
	24%	-	100%	-	-	-	-	15%	19%	19%	36%	13%	53%	20%	26%	23%	41%	16%	16%	36%	22%	27%	17%	21%	29%
Financial Analyst	37	-	-	37	-	-	-	10	3	4	6	3	3	3	5	13	9	5	10	10	10	9	6	19	18
	15%	-	-	100%	-	-	-	30%	10%	15%	24%	13%	20%	30%	6%	13%	17%	12%	20%	26%	17%	18%	7%	12%	21%
Senior Analyst	28	-	-	-	28	-	-	1	5	-	2	1	2	-	17	19	4	3	2	5	8	6	7	18	10
	11%	-	-	-	100%	-	-	3%	16%	-	8%	4%	13%	-	20%	19%	7%	7%	4%	13%	14%	12%	8%	11%	12%
Analyst	28	-	-	-	-	28	-	2	4	2	3	3	-	1	13	15	5	4	4	6	16	3	3	12	16
	11%	-	-	-	-	100%	-	6%	13%	8%	12%	13%	-	10%	15%	9%	9%	8%	15%	28%	6%	4%	7%	19%	
Senior Manager	25	-	-	-	-	-	25	1	5	2	3	3	2	1	8	12	3	6	4	-	4	5	12	18	7
	10%	-	-	-	-	-	100%	3%	16%	8%	12%	13%	13%	10%	9%	12%	6%	14%	8%	-	7%	10%	14%	11%	8%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 3

S2. And which, if any, of the following best describes your area of work?**Base: All respondents**

	Total Sample																				
	Position						Sector									Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Accountancy	95	47	18	18	7	4	1	95	-	-	-	-	-	-	-	29	14	22	22	72	23
	19%	30%	15%	21%	15%	9%	2%	100%	-	-	-	-	-	-	-	28%	13%	20%	16%	20%	16%
Banking	64	8	23	15	9	6	3	-	64	-	-	-	-	-	-	13	16	16	16	41	23
	13%	5%	19%	18%	19%	14%	7%	-	100%	-	-	-	-	-	-	12%	15%	15%	12%	11%	16%
Asset management	61	16	13	14	3	8	7	-	-	61	-	-	-	-	-	8	12	8	24	46	15
	12%	10%	10%	17%	6%	18%	17%	-	-	100%	-	-	-	-	-	8%	11%	7%	18%	13%	11%
Financial planning	60	29	10	5	12	2	2	-	-	-	60	-	-	-	-	6	16	17	18	49	11
	12%	18%	8%	6%	26%	5%	5%	-	-	-	100%	-	-	-	-	6%	15%	15%	13%	14%	8%
Wealth management	38	12	7	10	3	4	2	-	-	-	-	38	-	-	-	10	9	10	7	23	15
	8%	8%	6%	12%	6%	9%	5%	-	-	-	-	100%	-	-	-	10%	8%	9%	5%	6%	11%
Insurance	26	5	11	4	4	-	2	-	-	-	-	-	-	-	-	11	3	2	10	19	7
	5%	3%	9%	5%	9%	-	5%	-	-	-	-	-	-	-	-	10%	3%	2%	7%	5%	5%
Trader	18	7	4	2	4	1	-	-	-	-	-	-	-	18	-	3	1	6	6	16	2
	4%	4%	3%	2%	9%	2%	-	-	-	-	-	-	-	100%	-	3%	1%	5%	4%	4%	1%
Private Equity	14	5	3	2	1	2	1	-	-	-	-	-	-	-	14	1	2	2	6	11	3
	3%	3%	2%	2%	2%	5%	2%	-	-	-	-	-	-	-	10%	1%	2%	2%	4%	3%	2%
Hedge Fund	11	5	3	-	1	-	2	-	-	-	-	-	-	-	11	1	1	2	6	8	3
	2%	3%	2%	-	2%	-	5%	-	-	-	-	-	-	-	8%	1%	1%	2%	4%	2%	2%
Legal	10	1	3	2	-	1	3	-	-	-	-	-	-	-	10	1	1	1	5	5	5
	2%	1%	2%	2%	-	2%	7%	-	-	-	-	-	-	-	7%	1%	1%	1%	4%	1%	4%
Other financial services profession	103	24	29	12	3	16	19	-	-	-	-	-	-	-	103	22	34	24	14	70	33
	21%	15%	23%	14%	6%	36%	45%	-	-	-	-	-	-	-	75%	21%	31%	22%	10%	19%	24%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	UK																									
	Position						Sector									Region			Income				Gender			
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Mid-lands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Accountancy	69	34	13	16	2	1	3	69	-	-	-	-	-	-	-	30	20	10	9	25	10	15	14	57	12	
	28%	39%	20%	27%	13%	7%	30%	100%	-	-	-	-	-	-	-	25%	33%	32%	23%	38%	20%	25%	27%	29%	22%	
Banking	39	6	14	12	3	1	3	-	39	-	-	-	-	-	-	20	7	5	7	11	9	11	6	27	12	
	16%	7%	22%	20%	19%	7%	30%	-	100%	-	-	-	-	-	-	17%	11%	16%	18%	17%	18%	19%	12%	14%	22%	
Asset management	30	8	7	9	4	2	-	-	-	30	-	-	-	-	-	21	4	2	3	5	7	3	10	23	7	
	12%	9%	11%	15%	25%	14%	-	-	-	100%	-	-	-	-	-	18%	7%	6%	8%	8%	14%	5%	20%	12%	13%	
Financial planning	27	15	5	4	-	1	2	-	-	-	27	-	-	-	-	7	2	6	12	5	8	7	5	26	1	
	11%	17%	8%	7%	-	7%	20%	-	-	-	100%	-	-	-	-	6%	3%	19%	31%	8%	16%	12%	10%	13%	2%	
Wealth management	14	1	4	7	1	1	-	-	-	-	-	14	-	-	-	5	7	1	1	3	4	5	1	8	6	
	6%	1%	6%	12%	6%	7%	-	-	-	-	-	100%	-	-	-	4%	11%	3%	3%	5%	8%	8%	2%	4%	11%	
Insurance	11	5	3	2	-	-	1	-	-	-	-	-	11	-	-	2	6	-	3	4	-	1	6	9	2	
	4%	6%	5%	3%	-	-	10%	-	-	-	-	-	100%	-	-	2%	10%	-	8%	6%	-	2%	12%	5%	4%	
Trader	8	4	2	1	-	-	1	-	-	-	-	-	-	8	-	7	1	-	-	-	-	3	3	7	1	
	3%	5%	3%	2%	-	-	10%	-	-	-	-	-	-	100%	-	6%	2%	-	-	-	-	5%	6%	4%	2%	
Private Equity	7	3	3	-	1	-	-	-	-	-	-	-	-	-	7	2	3	2	-	1	2	1	2	5	2	
	3%	3%	5%	-	6%	-	-	-	-	-	-	-	-	-	13%	2%	5%	6%	-	2%	4%	2%	4%	3%	4%	
Hedge Fund	3	1	1	-	-	1	-	-	-	-	-	-	-	-	3	2	1	-	-	-	-	1	1	3	-	
	1%	1%	2%	-	-	7%	-	-	-	-	-	-	-	-	6%	2%	2%	-	-	-	-	2%	2%	2%	-	
Legal	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-	1	-	
	*	-	-	2%	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-	-	-	2%	-	1%	-	
Other financial services profession	41	10	12	7	5	7	-	-	-	-	-	-	-	41	22	10	5	4	12	11	11	3	30	11		
	16%	11%	19%	12%	31%	50%	-	-	-	-	-	-	-	79%	18%	16%	16%	10%	18%	22%	19%	6%	15%	20%		
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Financial planning	33	14	5	10	1	2	1	33	-	-	-	-	-	-	-	7	7	8	11	1	8	10	13	23	10
	13%	19%	8%	27%	4%	7%	4%	100%	-	-	-	-	-	-	-	7%	13%	19%	22%	3%	14%	20%	16%	14%	12%
Asset management	31	8	6	3	5	4	5	-	31	-	-	-	-	-	-	18	2	5	6	3	5	5	14	23	8
	12%	11%	10%	8%	18%	14%	20%	-	100%	-	-	-	-	-	-	18%	4%	12%	12%	8%	9%	10%	17%	14%	9%
Accountancy	26	13	5	4	-	2	2	-	-	26	-	-	-	-	-	15	2	4	5	4	4	7	8	15	11
	10%	18%	8%	11%	-	7%	8%	-	-	100%	-	-	-	-	-	15%	4%	9%	10%	10%	7%	14%	10%	9%	13%
Banking	25	2	9	6	2	3	3	-	-	-	25	-	-	-	-	12	10	3	-	2	7	5	10	14	11
	10%	3%	15%	16%	7%	11%	12%	-	-	-	100%	-	-	-	-	12%	19%	7%	-	5%	12%	10%	12%	9%	13%
Wealth management	24	11	3	3	1	3	3	-	-	-	-	24	-	-	-	5	7	8	4	7	5	5	6	15	9
	10%	15%	5%	8%	4%	11%	12%	-	-	-	-	100%	-	-	-	5%	13%	19%	8%	18%	9%	10%	7%	9%	10%
Insurance	15	-	8	3	2	-	2	-	-	-	-	-	15	-	-	4	4	4	3	7	3	1	4	10	5
	6%	-	13%	8%	7%	-	8%	-	-	-	-	-	100%	-	-	4%	7%	9%	6%	18%	5%	2%	5%	6%	6%
Trader	10	3	2	3	-	1	1	-	-	-	-	-	-	10	-	2	4	2	2	3	1	3	3	9	1
	4%	4%	3%	8%	-	4%	4%	-	-	-	-	-	-	100%	-	2%	7%	5%	4%	8%	2%	6%	4%	5%	1%
Legal	9	1	3	-	3	1	1	-	-	-	-	-	-	-	9	3	3	3	-	1	1	-	5	4	5
	4%	1%	5%	-	11%	4%	4%	-	-	-	-	-	-	-	10%	3%	6%	7%	-	3%	2%	-	6%	2%	6%
Hedge Fund	8	4	2	1	1	-	-	-	-	-	-	-	-	-	8	5	1	1	1	1	1	1	5	5	3
	3%	6%	3%	3%	4%	-	-	-	-	-	-	-	-	-	9%	5%	2%	2%	2%	3%	2%	2%	6%	3%	3%
Private Equity	7	2	-	1	1	1	2	-	-	-	-	-	-	-	7	4	-	-	3	-	-	1	4	6	1
	3%	3%	-	3%	4%	4%	8%	-	-	-	-	-	-	-	8%	4%	-	-	6%	-	-	2%	5%	4%	1%
Other financial services profession	62	14	17	3	12	11	5	-	-	-	-	-	-	-	62	27	14	5	16	10	23	13	11	40	22
	25%	19%	28%	8%	43%	39%	20%	-	-	-	-	-	-	-	72%	26%	26%	12%	31%	26%	40%	25%	13%	24%	26%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 4

Q1. In the current financial environment, to what extent do you think financial services professionals do, or do not, have to engage in unethical or illegal activity to be successful? Would you say that financial services professionals ...?

Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Always / Usually / Sometimes need to engage	56	17	12	10	7	6	4	10	5	7	8	2	2	5	17	12	13	13	16	36	20
	11%	11%	10%	12%	15%	14%	10%	11%	8%	11%	13%	5%	8%	28%	12%	11%	12%	12%	12%	10%	14%
NET: Always/ Usually need to engage	20	5	4	3	5	2	1	2	2	2	3	1	1	4	5	7	4	6	2	12	8
	4%	3%	3%	4%	11%	5%	2%	2%	3%	3%	5%	3%	4%	22%	4%	7%	4%	5%	1%	3%	6%
NET: Never/ Rarely need to engage	444	142	112	74	40	38	38	85	59	54	52	36	24	13	121	93	96	97	118	324	120
	89%	89%	90%	88%	85%	86%	90%	89%	92%	89%	87%	95%	92%	72%	88%	89%	88%	88%	88%	90%	86%
Always need to engage in unethical or illegal activity to be successful (5)	13	5	2	1	3	1	1	1	2	2	2	1	1	2	2	4	4	3	2	9	4
	3%	3%	2%	1%	6%	2%	2%	1%	3%	3%	3%	3%	4%	11%	1%	4%	4%	3%	1%	3%	3%
Usually need to engage in unethical or illegal activity to be successful (4)	7	-	2	2	2	1	-	1	-	-	1	-	-	2	3	3	-	3	-	3	4
	1%	-	2%	2%	4%	2%	-	1%	-	-	2%	-	-	11%	2%	3%	-	3%	-	1%	3%
Sometimes need to engage in unethical or illegal activity to be successful (3)	36	12	8	7	2	4	3	8	3	5	5	1	1	1	12	5	9	7	14	24	12
	7%	8%	6%	8%	4%	9%	7%	8%	5%	8%	8%	3%	4%	6%	9%	5%	8%	6%	10%	7%	9%
Rarely need to engage in unethical or illegal activity to be successful (2)	64	16	16	15	6	4	7	10	13	9	3	3	6	5	15	11	13	16	17	51	13
	13%	10%	13%	18%	13%	9%	17%	11%	20%	15%	5%	8%	23%	28%	11%	10%	12%	15%	13%	14%	9%
Never need to engage in unethical or illegal activity to be successful (1)	380	126	96	59	34	34	31	75	46	45	49	33	18	8	106	82	83	81	101	273	107
	76%	79%	77%	70%	72%	77%	74%	79%	72%	74%	82%	87%	69%	44%	77%	78%	76%	74%	75%	76%	76%
Mean	2.21	2.33	2.07	1.96	2.69	2.50	1.91	2.15	1.78	2.13	2.91	2.20	1.75	2.60	2.28	2.52	2.31	2.21	2.09	2.07	2.58
Standard deviation	1.42	1.47	1.36	1.27	1.75	1.43	1.38	1.27	1.40	1.45	1.45	1.79	1.49	1.78	1.33	1.62	1.49	1.47	1.23	1.40	1.44
Standard error	0.13	0.26	0.26	0.25	0.49	0.45	0.41	0.28	0.33	0.36	0.44	0.80	0.53	0.56	0.23	0.34	0.29	0.27	0.21	0.15	0.25

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 4

Q1. In the current financial environment, to what extent do you think financial services professionals do, or do not, have to engage in unethical or illegal activity to be successful? Would you say that financial services professionals ...?

Base: All respondents

	UK																								
	Position						Sector							Region					Income				Gender		
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
NET: Always / Usually / Sometimes need to engage	25 10%	6 7%	6 9%	8 14%	2 13%	-	3 30%	3 4%	5 13%	4 13%	4 15%	1 7%	1 9%	2 25%	5 10%	17 14%	5 8%	2 6%	1 3%	7 11%	5 10%	6 10%	7 14%	17 9%	8 15%
NET: Always/ Usually need to engage	10 4%	2 2%	3 5%	2 3%	1 6%	-	2 20%	1 1%	2 5%	1 3%	2 7%	-	1 9%	2 25%	1 2%	10 8%	-	-	-	4 6%	1 2%	4 7%	1 2%	6 3%	4 7%
NET: Never/ Rarely need to engage	225 90%	81 93%	58 91%	51 86%	14 88%	14 100%	7 70%	66 96%	34 87%	26 87%	23 85%	13 93%	10 91%	6 75%	47 90%	102 86%	56 92%	29 94%	38 97%	59 89%	46 90%	53 90%	44 86%	179 91%	46 85%
Always need to engage in unethical or illegal activity to be successful (5)	6 2%	2 2%	1 2%	1 2%	1 6%	-	1 10%	1 1%	2 5%	1 3%	1 4%	-	1 9%	-	-	6 5%	-	-	-	2 3%	1 2%	2 3%	1 2%	4 2%	2 4%
Usually need to engage in unethical or illegal activity to be successful (4)	4 2%	-	2 3%	1 2%	-	-	1 10%	-	-	-	1 4%	-	-	2 25%	1 2%	4 3%	-	-	-	2 3%	-	2 3%	-	2 1%	2 4%
Sometimes need to engage in unethical or illegal activity to be successful (3)	15 6%	4 5%	3 5%	6 10%	1 6%	-	1 10%	2 3%	3 8%	3 10%	2 7%	1 7%	-	-	4 8%	7 6%	5 8%	2 6%	1 3%	3 5%	4 8%	2 3%	6 12%	11 6%	4 7%
Rarely need to engage in unethical or illegal activity to be successful (2)	38 15%	9 10%	5 8%	12 20%	3 19%	5 36%	4 40%	8 12%	10 26%	5 17%	2 7%	2 14%	1 9%	4 50%	6 12%	26 22%	3 5%	3 10%	6 15%	6 9%	8 16%	11 19%	8 16%	32 16%	6 11%
Never need to engage in unethical or illegal activity to be successful (1)	187 75%	72 83%	53 83%	39 66%	11 69%	9 64%	3 30%	58 84%	24 62%	21 70%	21 78%	11 79%	9 82%	2 25%	41 79%	76 64%	53 87%	26 84%	32 82%	53 80%	38 75%	42 71%	36 71%	147 75%	40 74%
Mean	2.05	2.07	2.45	1.95	2.20	1.00	2.29	1.73	1.93	2.11	2.83	1.67	3.00	2.00	2.00	2.16	2.25	1.80	1.29	2.54	1.92	2.06	2.07	1.90	2.57
Standard deviation	1.41	1.49	1.51	1.28	1.79	0.00	1.70	1.35	1.49	1.45	1.60	1.15	2.83	1.55	1.18	1.56	1.04	1.10	0.76	1.61	1.32	1.56	1.28	1.34	1.55
Standard error	0.18	0.38	0.45	0.29	0.80	0.00	0.64	0.41	0.38	0.48	0.65	0.67	2.00	0.63	0.36	0.24	0.37	0.49	0.29	0.45	0.37	0.38	0.33	0.19	0.42

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 4

Q1. In the current financial environment, to what extent do you think financial services professionals do, or do not, have to engage in unethical or illegal activity to be successful? Would you say that financial services professionals ...?

Base: All respondents

	USA																									
	Position						Sector								Region				Income				Gender			
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Always / Usually / Sometimes need to engage	31	11	6	4	4	4	2	4	3	7	-	1	1	3	12	19	5	-	7	5	8	7	9	19	12	
	12%	15%	10%	11%	14%	14%	8%	12%	10%	27%	-	4%	7%	30%	14%	19%	9%	-	14%	13%	14%	14%	11%	12%	14%	
NET: Always/ Usually need to engage	10	3	1	3	1	1	1	1	1	1	-	1	-	2	4	6	2	-	2	3	3	2	1	6	4	
	4%	4%	2%	8%	4%	4%	4%	3%	3%	4%	-	4%	-	20%	5%	6%	4%	-	4%	8%	5%	4%	1%	4%	5%	
NET: Never/ Rarely need to engage	219	61	54	33	24	24	23	29	28	19	25	23	14	7	74	83	49	43	44	34	50	44	74	145	74	
	88%	85%	90%	89%	86%	86%	92%	88%	90%	73%	100%	96%	93%	70%	86%	81%	91%	100%	86%	87%	86%	86%	89%	88%	86%	
Always need to engage in unethical or illegal activity to be successful	(5)	7	3	1	2	1	-	1	1	-	-	1	-	2	2	4	2	-	1	2	3	1	1	5	2	
	3%	4%	2%	5%	4%	-	-	3%	3%	-	-	4%	-	20%	2%	4%	4%	-	2%	5%	5%	2%	1%	3%	2%	
Usually need to engage in unethical or illegal activity to be successful	(4)	3	-	-	1	-	1	-	-	1	-	-	-	-	2	2	-	-	1	1	-	1	-	1	2	
	1%	-	-	3%	-	4%	4%	-	-	4%	-	-	-	-	2%	2%	-	-	2%	3%	-	2%	-	1%	2%	
Sometimes need to engage in unethical or illegal activity to be successful	(3)	21	8	5	1	3	3	1	3	2	6	-	-	1	1	8	13	3	-	5	5	5	8	13	8	
	8%	11%	8%	3%	11%	11%	4%	9%	6%	23%	-	-	7%	10%	9%	13%	6%	-	10%	5%	9%	10%	10%	8%	9%	
Rarely need to engage in unethical or illegal activity to be successful	(2)	26	7	11	2	2	1	3	1	4	2	3	1	5	1	9	11	5	6	4	5	5	9	19	7	
	10%	10%	18%	5%	7%	4%	12%	3%	13%	8%	12%	4%	33%	10%	10%	11%	9%	14%	8%	13%	9%	10%	11%	12%	8%	
Never need to engage in unethical or illegal activity to be successful	(1)	193	54	43	31	22	23	20	28	24	17	22	22	9	6	65	72	44	37	40	29	45	39	65	126	67
	77%	75%	72%	84%	79%	82%	80%	85%	77%	65%	88%	92%	60%	60%	76%	71%	81%	86%	78%	74%	78%	76%	78%	77%	78%	
Mean	2.39	2.56	1.82	3.17	2.67	2.80	2.00	3.00	2.14	2.67	1.00	3.00	1.33	3.50	2.43	2.60	2.40	1.00	2.55	2.50	2.69	2.42	2.11	2.29	2.58	
Standard deviation	1.42	1.46	1.24	1.83	1.51	1.10	1.41	1.41	1.57	1.00	0.00	2.83	0.82	1.91	1.40	1.40	1.65	0.00	1.37	1.72	1.60	1.38	1.23	1.45	1.39	
Standard error	0.19	0.35	0.30	0.75	0.61	0.49	0.63	0.63	0.59	0.33	0.00	2.00	0.33	0.96	0.31	0.26	0.52	0.00	0.41	0.54	0.44	0.40	0.29	0.24	0.32	

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 5

Q2. How likely or unlikely do you think it is that your competitors have engaged in unethical or illegal activity to be successful?**Base: All respondents**

	Total Sample																					
	Position						Sector									Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female	
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140	
NET: Top Three Box	193	63	44	28	21	19	18	31	29	18	25	16	13	11	50	41	47	43	48	143	50	
	39%	40%	35%	33%	45%	43%	43%	33%	45%	30%	42%	42%	50%	61%	36%	39%	43%	39%	36%	40%	36%	
NET: Top Two Box	72	28	18	10	8	3	5	12	11	3	10	8	6	5	17	12	17	16	19	52	20	
	14%	18%	15%	12%	17%	7%	12%	13%	17%	5%	17%	21%	23%	28%	12%	11%	16%	15%	14%	14%	14%	
Definitely	(7)	23	9	9	3	2	-	2	5	1	7	2	3	1	2	5	3	8	5	17	6	
		5%	6%	7%	4%	4%	-	2%	8%	2%	12%	5%	12%	6%	1%	5%	3%	7%	4%	5%	4%	
Very likely	(6)	49	19	9	7	6	3	5	10	6	2	3	3	4	15	7	14	8	14	35	14	
		10%	12%	7%	8%	13%	7%	12%	11%	9%	3%	5%	16%	12%	22%	11%	13%	7%	10%	10%	10%	
Fairly likely	(5)	121	35	26	18	13	16	13	19	18	15	15	8	7	6	33	29	30	27	29	91	30
		24%	22%	21%	21%	28%	36%	31%	20%	28%	25%	25%	21%	27%	33%	24%	28%	28%	25%	22%	25%	21%
Neither likely or unlikely	(4)	88	24	26	15	11	7	5	20	8	13	9	5	3	4	26	22	19	21	20	59	29
		18%	15%	21%	18%	23%	16%	12%	21%	13%	21%	15%	13%	12%	22%	19%	21%	17%	19%	15%	16%	21%
Fairly unlikely	(3)	90	29	27	13	6	9	6	19	13	9	10	5	5	3	26	22	15	17	30	64	26
		18%	18%	22%	15%	13%	20%	14%	20%	20%	15%	17%	13%	19%	17%	19%	21%	14%	15%	22%	18%	19%
Very unlikely	(2)	100	35	22	22	4	7	10	21	9	19	12	9	1	-	29	17	21	23	28	75	25
		20%	22%	18%	26%	9%	16%	24%	22%	14%	31%	20%	24%	4%	-	21%	16%	19%	21%	21%	21%	18%
Definitely not	(1)	29	8	5	6	5	2	3	4	5	2	4	3	4	-	7	3	7	6	8	19	10
		6%	5%	4%	7%	11%	5%	7%	4%	8%	3%	7%	8%	15%	-	5%	3%	6%	5%	6%	5%	7%
NET: Bottom Two Box		129	43	27	28	9	9	13	25	14	21	16	12	5	-	36	20	28	29	36	94	35
		26%	27%	22%	33%	19%	20%	31%	26%	22%	34%	27%	32%	19%	-	26%	19%	26%	26%	27%	26%	25%
NET: Bottom Three Box		219	72	54	41	15	18	19	44	27	30	26	17	10	3	62	42	43	46	66	158	61
		44%	45%	44%	49%	32%	41%	45%	46%	42%	49%	43%	45%	38%	17%	45%	40%	39%	42%	49%	44%	44%
Mean		3.82	3.86	3.88	3.60	4.04	3.84	3.71	3.71	3.98	3.49	3.93	3.84	4.12	4.78	3.74	3.93	3.90	3.87	3.72	3.84	3.79
Standard deviation		1.59	1.65	1.56	1.61	1.63	1.38	1.58	1.49	1.69	1.41	1.76	1.78	1.90	1.17	1.50	1.45	1.59	1.64	1.58	1.59	1.59
Standard error		0.07	0.13	0.14	0.18	0.24	0.21	0.24	0.15	0.21	0.18	0.23	0.29	0.37	0.27	0.13	0.14	0.15	0.16	0.14	0.08	0.13

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 5

Q2. How likely or unlikely do you think it is that your competitors have engaged in unethical or illegal activity to be successful?

Base: All respondents

	UK																									
	Position						Sector							Region			Income				Gender					
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Top Three Box	90 36%	32 37%	20 31%	20 34%	8 50%	6 43%	4 40%	17 25%	16 41%	9 30%	14 52%	4 29%	7 64%	6 75%	17 33%	51 43%	15 25%	10 32%	14 36%	22 33%	19 37%	20 34%	22 43%	74 38%	16 30%	
NET: Top Two Box	34 14%	12 14%	11 17%	6 10%	1 6%	1 7%	3 30%	5 7%	7 18%	2 7%	4 15%	2 14%	4 36%	4 50%	6 12%	20 17%	5 8%	4 13%	5 13%	6 9%	7 14%	6 10%	10 20%	29 15%	5 9%	
Definitely	(7) 4%	3 3%	6 9%	2 3%	- -	- -	- -	- -	3 8%	1 3%	3 11%	- -	2 18%	- -	2 4%	5 4%	3 5%	2 6%	1 3%	3 5%	1 2%	2 3%	3 6%	10 5%	1 2%	
Very likely	(6) 9%	9 10%	5 8%	4 7%	1 6%	1 7%	3 30%	5 7%	4 10%	1 3%	1 4%	2 14%	2 18%	4 50%	4 8%	15 13%	2 3%	2 6%	4 10%	3 5%	6 12%	4 7%	7 14%	19 10%	4 7%	
Fairly likely	(5) 22%	20 23%	9 14%	14 24%	7 44%	5 36%	1 10%	12 17%	9 23%	7 23%	10 37%	2 14%	3 27%	2 25%	11 21%	31 26%	10 16%	6 19%	9 23%	16 24%	12 24%	14 24%	12 24%	45 23%	11 20%	
Neither likely or unlikely	(4) 17%	14 16%	12 19%	10 17%	2 13%	3 21%	1 10%	15 22%	5 13%	5 17%	1 4%	3 21%	1 9%	- -	12 23%	23 19%	11 18%	3 10%	5 13%	11 17%	10 20%	9 15%	16 16%	31 16%	11 20%	
Fairly unlikely	(3) 18%	15 17%	15 23%	9 15%	2 13%	2 14%	2 20%	15 22%	10 26%	5 17%	2 7%	2 14%	1 9%	2 25%	8 15%	19 16%	12 20%	4 13%	10 26%	18 27%	6 12%	10 17%	8 16%	35 18%	10 19%	
Very unlikely	(2) 24%	20 23%	14 22%	18 31%	4 25%	2 14%	2 20%	18 26%	7 18%	10 33%	8 30%	5 36%	- -	- -	12 23%	21 18%	19 31%	11 35%	9 23%	13 20%	14 27%	16 27%	11 22%	46 23%	14 26%	
Definitely not	(1) 5%	6 7%	3 5%	2 3%	- -	1 7%	1 10%	4 6%	1 3%	1 3%	2 7%	- -	2 18%	- -	3 6%	5 4%	4 7%	3 10%	1 3%	2 3%	2 4%	4 7%	2 4%	10 5%	3 6%	
NET: Bottom Two Box	73 29%	26 30%	17 27%	20 34%	4 25%	3 21%	3 30%	22 32%	8 21%	11 37%	10 37%	5 36%	2 18%	- -	15 29%	26 22%	23 38%	14 45%	10 26%	15 23%	16 31%	20 34%	13 25%	56 29%	17 31%	
NET: Bottom Three Box	118 47%	41 47%	32 50%	29 49%	6 38%	5 36%	5 50%	37 54%	18 46%	16 53%	12 44%	7 50%	3 27%	2 25%	23 44%	45 38%	35 57%	18 58%	20 51%	33 50%	22 43%	30 51%	21 41%	91 46%	27 50%	
Mean	3.72	3.70	3.77	3.61	3.94	3.86	3.80	3.41	3.97	3.47	3.89	3.57	4.55	5.00	3.69	4.00	3.36	3.39	3.72	3.71	3.75	3.56	3.98	3.78	3.54	
Standard deviation	1.59	1.61	1.68	1.54	1.39	1.46	1.87	1.39	1.61	1.50	1.89	1.50	2.11	1.31	1.55	1.55	1.78	1.50	1.45	1.56	1.59	1.66	1.62	1.49		
Standard error	0.10	0.17	0.21	0.20	0.35	0.39	0.59	0.17	0.26	0.27	0.36	0.40	0.64	0.46	0.22	0.14	0.20	0.32	0.24	0.18	0.22	0.21	0.23	0.12	0.20	

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 5

Q2. How likely or unlikely do you think it is that your competitors have engaged in unethical or illegal activity to be successful?

Base: All respondents

	USA																								
	Position						Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: Top Three Box	103 41%	31 43%	24 40%	17 46%	12 43%	11 39%	8 32%	11 33%	9 29%	14 54%	13 52%	12 50%	6 40%	5 50%	33 38%	39 38%	24 44%	18 42%	22 43%	19 49%	28 48%	23 45%	26 31%	69 42%	34 40%
NET: Top Two Box	38 15%	16 22%	7 12%	5 14%	4 14%	2 7%	4 16%	6 18%	1 3%	7 27%	4 16%	6 25%	2 13%	1 10%	11 13%	14 14%	8 15%	7 16%	9 18%	6 15%	10 17%	10 20%	9 11%	23 14%	15 17%
Definitely	(7) 5%	12 8%	6 5%	3 5%	2 5%	- -	- -	1 4%	4 12%	- -	2 8%	2 8%	2 8%	1 7%	1 10%	- -	2 2%	3 6%	1 2%	6 5%	2 3%	6 12%	2 2%	7 4%	5 6%
Very likely	(6) 10%	26 14%	10 7%	4 8%	4 14%	2 7%	3 12%	2 6%	1 3%	5 19%	2 8%	4 17%	1 7%	- -	11 13%	12 12%	5 9%	6 14%	3 6%	4 10%	8 14%	4 8%	7 8%	16 10%	10 12%
Fairly likely	(5) 26%	65 21%	15 28%	12 32%	8 29%	9 32%	4 16%	5 15%	8 26%	7 27%	9 36%	6 25%	4 27%	4 40%	22 26%	25 25%	16 30%	11 26%	13 25%	13 33%	18 31%	13 25%	17 20%	46 28%	19 22%
Neither likely or unlikely	(4) 18%	46 14%	10 23%	14 27%	2 7%	5 18%	5 20%	8 24%	8 26%	5 19%	3 12%	2 8%	2 13%	4 40%	14 16%	20 20%	11 20%	4 9%	11 22%	11 28%	9 16%	12 24%	12 14%	28 17%	18 21%
Fairly unlikely	(3) 18%	45 19%	14 20%	4 11%	4 14%	7 25%	4 16%	8 24%	4 13%	4 15%	3 12%	3 13%	4 27%	1 10%	18 21%	18 18%	8 15%	9 21%	10 20%	4 10%	9 16%	7 14%	22 27%	29 18%	16 19%
Very unlikely	(2) 16%	40 21%	15 13%	8 5%	8 29%	3 11%	4 16%	4 12%	9 29%	3 12%	2 8%	4 17%	1 7%	- -	17 20%	19 19%	8 15%	8 19%	5 10%	4 10%	7 12%	7 14%	17 20%	29 18%	11 13%
Definitely not	(1) 6%	16 3%	2 3%	2 11%	2 7%	2 7%	4 16%	2 6%	1 3%	- -	4 16%	3 13%	2 13%	- -	4 5%	6 6%	3 6%	4 9%	3 6%	1 3%	5 9%	2 4%	6 7%	9 5%	7 8%
NET: Bottom Two Box	56 22%	17 24%	10 17%	6 16%	10 36%	5 18%	8 32%	6 18%	10 32%	3 12%	6 24%	7 29%	3 20%	- -	21 24%	25 25%	11 20%	12 28%	8 16%	5 13%	12 21%	9 18%	23 28%	38 23%	18 21%
NET: Bottom Three Box	101 40%	31 43%	22 37%	10 27%	14 50%	12 43%	12 48%	14 42%	14 45%	7 27%	9 36%	10 42%	7 47%	1 10%	39 45%	43 42%	19 35%	21 49%	18 35%	9 23%	21 36%	16 31%	45 54%	67 41%	34 40%
Mean	3.92	4.04	4.00	4.11	3.64	3.79	3.56	3.97	3.52	4.50	4.00	4.00	3.80	4.60	3.77	3.81	4.04	3.74	4.16	4.31	4.03	4.24	3.55	3.91	3.94
Standard deviation	1.58	1.68	1.44	1.58	1.66	1.40	1.78	1.69	1.34	1.48	1.85	1.93	1.74	1.07	1.47	1.53	1.57	1.68	1.64	1.38	1.62	1.63	1.52	1.56	1.63
Standard error	0.10	0.20	0.19	0.26	0.31	0.26	0.36	0.29	0.24	0.29	0.37	0.39	0.45	0.34	0.16	0.15	0.21	0.26	0.23	0.22	0.21	0.23	0.17	0.12	0.18

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Absolutes/col percents

Table 6

Q3. Thinking about your own company now, how likely or unlikely do you think it is that staff have engaged in unethical or illegal activity to be successful?**Base: All respondents**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Top Three Box	59 12%	15 9%	17 14%	12 14%	4 9%	7 16%	4 10%	12 13%	9 14%	6 10%	3 5%	6 16%	1 4%	2 11%	20 14%	12 11%	13 12%	14 13%	16 12%	41 11%	18 13%
NET: Top Two Box	14 3%	5 3%	4 3%	2 2%	1 2%	1 2%	1 2%	3 3%	3 5%	1 2%	1 2%	3 8%	- -	1 6%	2 1%	3 3%	2 2%	4 4%	5 4%	13 4%	1 1%
Definitely (7)	8 2%	3 2%	2 2%	1 1%	1 2%	1 2%	- -	2 2%	2 3%	- -	1 2%	2 5%	- -	- -	1 1%	3 3%	1 1%	1 1%	3 2%	7 2%	1 1%
Very likely (6)	6 1%	2 1%	2 2%	1 1%	- -	- -	1 2%	1 1%	1 2%	1 2%	- -	1 3%	- -	- 6%	1 1%	- -	1 1%	3 3%	2 1%	6 2%	- -
Fairly likely (5)	45 9%	10 6%	13 10%	10 12%	3 6%	6 14%	3 7%	9 9%	6 9%	5 8%	2 3%	3 8%	1 4%	1 6%	18 13%	9 9%	11 10%	10 9%	11 8%	28 8%	17 12%
Neither likely or unlikely (4)	29 6%	3 2%	11 9%	2 2%	7 15%	4 9%	2 5%	2 2%	8 13%	4 7%	4 7%	2 5%	2 8%	2 11%	5 4%	5 5%	6 6%	6 5%	9 7%	18 5%	11 8%
Fairly unlikely (3)	61 12%	8 5%	18 15%	12 14%	4 9%	9 20%	10 24%	8 8%	10 16%	9 15%	7 12%	1 3%	4 15%	3 17%	19 14%	15 14%	17 16%	14 13%	13 10%	44 12%	17 12%
Very unlikely (2)	140 28%	39 25%	36 29%	27 32%	11 23%	11 25%	16 38%	31 33%	18 28%	17 28%	11 18%	7 18%	8 31%	7 39%	41 30%	30 29%	31 28%	26 24%	40 30%	116 32%	24 17%
Definitely not (1)	206 41%	93 58%	40 32%	30 36%	20 43%	13 30%	10 24%	41 43%	19 30%	25 41%	34 57%	22 58%	10 38%	4 22%	51 37%	41 39%	41 38%	49 45%	56 42%	138 38%	68 49%
NET: Bottom Two Box	346 69%	132 83%	76 61%	57 68%	31 66%	24 55%	26 62%	72 76%	37 58%	42 69%	45 75%	29 76%	18 69%	11 61%	92 67%	71 68%	72 66%	75 68%	96 72%	254 71%	92 66%
NET: Bottom Three Box	407 81%	140 88%	94 76%	69 82%	35 74%	33 75%	36 86%	80 84%	47 73%	51 84%	52 87%	30 79%	22 85%	14 78%	111 80%	86 82%	89 82%	89 81%	109 81%	298 83%	109 78%
Prefer not to say	5 1%	1 1%	2 2%	1 1%	1 2%	- -	- -	1 1%	- -	- -	1 2%	- -	1 4%	- -	2 1%	2 2%	1 1%	1 1%	- -	3 1%	2 1%
Mean	2.23	1.84	2.47	2.30	2.26	2.61	2.40	2.13	2.61	2.18	1.86	2.16	2.04	2.56	2.30	2.25	2.28	2.22	2.23	2.24	2.20
Standard deviation	1.46	1.40	1.51	1.45	1.50	1.53	1.25	1.48	1.58	1.35	1.31	1.82	1.14	1.42	1.44	1.49	1.41	1.51	1.51	1.46	1.48
Standard error	0.07	0.11	0.14	0.16	0.22	0.23	0.19	0.15	0.20	0.17	0.17	0.30	0.23	0.34	0.12	0.15	0.14	0.14	0.13	0.08	0.13

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Absolutes/col percents

Table 6

Q3. Thinking about your own company now, how likely or unlikely do you think it is that staff have engaged in unethical or illegal activity to be successful?

Base: All respondents

	UK																									
	Position						Sector							Region			Income				Gender					
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Top Three Box	34 14%	7 8%	12 19%	9 15%	4 25%	-	2 20%	7 10%	8 21%	5 17%	2 7%	3 21%	1 9%	2 25%	6 12%	22 18%	6 10%	4 13%	2 5%	9 14%	6 12%	8 14%	10 20%	25 13%	9 17%	
NET: Top Two Box	8 3%	2 2%	3 5%	1 2%	1 6%	-	1 10%	1 1%	2 5%	1 3%	1 4%	1 7%	-	1 13%	1 2%	8 7%	-	-	-	2 3%	2 4%	2 3%	2 4%	8 4%	-	
Definitely	(7) 2%	1 1%	1 2%	1 2%	1 6%	-	1 10%	-	2 5%	-	1 4%	1 7%	-	-	1 2%	5 4%	-	-	-	2 3%	1 2%	1 2%	1 2%	5 3%	-	
Very likely	(6) 1%	1 1%	2 3%	-	-	-	-	1 1%	-	1 3%	-	-	-	-	3 3%	-	-	-	-	1 2%	1 2%	1 2%	3 2%	-	-	
Fairly likely	(5) 10%	5 6%	9 14%	8 14%	3 19%	-	1 10%	6 9%	6 15%	4 13%	1 4%	2 14%	1 9%	5 13%	14 10%	6 12%	4 13%	2 5%	7 11%	4 8%	6 10%	8 16%	17 9%	9 17%		
Neither likely or unlikely	(4) 5%	3 3%	5 8%	1 2%	1 6%	1 7%	2 20%	2 3%	2 5%	3 10%	2 7%	2 14%	2 18%	-	-	10 8%	3 5%	-	-	2 3%	2 4%	2 3%	5 10%	10 5%	3 6%	
Fairly unlikely	(3) 13%	5 6%	8 13%	10 17%	5 31%	4 29%	1 10%	6 9%	8 21%	4 13%	4 15%	1 7%	1 9%	2 25%	7 13%	25 21%	2 3%	2 6%	4 10%	8 12%	10 20%	10 17%	5 10%	26 13%	7 13%	
Very unlikely	(2) 28%	23 26%	18 28%	20 34%	3 19%	5 36%	2 20%	21 30%	12 31%	9 30%	2 7%	2 14%	3 27%	3 38%	19 37%	34 29%	17 28%	10 32%	10 26%	17 26%	16 31%	12 20%	18 35%	64 33%	7 13%	
Definitely not	(1) 39%	49 56%	21 33%	18 31%	3 19%	4 29%	3 30%	32 46%	9 23%	9 30%	17 63%	6 43%	4 36%	1 13%	20 38%	28 24%	32 52%	15 48%	23 59%	29 44%	17 33%	27 46%	13 25%	70 36%	28 52%	
NET: Bottom Two Box	169 68%	72 83%	39 61%	38 64%	6 38%	9 64%	5 50%	53 77%	21 54%	18 60%	19 70%	8 57%	7 64%	4 50%	39 75%	62 52%	49 80%	25 81%	33 85%	46 70%	33 65%	39 66%	31 61%	134 68%	35 65%	
NET: Bottom Three Box	202 81%	77 89%	47 73%	48 81%	11 69%	13 93%	6 60%	59 86%	29 74%	22 73%	23 85%	9 64%	8 73%	6 75%	46 88%	87 73%	51 84%	27 87%	37 95%	54 82%	43 84%	49 83%	36 71%	160 82%	42 78%	
Prefer not to say	1 *	-	-	1 2%	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 1%	-	
Mean	2.31	1.84	2.58	2.40	3.13	2.14	3.00	2.00	2.79	2.57	1.96	2.71	2.36	3.00	2.13	2.81	1.90	1.97	1.67	2.22	2.35	2.24	2.69	2.33	2.22	
Standard deviation	1.51	1.32	1.62	1.45	1.71	0.95	2.00	1.32	1.66	1.52	1.56	1.98	1.43	1.69	1.37	1.63	1.30	1.33	1.03	1.56	1.45	1.54	1.59	1.51	1.54	
Standard error	0.10	0.14	0.20	0.19	0.43	0.25	0.63	0.16	0.27	0.28	0.30	0.53	0.43	0.60	0.19	0.15	0.17	0.24	0.17	0.19	0.20	0.22	0.11	0.21		

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Absolutes/col percents

Table 6

Q3. Thinking about your own company now, how likely or unlikely do you think it is that staff have engaged in unethical or illegal activity to be successful?

Base: All respondents

	USA																									
	Position							Sector							Region				Income				Gender			
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Top Three Box	25 10%	8 11%	5 8%	2 5%	4 14%	3 11%	3 12%	1 3%	1 3%	5 19%	1 4%	3 13%	- -	- -	14 16%	14 14%	4 7%	3 7%	4 8%	3 8%	7 12%	6 12%	6 7%	16 10%	9 10%	
NET: Top Two Box	6 2%	3 4%	1 2%	- -	1 4%	- -	1 4%	- -	- -	2 8%	1 4%	2 8%	- -	- -	1 1%	3 3%	2 2%	1 5%	- -	1 3%	- -	2 4%	3 4%	5 3%	1 1%	
Definitely	(7) 1%	3 3%	2 2%	1 -	- -	- -	- -	- -	- -	2 8%	- -	1 4%	- -	- -	- -	2 2%	- -	1 2%	- -	1 3%	- -	- -	2 2%	2 1%	1 1%	
Very likely	(6) 1%	3 1%	1 1%	- -	1 4%	- -	1 4%	- -	- -	- -	- -	1 4%	- -	- -	1 1%	1 2%	1 2%	1 2%	- -	- -	- -	2 4%	1 1%	3 2%	- -	
Fairly likely	(5) 8%	19 7%	5 7%	4 7%	2 5%	3 11%	3 11%	2 8%	1 3%	1 3%	3 12%	- -	1 4%	- -	13 15%	11 11%	3 6%	1 2%	4 8%	2 5%	7 12%	4 8%	3 4%	11 7%	8 9%	
Neither likely or unlikely	(4) 6%	16 -	- -	6 10%	5 14%	1 4%	3 11%	1 4%	2 6%	1 3%	- -	6 24%	- -	- -	2 20%	5 6%	8 5%	15 15%	- -	3 6%	3 8%	4 7%	4 8%	8 5%	8 9%	
Fairly unlikely	(3) 11%	28 4%	3 4%	10 17%	3 8%	6 21%	4 14%	2 8%	3 9%	5 16%	2 8%	2 8%	- -	3 20%	1 10%	12 14%	15 15%	5 9%	4 9%	4 8%	7 18%	7 12%	4 8%	8 10%	10 12%	
Very unlikely	(2) 28%	69 28%	16 22%	18 30%	9 24%	11 39%	8 29%	7 28%	9 27%	8 26%	10 38%	6 24%	5 21%	5 33%	4 40%	22 26%	29 28%	19 35%	7 16%	14 27%	13 33%	15 26%	14 27%	22 27%	52 32%	
Definitely not	(1) 43%	108 61%	44 32%	19 32%	17 46%	6 21%	10 36%	12 48%	17 52%	16 52%	9 35%	10 40%	16 67%	6 40%	3 30%	31 36%	39 38%	15 28%	28 65%	26 51%	12 31%	24 41%	22 43%	43 52%	68 41%	
NET: Bottom Two Box	177 71%	60 83%	37 62%	26 70%	17 61%	18 64%	19 76%	26 79%	24 77%	19 73%	16 64%	21 88%	11 73%	7 70%	53 62%	68 67%	34 81%	35 78%	40 78%	25 64%	39 67%	36 71%	65 78%	120 73%	57 66%	
NET: Bottom Three Box	205 82%	63 88%	47 78%	29 78%	23 82%	22 79%	21 84%	29 88%	29 94%	21 81%	18 72%	21 88%	14 93%	8 80%	65 76%	83 81%	39 72%	39 91%	44 86%	32 82%	46 79%	40 78%	73 88%	138 84%	67 78%	
Prefer not to say	4 2%	1 1%	2 3%	1 3%	- -	- -	- -	1 3%	- -	- -	- -	- -	1 7%	- -	2 2%	- -	3 6%	1 2%	- -	1 3%	1 2%	1 2%	- -	2 1%	2 2%	
Mean	2.15	1.83	2.34	2.06	2.54	2.32	2.08	1.78	1.81	2.46	2.32	1.83	1.79	2.20	2.40	2.32	2.37	1.71	1.92	2.32	2.21	2.20	1.95	2.13	2.18	
Standard deviation	1.41	1.49	1.37	1.29	1.37	1.36	1.47	1.07	1.05	1.82	1.44	1.69	0.80	1.14	1.48	1.50	1.33	1.38	1.25	1.38	1.39	1.48	1.40	1.39	1.46	
Standard error	0.09	0.18	0.18	0.21	0.26	0.26	0.29	0.19	0.19	0.36	0.29	0.34	0.21	0.36	0.16	0.15	0.19	0.21	0.17	0.22	0.18	0.21	0.15	0.11	0.16	

UK & US Financial Survey
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Absolutes/col percents

Table 7

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-Summary**Base: All respondents**

		Q4. Summary		
		50%	10%	0%
Base		500	500	500
NET: Top Three Box		15 3%	30 6%	82 16%
NET: Top Two Box		8 2%	14 3%	45 9%
Definitely take the risk	(7)	3 1%	6 1%	27 5%
Very likely to take risk	(6)	5 1%	8 2%	18 4%
Fairly likely to take risk	(5)	7 1%	16 3%	37 7%
Neither likely nor unlikely to take risk	(4)	10 2%	12 2%	19 4%
Fairly unlikely to take risk	(3)	11 2%	24 5%	38 8%
Very unlikely to take risk	(2)	50 10%	57 11%	76 15%
Definitely not take the risk	(1)	410 82%	372 74%	277 55%
NET: Bottom Three Box		471 94%	453 91%	391 78%
NET: Bottom Two Box		460 92%	429 86%	353 71%
Prefer not to say		4 1%	5 1%	8 2%
Mean		1.35	1.57	2.24
Standard deviation		0.97	1.25	1.84
Standard error		0.04	0.06	0.08

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 8

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-50%

Base: All respondents

	Total Sample																				
	Position							Sector							Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Top Three Box	15	5	5	1	1	2	1	3	3	-	6	-	-	1	2	1	3	5	5	13	2
	3%	3%	4%	1%	2%	5%	2%	3%	5%	-	10%	-	-	6%	1%	1%	3%	5%	4%	4%	1%
NET: Top Two Box	8	3	1	1	1	2	-	2	2	-	2	-	-	1	1	1	-	4	2	7	1
	2%	2%	1%	1%	2%	5%	-	2%	3%	-	3%	-	-	6%	1%	1%	-	4%	1%	2%	1%
Definitely take the risk	(7)	3	-	-	1	1	-	-	1	-	1	-	-	-	1	1	-	1	-	2	1
	1%	-	-	1%	2%	2%	-	-	2%	-	2%	-	-	-	1%	1%	-	1%	-	1%	1%
Very likely to take risk	(6)	5	3	1	-	1	-	2	1	-	1	-	-	1	-	-	-	3	2	5	-
	1%	2%	1%	-	-	2%	-	2%	2%	-	2%	-	-	6%	-	-	-	3%	1%	1%	-
Fairly likely to take risk	(5)	7	2	4	-	-	1	1	1	-	4	-	-	-	1	-	3	1	3	6	1
	1%	1%	3%	-	-	-	2%	1%	2%	-	7%	-	-	-	1%	-	3%	1%	2%	2%	1%
Neither likely nor unlikely to take risk	(4)	10	1	3	2	3	1	1	3	-	2	1	-	1	2	1	2	6	1	7	3
	2%	1%	2%	2%	6%	2%	-	1%	5%	-	3%	3%	-	6%	1%	1%	2%	5%	1%	2%	2%
Fairly unlikely to take risk	(3)	11	2	5	1	2	1	1	4	-	-	-	2	1	3	5	2	4	-	7	4
	2%	1%	4%	1%	4%	-	2%	1%	6%	-	-	-	8%	6%	2%	5%	2%	4%	-	2%	3%
Very unlikely to take risk	(2)	50	17	9	10	5	7	10	3	5	7	2	2	5	16	13	14	9	14	43	7
	10%	11%	7%	12%	11%	16%	5%	11%	5%	8%	12%	5%	8%	28%	12%	12%	13%	8%	10%	12%	5%
Definitely not take the risk	(1)	410	134	100	70	34	34	38	80	50	56	35	21	10	113	84	88	85	114	287	123
	82%	84%	81%	83%	72%	77%	90%	84%	78%	92%	75%	92%	81%	56%	82%	80%	81%	77%	85%	80%	88%
NET: Bottom Three Box	471	153	114	81	41	41	41	91	57	61	52	37	25	16	132	102	104	98	128	337	134
	94%	96%	92%	96%	87%	93%	98%	96%	89%	100%	87%	97%	96%	89%	96%	97%	95%	89%	96%	94%	96%
NET: Bottom Two Box	460	151	109	80	39	41	40	90	53	61	52	37	23	15	129	97	102	94	128	330	130
	92%	95%	88%	95%	83%	93%	95%	95%	83%	100%	87%	97%	88%	83%	93%	92%	94%	85%	96%	92%	93%
Prefer not to say	4	-	2	-	2	-	-	-	1	-	-	-	1	-	2	1	-	1	-	3	1
	1%	-	2%	-	4%	-	-	-	2%	-	-	-	4%	-	1%	1%	-	1%	-	1%	1%
Mean	1.35	1.30	1.40	1.29	1.53	1.48	1.19	1.31	1.56	1.08	1.67	1.13	1.24	1.83	1.28	1.31	1.33	1.55	1.29	1.39	1.24
Standard deviation	0.97	0.90	1.02	0.86	1.20	1.25	0.71	0.92	1.29	0.28	1.45	0.53	0.60	1.34	0.80	0.81	0.84	1.27	0.91	1.02	0.82
Standard error	0.04	0.07	0.09	0.09	0.18	0.19	0.11	0.09	0.16	0.04	0.19	0.09	0.12	0.32	0.07	0.08	0.08	0.12	0.08	0.05	0.07

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Absolutes/col percents

Table 8

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-50%

Base: All respondents

	UK																								
	Position						Sector							Region				Income				Gender			
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
NET: Top Three Box	8 3%	2 2%	4 6%	-	2 13%	-	-	2 3%	3 8%	-	2 7%	-	-	1 13%	-	7 6%	1 2%	-	-	1 2%	2 4%	3 5%	2 4%	8 4%	-
NET: Top Two Box	5 2%	2 2%	1 2%	-	2 13%	-	-	1 1%	2 5%	-	1 4%	-	-	1 13%	-	5 4%	-	-	-	1 2%	-	3 5%	1 2%	5 3%	-
Definitely take the risk	(7) 1	-	-	-	1 6%	-	-	-	1 3%	-	-	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 1%	-
Very likely to take risk	(6) 4 2%	2 2%	1 2%	-	1 6%	-	-	1 1%	1 3%	-	1 4%	-	-	1 13%	-	4 3%	-	-	-	-	-	3 5%	1 2%	4 2%	-
Fairly likely to take risk	(5) 3 1%	-	3 5%	-	-	-	-	1 1%	1 3%	-	1 4%	-	-	-	-	2 2%	1 2%	-	-	-	2 4%	-	1 2%	3 2%	-
Neither likely nor unlikely to take risk	(4) 5 2%	1 1%	-	2 3%	-	-	2 20%	1 1%	1 3%	-	1 4%	1 7%	-	1 13%	-	5 4%	-	-	-	1 2%	1 2%	3 5%	-	3 2%	2 4%
Fairly unlikely to take risk	(3) 7 3%	1 1%	3 5%	1 2%	-	-	2 20%	1 1%	4 10%	-	-	-	1 9%	-	1 2%	5 4%	-	1 3%	1 3%	3 5%	2 4%	2 3%	-	5 3%	2 4%
Very unlikely to take risk	(2) 24 10%	9 10%	3 5%	9 15%	2 13%	-	1 10%	7 10%	1 3%	4 13%	5 19%	2 14%	1 9%	1 13%	3 6%	10 8%	5 8%	4 13%	5 13%	6 9%	8 16%	5 8%	5 10%	21 11%	3 6%
Definitely not take the risk	(1) 204 82%	74 85%	53 83%	47 80%	12 75%	14 100%	4 40%	58 84%	29 74%	26 87%	19 70%	11 79%	9 82%	5 63%	47 90%	91 76%	54 89%	26 84%	33 85%	55 83%	38 75%	45 76%	44 86%	157 80%	47 87%
NET: Bottom Three Box	235 94%	84 97%	59 92%	57 97%	14 88%	14 100%	7 70%	66 96%	34 87%	30 100%	24 89%	13 93%	11 100%	6 75%	51 98%	106 89%	59 97%	31 100%	39 100%	64 97%	48 94%	52 88%	49 96%	183 93%	52 96%
NET: Bottom Two Box	228 91%	83 95%	56 88%	56 95%	14 88%	14 100%	5 50%	65 94%	30 77%	30 100%	24 89%	13 93%	10 91%	6 75%	50 96%	101 85%	59 97%	30 97%	38 97%	61 92%	46 90%	50 85%	49 96%	178 91%	50 93%
Prefer not to say	2 1%	-	1 2%	-	-	-	1 10%	-	1 3%	-	-	-	-	-	1 2%	1 1%	1 2%	-	-	-	-	1 2%	-	2 1%	-
Mean	1.37	1.28	1.41	1.29	1.81	1.00	2.22	1.30	1.71	1.13	1.63	1.36	1.27	2.13	1.10	1.58	1.15	1.19	1.18	1.32	1.45	1.57	1.27	1.40	1.24
Standard deviation	1.00	0.87	1.12	0.67	1.87	0.00	1.30	0.90	1.51	0.35	1.31	0.84	0.65	1.89	0.36	1.32	0.58	0.48	0.45	0.93	0.97	1.30	0.92	1.07	0.70
Standard error	0.06	0.09	0.14	0.09	0.47	0.00	0.43	0.11	0.24	0.06	0.25	0.23	0.19	0.67	0.05	0.12	0.07	0.09	0.07	0.11	0.14	0.17	0.13	0.08	0.10

UK & US Financial Survey

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Absolutes/col percents

Table 8

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-50%

Base: All respondents

	USA																								
	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: Top Three Box	7 3%	3 4%	1 2%	1 3%	1 4%	-	1 4%	4 12%	-	1 4%	-	-	-	-	2 2%	3 3%	-	1 2%	3 6%	-	1 2%	2 4%	3 4%	5 3%	2 2%
NET: Top Two Box	3 1%	1 1%	-	1 3%	-	-	1 4%	1 3%	-	1 4%	-	-	-	-	1 1%	1 1%	-	-	2 4%	-	-	1 2%	1 1%	2 1%	1 1%
Definitely take the risk	(7) 2 1%	-	-	1 3%	-	-	1 4%	1 3%	-	-	-	-	-	-	1 1%	-	-	-	2 4%	-	-	1 2%	-	1 1%	1 1%
Very likely to take risk	(6) 1 *	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	1 1%	-
Fairly likely to take risk	(5) 4 2%	2 3%	1 2%	-	1 4%	-	-	3 9%	-	-	-	-	-	-	1 1%	2 2%	-	1 2%	1 2%	-	1 2%	1 2%	2 2%	3 2%	1 1%
Neither likely nor unlikely to take risk	(4) 5 2%	-	3 5%	1 3%	-	1 4%	-	1 3%	-	-	2 8%	-	-	-	2 2%	4 4%	1 2%	-	-	-	1 2%	3 6%	1 1%	4 2%	1 1%
Fairly unlikely to take risk	(3) 4 2%	1 1%	2 3%	-	1 4%	-	-	-	-	-	-	-	1 7%	1 10%	2 2%	1 1%	3 6%	-	-	2 5%	-	2 4%	-	2 1%	2 2%
Very unlikely to take risk	(2) 26 10%	8 11%	6 10%	4 11%	2 7%	5 18%	1 4%	2 6%	1 3%	3 12%	2 8%	-	1 7%	4 40%	13 15%	12 12%	4 7%	4 9%	6 12%	7 18%	6 10%	4 8%	9 11%	22 13%	4 5%
Definitely not take the risk	(1) 206 82%	60 83%	47 78%	30 81%	24 86%	22 79%	23 92%	26 79%	30 97%	22 85%	21 84%	24 100%	12 80%	5 50%	66 77%	82 80%	45 83%	37 86%	42 82%	29 74%	50 86%	40 78%	70 84%	130 79%	76 88%
NET: Bottom Three Box	236 94%	69 96%	55 92%	34 92%	27 96%	27 96%	24 96%	28 85%	31 100%	25 96%	23 92%	24 100%	14 93%	10 100%	81 94%	95 93%	52 96%	41 95%	48 94%	38 97%	56 97%	46 90%	79 95%	154 94%	82 95%
NET: Bottom Two Box	232 93%	68 94%	53 88%	34 92%	26 93%	27 96%	24 96%	28 85%	31 100%	25 96%	23 92%	24 100%	13 87%	9 90%	79 92%	94 92%	49 91%	41 95%	48 94%	36 92%	56 97%	44 86%	79 95%	152 93%	80 93%
Prefer not to say	2 1%	-	1 2%	1 3%	-	-	-	-	-	-	-	-	1 7%	-	1 1%	-	1 2%	1 2%	-	1 3%	-	-	-	1 1%	1 1%
Mean	1.33	1.32	1.39	1.36	1.29	1.29	1.28	1.70	1.03	1.31	1.32	1.00	1.21	1.60	1.39	1.38	1.25	1.19	1.43	1.29	1.22	1.53	1.30	1.37	1.25
Standard deviation	0.95	0.93	0.91	1.13	0.85	0.66	1.21	1.57	0.18	1.01	0.85	0.00	0.58	0.70	0.96	0.97	0.65	0.67	1.30	0.57	0.70	1.24	0.91	0.97	0.90
Standard error	0.06	0.11	0.12	0.19	0.16	0.12	0.24	0.27	0.03	0.20	0.17	0.00	0.15	0.22	0.10	0.10	0.09	0.10	0.18	0.09	0.09	0.17	0.10	0.08	0.10

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Absolutes/col percents

Table 9

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-10%

Base: All respondents

	Total Sample																					
	Position							Sector							Income				Gender			
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female	
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140	
NET: Top Three Box	30	9	12	4	2	3	-	7	7	1	6	-	1	4	4	6	6	8	9	28	2	
	6%	6%	10%	5%	4%	7%	-	7%	11%	2%	10%	-	4%	22%	3%	6%	6%	7%	7%	8%	1%	
NET: Top Two Box	14	6	5	2	-	1	-	3	2	-	6	-	-	2	1	2	3	3	5	13	1	
	3%	4%	4%	2%	-	2%	-	3%	3%	-	10%	-	-	11%	1%	2%	3%	3%	4%	4%	1%	
Definitely take the risk	(7)	6	1	2	2	-	1	-	1	1	2	-	-	1	1	1	-	1	3	6	-	
	1%	1%	2%	2%	-	2%	-	1%	2%	-	3%	-	-	6%	1%	1%	-	1%	2%	2%	-	
Very likely to take risk	(6)	8	5	3	-	-	-	2	1	-	4	-	-	1	-	1	3	2	2	7	1	
	2%	3%	2%	-	-	-	-	2%	2%	-	7%	-	-	6%	-	1%	3%	2%	1%	2%	1%	
Fairly likely to take risk	(5)	16	3	7	2	2	-	4	5	1	-	-	1	2	3	4	3	5	4	15	1	
	3%	2%	6%	2%	4%	5%	-	4%	8%	2%	-	-	4%	11%	2%	4%	3%	5%	3%	4%	1%	
Neither likely nor unlikely to take risk	(4)	12	1	2	5	3	-	3	3	-	2	1	-	2	1	1	5	6	-	9	3	
	2%	1%	2%	6%	6%	-	2%	3%	5%	-	3%	3%	-	11%	1%	1%	5%	5%	-	3%	2%	
Fairly unlikely to take risk	(3)	24	5	6	3	3	4	3	2	4	3	1	2	3	1	8	5	4	8	18	6	
	5%	3%	5%	4%	6%	9%	7%	2%	6%	5%	2%	5%	12%	6%	6%	5%	4%	7%	6%	5%	4%	
Very unlikely to take risk	(2)	57	19	7	10	7	7	10	6	6	8	3	2	2	20	14	15	13	11	43	14	
	11%	12%	6%	12%	15%	16%	17%	11%	9%	10%	13%	8%	8%	11%	14%	13%	14%	12%	8%	12%	10%	
Definitely not take the risk	(1)	372	125	95	62	30	29	31	73	43	51	43	32	19	9	102	77	79	74	108	258	114
	74%	79%	77%	74%	64%	66%	74%	77%	67%	84%	72%	84%	73%	50%	74%	73%	72%	67%	81%	72%	81%	
NET: Bottom Three Box	453	149	108	75	40	40	41	85	53	60	52	37	24	12	130	96	98	95	125	319	134	
	91%	94%	87%	89%	85%	91%	98%	89%	83%	98%	87%	97%	92%	67%	94%	91%	90%	86%	93%	89%	96%	
NET: Bottom Two Box	429	144	102	72	37	36	38	83	49	57	51	35	21	11	122	91	94	87	119	301	128	
	86%	91%	82%	86%	79%	82%	90%	87%	77%	93%	85%	92%	81%	61%	88%	87%	86%	79%	89%	84%	91%	
Prefer not to say	5	-	2	-	2	1	-	-	1	-	-	-	1	-	3	2	-	1	-	4	1	
	1%	-	2%	-	4%	2%	-	-	2%	-	-	-	4%	-	2%	2%	-	1%	-	1%	1%	
Mean	1.57	1.47	1.66	1.61	1.67	1.67	1.38	1.58	1.86	1.26	1.80	1.26	1.48	2.61	1.42	1.52	1.60	1.76	1.50	1.67	1.32	
Standard deviation	1.25	1.18	1.45	1.30	1.15	1.30	0.73	1.32	1.52	0.70	1.67	0.69	1.00	2.03	0.95	1.17	1.22	1.37	1.30	1.37	0.82	
Standard error	0.06	0.09	0.13	0.14	0.17	0.20	0.11	0.14	0.19	0.09	0.21	0.11	0.20	0.48	0.08	0.12	0.12	0.13	0.11	0.07	0.07	

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Absolutes/col percents

Table 9

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-10%

Base: All respondents

	UK																								
	Position						Sector						Region					Income				Gender			
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
NET: Top Three Box	18 7%	4 5%	8 13%	2 3%	3 19%	-	1 10%	5 7%	7 18%	1 3%	4 15%	-	-	1 13%	-	15 13%	2 3%	-	1 3%	3 5%	5 10%	7 12%	3 6%	17 9%	1 2%
NET: Top Two Box	9 4%	3 3%	4 6%	1 2%	1 6%	-	-	2 3%	2 5%	-	4 15%	-	-	1 13%	-	7 6%	1 2%	-	1 3%	2 3%	2 4%	2 3%	3 6%	8 4%	1 2%
Definitely take the risk	(7) 3 1%	-	1 2%	1 2%	1 6%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	2 2%	1 2%	-	-	1 2%	-	1 2%	1 2%	3 2%	-
Very likely to take risk	(6) 6 2%	3 3%	3 5%	-	-	-	-	2 3%	1 3%	-	3 11%	-	-	-	-	5 4%	-	-	1 3%	1 2%	2 4%	1 2%	2 4%	5 3%	1 2%
Fairly likely to take risk	(5) 9 4%	1 1%	4 6%	1 2%	2 13%	-	1 10%	3 4%	5 13%	1 3%	-	-	-	-	-	8 7%	1 2%	-	-	1 2%	3 6%	5 8%	-	9 5%	-
Neither likely nor unlikely to take risk	(4) 7 3%	-	-	5 8%	-	-	2 20%	3 4%	2 5%	-	-	1 7%	-	1 13%	-	5 4%	1 2%	1 3%	-	1 2%	3 6%	3 5%	-	5 3%	2 4%
Fairly unlikely to take risk	(3) 11 4%	2 2%	3 5%	2 3%	2 13%	1 7%	1 10%	-	1 3%	3 10%	1 4%	2 14%	2 18%	1 13%	1 2%	7 6%	2 3%	-	2 5%	4 6%	1 2%	2 3%	3 6%	8 4%	3 6%
Very unlikely to take risk	(2) 27 11%	11 13%	3 5%	8 14%	-	3 21%	2 20%	9 13%	3 8%	4 13%	5 19%	-	-	1 13%	5 10%	13 11%	5 8%	3 10%	6 15%	9 14%	6 12%	7 12%	4 8%	23 12%	4 7%
Definitely not take the risk	(1) 184 74%	70 80%	49 77%	42 71%	10 63%	10 71%	3 30%	52 75%	25 64%	22 73%	17 63%	11 79%	9 82%	4 50%	44 85%	77 65%	50 82%	27 87%	30 77%	48 73%	36 71%	39 66%	41 80%	140 71%	44 81%
NET: Bottom Three Box	222 89%	83 95%	55 86%	52 88%	12 75%	14 100%	6 60%	61 88%	29 74%	29 97%	23 85%	13 93%	11 100%	6 75%	50 96%	97 82%	57 93%	30 97%	38 97%	61 92%	43 84%	48 81%	48 94%	171 87%	51 94%
NET: Bottom Two Box	211 84%	81 93%	52 81%	50 85%	10 63%	13 93%	5 50%	61 88%	28 72%	26 87%	22 81%	11 79%	9 82%	5 63%	49 94%	90 76%	55 90%	30 97%	36 92%	57 86%	42 82%	46 78%	45 88%	163 83%	48 89%
Prefer not to say	3 1%	-	1 2%	-	1 6%	-	1 10%	-	1 3%	-	-	-	-	-	2 4%	2 2%	1 2%	-	-	1 2%	-	1 2%	-	3 2%	-
Mean	1.62	1.39	1.73	1.63	2.20	1.36	2.56	1.58	2.11	1.47	2.04	1.50	1.36	2.50	1.14	1.95	1.37	1.19	1.38	1.54	1.76	1.88	1.51	1.69	1.39
Standard deviation	1.34	1.06	1.59	1.24	1.97	0.63	1.51	1.28	1.80	0.94	1.87	1.02	0.81	2.14	0.40	1.62	1.06	0.60	0.94	1.20	1.45	1.56	1.33	1.42	0.98
Standard error	0.09	0.11	0.20	0.16	0.51	0.17	0.50	0.15	0.29	0.17	0.36	0.27	0.24	0.76	0.06	0.15	0.14	0.11	0.15	0.15	0.20	0.20	0.19	0.10	0.13

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 9

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-10%

Base: All respondents

	USA																									
	Position							Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Top Three Box	12 5%	5 7%	4 7%	1 3%	-	-	2 8%	2 6%	-	2 8%	-	-	1 7%	3 30%	4 5%	6 6%	-	2 5%	4 8%	3 8%	1 2%	1 2%	6 7%	11 7%	1 1%	
NET: Top Two Box	5 2%	3 4%	1 2%	-	-	-	1 4%	2 6%	-	1 4%	-	-	-	1 10%	1 1%	2 2%	-	1 2%	2 4%	-	1 2%	1 2%	2 2%	5 3%	-	
Definitely take the risk	(7) 3 1%	1 1%	1 2%	-	-	-	1 4%	1 3%	-	1 4%	-	-	-	-	1 1%	2 2%	-	-	1 2%	-	-	-	2 2%	3 2%	-	
Very likely to take risk	(6) 2 1%	2 3%	-	-	-	-	-	1 3%	-	-	-	-	-	1 10%	-	-	-	1 2%	1 2%	-	1 2%	1 2%	-	2 1%	-	
Fairly likely to take risk	(5) 7 3%	2 3%	3 5%	1 3%	-	-	1 4%	-	-	1 4%	-	-	1 7%	2 20%	3 3%	4 4%	-	1 2%	2 4%	3 8%	-	-	4 5%	6 4%	1 1%	
Neither likely nor unlikely to take risk	(4) 5 2%	1 1%	2 3%	1 3%	1 4%	-	-	2 6%	-	-	1 4%	-	-	1 10%	1 1%	-	4 7%	-	1 2%	-	2 3%	3 6%	-	4 2%	1 1%	
Fairly unlikely to take risk	(3) 13 5%	3 4%	3 5%	2 5%	2 7%	2 7%	1 4%	-	-	2 8%	12%	-	1 7%	-	7 8%	8 8%	2 4%	2 5%	1 2%	1 3%	3 5%	6 12%	3 4%	10 6%	3 3%	
Very unlikely to take risk	(2) 30 12%	8 11%	4 7%	5 14%	4 14%	7 25%	2 8%	3 9%	2 6%	1 4%	3 12%	3 13%	2 13%	1 10%	15 17%	16 16%	4 7%	5 12%	5 10%	5 13%	9 16%	6 12%	7 8%	20 12%	10 12%	
Definitely not take the risk	(1) 188 75%	55 76%	46 77%	27 73%	21 75%	19 68%	20 80%	26 79%	29 94%	21 81%	18 72%	21 88%	10 67%	5 50%	58 67%	72 71%	43 80%	33 77%	40 78%	29 74%	43 74%	35 69%	67 81%	118 72%	70 81%	
NET: Bottom Three Box	231 92%	66 92%	53 88%	34 92%	27 96%	28 100%	23 92%	29 88%	31 100%	24 92%	24 96%	24 100%	13 87%	6 60%	80 93%	96 94%	49 91%	40 93%	46 90%	35 90%	55 95%	47 92%	77 93%	148 90%	83 97%	
NET: Bottom Two Box	218 87%	63 88%	50 83%	32 86%	25 89%	26 93%	22 88%	29 88%	31 100%	22 85%	21 84%	24 100%	12 80%	6 60%	73 85%	88 86%	47 87%	38 88%	45 88%	34 87%	52 90%	41 80%	74 89%	138 84%	80 93%	
Prefer not to say	2 1%	-	1 2%	1 3%	-	-	-	-	-	-	-	-	1 7%	-	1 1%	-	1 2%	1 2%	-	1 3%	-	-	-	1 1%	1 1%	
Mean	1.51	1.57	1.58	1.44	1.39	1.39	1.56	1.61	1.06	1.58	1.48	1.13	1.57	2.70	1.59	1.59	1.38	1.43	1.57	1.50	1.45	1.63	1.49	1.64	1.27	
Standard deviation	1.16	1.32	1.30	0.94	0.79	0.63	1.45	1.48	0.25	1.45	0.87	0.34	1.16	2.06	1.13	1.21	0.88	1.06	1.37	1.13	0.96	1.11	1.28	1.32	0.70	
Standard error	0.07	0.16	0.17	0.16	0.15	0.12	0.29	0.26	0.04	0.28	0.17	0.07	0.31	0.65	0.12	0.12	0.12	0.16	0.19	0.18	0.13	0.16	0.14	0.10	0.08	

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Absolutes/col percents

Table 10

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-0%

Base: All respondents

	Total Sample																				
	Position							Sector							Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Top Three Box	82	24	22	11	12	7	6	20	12	7	11	3	5	8	16	15	17	23	25	68	14
	16%	15%	18%	13%	26%	16%	14%	21%	19%	11%	18%	8%	19%	44%	12%	14%	16%	21%	19%	19%	10%
NET: Top Two Box	45	13	13	6	6	5	2	13	8	1	6	2	1	4	10	9	9	10	16	37	8
	9%	8%	10%	7%	13%	11%	5%	14%	13%	2%	10%	5%	4%	22%	7%	9%	8%	9%	12%	10%	6%
Definitely take the risk	(7)	27	8	8	4	2	4	1	6	4	-	6	1	2	7	5	5	6	11	23	4
		5%	5%	6%	5%	4%	9%	2%	6%	6%	-	10%	3%	4%	11%	5%	5%	5%	8%	6%	3%
Very likely to take risk	(6)	18	5	5	2	4	1	7	4	1	-	1	-	2	3	4	4	4	5	14	4
		4%	3%	4%	2%	9%	2%	7%	6%	2%	-	3%	-	11%	2%	4%	4%	4%	4%	4%	3%
Fairly likely to take risk	(5)	37	11	9	5	6	2	4	7	4	6	1	4	4	6	6	8	13	9	31	6
		7%	7%	7%	6%	13%	5%	10%	7%	6%	10%	8%	3%	15%	22%	4%	6%	7%	12%	7%	4%
Neither likely nor unlikely to take risk	(4)	19	5	3	2	3	4	2	3	2	3	2	1	2	4	4	6	5	3	11	8
		4%	3%	2%	2%	6%	9%	5%	2%	5%	3%	5%	4%	11%	3%	4%	6%	5%	2%	3%	6%
Fairly unlikely to take risk	(3)	38	10	9	8	3	5	3	7	5	2	5	3	1	11	9	13	7	7	28	10
		8%	6%	7%	10%	6%	11%	7%	8%	3%	8%	11%	12%	6%	8%	9%	12%	6%	5%	8%	7%
Very unlikely to take risk	(2)	76	24	16	19	3	5	9	14	10	13	7	5	4	21	15	22	15	19	62	14
		15%	15%	13%	23%	6%	11%	21%	15%	16%	21%	12%	13%	8%	22%	14%	20%	14%	14%	17%	10%
Definitely not take the risk	(1)	277	94	72	43	24	22	51	33	37	34	24	14	3	81	60	51	58	79	184	93
		55%	59%	58%	51%	51%	50%	52%	54%	52%	61%	57%	63%	54%	17%	57%	47%	53%	59%	51%	66%
NET: Bottom Three Box	391	128	97	70	30	32	34	72	48	52	46	33	19	8	113	84	86	80	105	274	117
	78%	81%	78%	83%	64%	73%	81%	76%	75%	85%	77%	87%	73%	44%	82%	80%	79%	73%	78%	76%	84%
NET: Bottom Two Box	353	118	88	62	27	27	31	65	43	50	41	29	16	7	102	75	73	73	98	246	107
	71%	74%	71%	74%	57%	61%	74%	68%	67%	82%	68%	76%	62%	39%	74%	71%	67%	66%	73%	68%	76%
Prefer not to say	8	2	2	1	2	1	-	1	1	-	-	-	1	-	5	2	-	2	1	7	1
	2%	1%	2%	1%	4%	2%	-	1%	2%	-	-	-	4%	-	4%	2%	-	2%	1%	2%	1%
Mean	2.24	2.12	2.25	2.14	2.64	2.49	2.14	2.41	2.41	1.85	2.37	1.89	2.32	3.78	2.02	2.16	2.36	2.41	2.27	2.37	1.91
Standard deviation	1.84	1.79	1.92	1.69	2.07	1.99	1.63	2.01	1.96	1.39	2.01	1.52	1.82	2.07	1.71	1.79	1.76	1.93	1.99	1.91	1.60
Standard error	0.08	0.14	0.17	0.19	0.31	0.30	0.25	0.21	0.25	0.18	0.26	0.25	0.36	0.49	0.15	0.18	0.17	0.19	0.17	0.10	0.14

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Table 10

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-0%

Base: All respondents

	UK																								
	Position						Sector						Region						Income				Gender		
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
NET: Top Three Box	44 18%	11 13%	13 20%	8 14%	4 25%	2 14%	6 60%	15 22%	8 21%	4 13%	7 26%	2 14%	1 9%	4 50%	3 6%	29 24%	8 13%	4 13%	3 8%	10 15%	9 18%	13 22%	10 20%	39 20%	5 9%
NET: Top Two Box	23 9%	6 7%	8 13%	3 5%	2 13%	1 7%	3 30%	9 13%	6 15%	1 3%	4 15%	1 7%	-	1 13%	1 2%	18 15%	3 5%	1 3%	1 3%	5 8%	5 10%	6 10%	6 12%	21 11%	2 4%
Definitely take the risk	(7) 14 6%	4 5%	4 6%	3 3%	2 13%	1 7%	1 10%	5 7%	2 5%	-	4 15%	1 7%	-	1 13%	1 2%	11 9%	2 3%	-	1 3%	4 6%	2 4%	3 5%	5 10%	14 7%	-
Very likely to take risk	(6) 9 4%	2 2%	4 6%	1 2%	-	-	2 20%	4 6%	4 10%	1 3%	-	-	-	-	-	7 6%	1 2%	1 3%	-	1 2%	3 6%	3 5%	1 2%	7 4%	2 4%
Fairly likely to take risk	(5) 21 8%	5 6%	5 8%	5 8%	2 13%	1 7%	3 30%	6 9%	2 5%	3 10%	3 11%	1 7%	1 9%	3 38%	2 4%	11 9%	5 8%	3 10%	2 5%	5 8%	4 12%	7 8%	4 8%	18 9%	3 6%
Neither likely nor unlikely to take risk	(4) 6 2%	3 3%	1 2%	2 3%	-	-	-	2 3%	1 3%	1 3%	-	1 7%	-	1 13%	-	5 4%	-	1 3%	-	2 3%	2 4%	1 2%	1 2%	4 2%	2 4%
Fairly unlikely to take risk	(3) 22 9%	6 7%	6 9%	6 10%	2 13%	2 14%	-	7 10%	4 10%	1 3%	3 11%	1 7%	1 9%	1 13%	4 8%	9 8%	3 5%	2 6%	8 21%	5 12%	5 10%	5 8%	2 4%	16 8%	6 11%
Very unlikely to take risk	(2) 39 16%	14 16%	5 8%	17 29%	-	3 21%	-	10 14%	6 15%	8 27%	4 15%	2 14%	-	1 13%	8 15%	20 17%	8 13%	6 19%	5 13%	8 12%	11 22%	10 17%	9 18%	34 17%	5 9%
Definitely not take the risk	(1) 134 54%	51 59%	38 59%	26 44%	9 56%	7 50%	3 30%	34 49%	19 49%	16 53%	13 48%	8 57%	9 82%	1 13%	34 65%	53 45%	40 66%	18 58%	23 59%	37 56%	24 47%	28 47%	28 55%	98 50%	36 67%
NET: Bottom Three Box	195 78%	71 82%	49 77%	49 83%	11 69%	12 86%	3 30%	51 74%	29 74%	25 83%	20 74%	11 79%	10 91%	3 38%	46 88%	82 69%	51 84%	26 84%	36 92%	53 80%	40 78%	43 73%	39 76%	148 76%	47 87%
NET: Bottom Two Box	173 69%	65 75%	43 67%	43 73%	9 56%	10 71%	3 30%	44 64%	25 64%	24 80%	17 63%	10 71%	9 82%	2 25%	42 81%	73 61%	48 79%	24 77%	28 72%	45 68%	35 69%	38 64%	37 73%	132 67%	41 76%
Prefer not to say	5 2%	2 2%	1 2%	-	1 6%	-	1 10%	1 1%	1 3%	-	-	-	-	-	3 6%	3 3%	2 3%	-	-	1 2%	-	2 3%	1 2%	5 3%	-
Mean	2.28	2.05	2.33	2.22	2.60	2.21	4.11	2.53	2.50	2.00	2.70	2.21	1.55	4.00	1.61	2.71	1.86	1.97	1.90	2.22	2.37	2.47	2.34	2.41	1.83
Standard deviation	1.86	1.71	2.01	1.60	2.29	1.81	2.42	2.02	2.01	1.49	2.23	1.89	1.29	1.93	1.24	2.11	1.62	1.49	1.39	1.82	1.81	1.94	2.05	1.95	1.42
Standard error	0.12	0.19	0.25	0.21	0.59	0.48	0.81	0.24	0.33	0.27	0.43	0.50	0.39	0.68	0.18	0.20	0.21	0.27	0.22	0.23	0.25	0.26	0.29	0.14	0.19

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Table 10

Q4. If you could use insider information to make a guaranteed \$10m/ £6.5m but you stood a ...% chance of getting arrested for insider trading, how likely or unlikely would you be to take this risk?

-0%

Base: All respondents

	USA																									
	Position						Sector								Region				Income				Gender			
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Top Three Box	38 15%	13 18%	9 15%	6 16%	4 14%	3 11%	3 12%	4 12%	3 10%	5 19%	4 16%	1 4%	4 27%	4 40%	13 15%	20 20%	4 7%	6 14%	8 16%	5 13%	8 14%	10 20%	15 18%	29 18%	9 10%	
NET: Top Two Box	22 9%	7 10%	5 8%	3 8%	1 4%	3 11%	3 12%	2 6%	-	4 15%	2 8%	1 4%	1 7%	3 30%	9 10%	13 13%	1 2%	4 9%	4 8%	4 10%	4 7%	4 8%	10 12%	16 10%	6 7%	
Definitely take the risk	(7) 13 5%	4 6%	4 7%	1 3%	-	2 7%	2 8%	2 6%	-	1 4%	2 8%	-	1 7%	1 10%	6 7%	9 9%	-	1 2%	3 6%	1 3%	3 5%	3 6%	6 7%	9 5%	4 5%	
Very likely to take risk	(6) 9 4%	3 4%	1 2%	2 5%	1 4%	1 4%	1 4%	-	-	3 12%	-	1 4%	-	2 20%	3 3%	4 4%	1 2%	3 7%	1 2%	3 8%	1 2%	1 2%	4 5%	7 4%	2 2%	
Fairly likely to take risk	(5) 16 6%	6 8%	4 7%	3 8%	3 11%	-	-	2 6%	3 10%	1 4%	2 8%	-	3 20%	1 10%	4 5%	7 7%	3 6%	2 5%	4 8%	1 3%	4 7%	6 12%	5 6%	13 8%	3 3%	
Neither likely nor unlikely to take risk	(4) 13 5%	2 3%	2 3%	3 8%	2 7%	4 14%	-	3 9%	1 3%	-	2 8%	1 4%	1 7%	1 10%	4 5%	6 6%	3 7%	3 7%	1 2%	2 5%	4 7%	4 8%	2 2%	7 4%	6 7%	
Fairly unlikely to take risk	(3) 16 6%	4 6%	3 5%	3 8%	1 4%	3 11%	2 8%	2 6%	1 3%	-	1 4%	13 53%	13 53%	-	7 8%	7 7%	4 7%	4 9%	1 2%	1 3%	8 14%	2 4%	5 6%	12 7%	4 5%	
Very unlikely to take risk	(2) 37 15%	10 14%	11 18%	3 8%	6 21%	5 18%	2 8%	3 9%	5 16%	4 15%	4 16%	3 13%	2 13%	3 30%	13 15%	10 19%	3 7%	9 18%	7 18%	11 19%	5 10%	10 12%	28 17%	9 10%		
Definitely not take the risk	(1) 143 57%	43 60%	34 57%	21 57%	15 54%	13 46%	17 68%	21 64%	21 68%	17 65%	14 56%	16 67%	5 33%	2 20%	47 55%	54 53%	32 59%	26 60%	31 61%	23 59%	27 47%	30 59%	51 61%	86 52%	57 66%	
NET: Bottom Three Box	196 78%	57 79%	48 80%	27 73%	22 79%	21 75%	21 84%	26 79%	27 87%	21 81%	19 76%	22 92%	9 60%	5 50%	67 78%	76 75%	46 85%	33 77%	41 80%	31 79%	46 79%	37 73%	66 80%	126 77%	70 81%	
NET: Bottom Two Box	180 72%	53 74%	45 75%	24 65%	21 75%	18 64%	19 76%	24 73%	26 84%	21 81%	18 72%	19 79%	7 47%	5 50%	60 70%	69 68%	42 78%	29 67%	40 78%	30 77%	38 66%	35 69%	61 73%	114 70%	66 77%	
Prefer not to say	3 1%	-	1 2%	1 3%	-	-	1 4%	-	-	-	-	-	1 7%	-	2 2%	-	1 2%	1 2%	1 2%	1 3%	-	-	-	2 1%	1 1%	
Mean	2.19	2.21	2.15	2.28	2.11	2.43	1.96	2.09	1.71	2.12	2.28	1.71	2.93	3.60	2.26	2.46	1.83	2.17	2.06	2.05	2.34	2.33	2.23	2.32	1.95	
Standard deviation	1.82	1.89	1.84	1.83	1.57	1.85	1.92	1.79	1.30	1.99	1.93	1.27	1.98	2.27	1.90	2.03	1.31	1.79	1.82	1.75	1.73	1.94	1.97	1.87	1.70	
Standard error	0.12	0.22	0.24	0.31	0.30	0.35	0.39	0.31	0.23	0.39	0.39	0.26	0.53	0.72	0.21	0.20	0.18	0.28	0.26	0.28	0.23	0.27	0.22	0.15	0.18	

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 11

Q5. To what extent do you think the SEC/ SFO is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Effective	152	31	46	29	17	15	14	25	25	19	17	17	6	3	40	41	42	34	23	96	56
	30%	19%	37%	35%	36%	34%	33%	26%	39%	31%	28%	45%	23%	17%	29%	39%	39%	31%	17%	27%	40%
Very effective	(5) 12	4	2	2	1	2	1	3	1	2	2	2	1	-	1	4	4	2	1	6	6
	2%	3%	2%	2%	2%	5%	2%	3%	2%	3%	3%	5%	4%	-	1%	4%	4%	2%	1%	2%	4%
Fairly effective	(4) 140	27	44	27	16	13	13	22	24	17	15	15	5	3	39	37	38	32	22	90	50
	28%	17%	35%	32%	34%	30%	31%	23%	38%	28%	25%	39%	19%	17%	28%	35%	35%	29%	16%	25%	36%
Neither effective nor ineffective	(3) 114	29	31	20	15	8	11	23	12	17	11	8	10	3	30	27	26	21	25	80	34
	23%	18%	25%	24%	32%	18%	26%	24%	19%	28%	18%	21%	38%	17%	22%	26%	24%	19%	19%	22%	24%
Fairly ineffective	(2) 177	73	39	26	12	14	13	36	23	22	21	9	8	7	51	32	32	36	65	138	39
	35%	46%	31%	31%	26%	32%	31%	38%	36%	36%	35%	24%	31%	39%	37%	30%	29%	33%	49%	38%	28%
Very ineffective	(1) 57	26	8	9	3	7	4	11	4	3	11	4	2	5	17	5	9	19	21	46	11
	11%	16%	6%	11%	6%	16%	10%	12%	6%	5%	18%	11%	8%	28%	12%	5%	8%	17%	16%	13%	8%
NET: Ineffective	234	99	47	35	15	21	17	47	27	25	32	13	10	12	68	37	41	55	86	184	50
	47%	62%	38%	42%	32%	48%	40%	49%	42%	41%	53%	34%	38%	67%	49%	35%	38%	50%	64%	51%	36%
Mean	2.75	2.43	2.94	2.85	3.00	2.75	2.86	2.68	2.92	2.89	2.60	3.05	2.81	2.22	2.68	3.03	2.96	2.65	2.38	2.64	3.01
Standard deviation	1.06	1.03	1.00	1.07	0.98	1.18	1.05	1.05	1.03	0.98	1.15	1.14	0.98	1.06	1.04	1.00	1.06	1.13	0.96	1.04	1.06
Standard error	0.05	0.08	0.09	0.12	0.14	0.18	0.16	0.11	0.13	0.13	0.15	0.18	0.19	0.25	0.09	0.10	0.10	0.11	0.08	0.05	0.09

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Absolutes/col percents

Table 11

Q5. To what extent do you think the SEC/ SFO is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Effective	86	18	28	24	7	6	3	19	19	10	9	9	3	2	15	38	19	15	14	26	20	23	11	61	25	
	34%	21%	44%	41%	44%	43%	30%	28%	49%	33%	33%	64%	27%	25%	29%	32%	31%	48%	36%	39%	39%	39%	22%	31%	46%	
Very effective	(5)	9	4	2	2	-	-	1	3	1	2	2	-	1	-	5	-	2	2	4	1	2	1	6	3	
	4%	5%	3%	3%	-	-	10%	4%	3%	7%	7%	-	9%	-	-	4%	-	6%	5%	6%	2%	3%	2%	3%	6%	
Fairly effective	(4)	77	14	26	22	7	6	2	16	18	8	7	9	2	15	33	19	13	12	22	19	21	10	55	22	
	31%	16%	41%	37%	44%	43%	20%	23%	46%	27%	26%	64%	18%	25%	29%	28%	31%	42%	33%	37%	36%	20%	28%	41%		
Neither effective nor ineffective	(3)	57	21	13	14	2	2	5	20	6	9	7	2	1	10	29	14	4	10	16	13	10	10	43	14	
	23%	24%	20%	24%	13%	14%	50%	29%	15%	30%	26%	14%	18%	13%	19%	24%	23%	13%	26%	24%	25%	17%	20%	22%	26%	
Fairly ineffective	(2)	83	37	18	16	5	5	2	24	13	9	6	2	4	21	40	24	7	12	20	13	19	25	70	13	
	33%	43%	28%	27%	31%	36%	20%	35%	33%	30%	22%	14%	36%	50%	40%	34%	39%	23%	30%	25%	32%	49%	36%	24%		
Very ineffective	(1)	24	11	5	5	2	1	6	1	2	5	1	2	1	6	12	4	5	3	4	5	7	5	22	2	
	10%	13%	8%	8%	13%	7%	-	9%	3%	7%	19%	7%	18%	13%	12%	10%	7%	16%	8%	6%	10%	12%	10%	11%	4%	
NET: Ineffective	107	48	23	21	7	6	2	30	14	11	11	3	6	5	27	52	28	12	15	24	18	26	30	92	15	
	43%	55%	36%	36%	44%	43%	20%	43%	36%	37%	41%	21%	55%	63%	52%	44%	46%	39%	38%	36%	35%	44%	59%	47%	28%	
Mean	2.86	2.57	3.03	3.00	2.88	2.93	3.20	2.80	3.13	2.97	2.81	3.36	2.64	2.50	2.65	2.82	2.79	3.00	2.95	3.03	2.96	2.86	2.55	2.76	3.20	
Standard deviation	1.07	1.05	1.07	1.07	1.15	1.07	0.92	1.04	1.00	1.07	1.24	1.01	1.29	1.07	1.03	1.08	0.97	1.26	1.07	1.07	1.06	1.14	0.99	1.08	1.00	
Standard error	0.07	0.11	0.13	0.14	0.29	0.29	0.29	0.12	0.16	0.19	0.24	0.27	0.39	0.38	0.14	0.10	0.12	0.23	0.17	0.13	0.15	0.15	0.14	0.08	0.14	

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Absolutes/col percents

Table 11

Q5. To what extent do you think the SEC/ SFO is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	USA																								
	Position							Sector							Region				Income			Gender			
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: Effective	66	13	18	14	8	8	5	8	9	6	6	8	3	1	25	33	14	9	10	15	22	11	12	35	31
	26%	18%	30%	38%	29%	29%	20%	24%	29%	23%	24%	33%	20%	10%	29%	32%	26%	21%	20%	38%	38%	22%	14%	21%	36%
Very effective	(5)	3	-	-	1	2	-	-	-	-	-	2	-	-	1	2	1	-	-	-	3	-	-	-	3
		1%	-	-	4%	7%	-	-	-	-	-	8%	-	-	1%	2%	2%	-	-	-	5%	-	-	-	3%
Fairly effective	(4)	63	13	18	14	7	6	5	8	9	6	6	3	1	24	31	13	9	10	15	19	11	12	35	28
		25%	18%	30%	38%	25%	21%	20%	24%	29%	23%	24%	20%	10%	28%	30%	24%	21%	20%	38%	33%	22%	14%	21%	33%
Neither effective nor ineffective	(3)	57	8	18	10	9	6	4	8	3	6	6	8	2	20	24	15	8	10	11	13	11	15	37	20
		23%	11%	30%	27%	32%	21%	24%	12%	26%	12%	24%	25%	53%	20%	23%	24%	28%	19%	20%	28%	22%	18%	23%	23%
Fairly ineffective	(2)	94	36	21	10	8	9	10	15	13	12	10	7	4	30	32	22	18	22	12	19	17	40	68	26
		38%	50%	35%	27%	29%	32%	40%	45%	42%	46%	40%	29%	27%	30%	35%	31%	41%	42%	43%	31%	33%	33%	48%	41%
Very ineffective	(1)	33	15	3	3	5	4	6	1	5	3	3	-	4	11	13	3	8	9	1	4	12	16	24	9
		13%	21%	5%	8%	11%	18%	16%	18%	19%	12%	13%	-	40%	13%	13%	6%	19%	18%	3%	7%	24%	19%	15%	10%
NET: Ineffective		127	51	24	13	11	14	21	14	17	13	10	4	7	41	45	25	26	31	13	23	29	56	92	35
		51%	71%	40%	35%	39%	50%	56%	64%	65%	52%	42%	27%	70%	48%	44%	46%	60%	61%	33%	40%	57%	67%	56%	41%
Mean		2.64	2.26	2.85	2.95	2.82	2.68	2.48	2.42	2.38	2.60	2.88	2.93	2.00	2.70	2.77	2.76	2.42	2.41	3.03	2.97	2.41	2.28	2.51	2.88
Standard deviation		1.04	0.99	0.92	1.00	1.06	1.22	1.00	1.06	1.06	1.00	1.19	0.70	1.05	1.05	1.08	0.95	1.03	1.00	0.90	1.08	1.08	0.94	0.99	1.09
Standard error		0.07	0.12	0.12	0.16	0.20	0.23	0.20	0.18	0.16	0.21	0.20	0.24	0.18	0.33	0.11	0.11	0.13	0.16	0.14	0.14	0.15	0.10	0.08	0.12

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Absolutes/col percents

Table 12

Q6. To what extent do you think the FINRA/ FSA is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	Total Sample																					
	Position							Sector								Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female	
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140	
NET: Effective	146	26	48	27	18	13	14	21	22	18	13	17	10	2	43	42	40	27	27	90	56	
	29%	16%	39%	32%	38%	30%	33%	22%	34%	30%	22%	45%	38%	11%	31%	40%	37%	25%	20%	25%	40%	
Very effective	(5)	17	5	-	3	4	2	3	2	2	3	2	2	-	3	4	4	6	2	10	7	
		3%	3%	-	4%	6%	9%	5%	3%	3%	5%	5%	8%	-	2%	4%	4%	5%	1%	3%	5%	
Fairly effective	(4)	129	21	48	24	15	9	12	18	20	16	10	15	8	2	40	38	36	21	25	80	49
		26%	13%	39%	29%	32%	20%	29%	19%	31%	26%	17%	39%	31%	11%	29%	36%	33%	19%	19%	22%	35%
Neither effective nor ineffective	(3)	117	27	33	20	14	9	14	23	16	12	14	7	9	5	31	25	27	32	18	86	31
		23%	17%	27%	24%	30%	20%	33%	24%	25%	20%	23%	18%	35%	28%	22%	24%	25%	29%	13%	24%	22%
Fairly ineffective	(2)	156	66	32	23	12	13	10	36	18	20	19	8	4	6	45	26	29	32	57	117	39
		31%	42%	26%	27%	26%	30%	24%	38%	28%	33%	32%	21%	15%	33%	33%	25%	27%	29%	43%	33%	28%
Very ineffective	(1)	81	40	11	14	3	9	4	15	8	11	14	6	3	5	19	12	13	19	32	67	14
		16%	25%	9%	17%	6%	20%	10%	16%	13%	18%	23%	16%	12%	28%	14%	11%	12%	17%	24%	19%	10%
NET: Ineffective		237	106	43	37	15	22	14	51	26	31	33	14	7	11	64	38	42	51	89	184	53
		47%	67%	35%	44%	32%	50%	33%	54%	41%	51%	55%	37%	27%	61%	46%	36%	39%	46%	66%	51%	38%
Mean		2.69	2.28	2.95	2.75	3.06	2.68	2.95	2.56	2.84	2.64	2.48	2.97	3.08	2.22	2.73	2.96	2.90	2.66	2.31	2.58	2.97
Standard deviation		1.12	1.08	1.00	1.15	1.05	1.27	1.06	1.07	1.10	1.16	1.17	1.22	1.13	1.00	1.09	1.11	1.11	1.14	1.08	1.11	1.11
Standard error		0.05	0.09	0.09	0.13	0.15	0.19	0.16	0.11	0.14	0.15	0.15	0.20	0.22	0.24	0.09	0.11	0.11	0.11	0.09	0.06	0.09

UK & US Financial Survey

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Absolutes/col percents

Table 12

Q6. To what extent do you think the FINRA/ FSA is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Effective	79 32%	16 18%	28 44%	21 36%	7 44%	4 29%	3 30%	17 25%	15 38%	10 33%	6 22%	9 64%	4 36%	2 25%	16 31%	37 31%	12 39%	11 28%	11 28%	24 36%	18 35%	21 36%	11 22%	56 29%	23 43%	
Very effective	(5) 4%	4 5%	-	3 5%	2 13%	1 7%	1 10%	2 3%	2 5%	2 7%	2 7%	-	1 9%	-	2 4%	7 6%	1 2%	1 3%	2 5%	3 5%	1 2%	5 8%	1 2%	7 4%	4 7%	
Fairly effective	(4) 27%	12 14%	28 44%	18 31%	5 31%	3 21%	2 20%	15 22%	13 33%	8 27%	4 15%	9 64%	3 27%	2 25%	14 27%	30 25%	18 30%	11 35%	9 23%	21 32%	17 33%	16 27%	10 20%	49 25%	19 35%	
Neither effective nor ineffective	(3) 22%	15 17%	14 22%	15 25%	2 13%	6 43%	3 30%	17 25%	9 23%	5 17%	6 22%	2 14%	2 18%	2 25%	12 23%	29 24%	16 26%	2 6%	8 21%	13 20%	12 24%	15 25%	7 14%	41 21%	14 26%	
Fairly ineffective	(2) 31%	38 44%	18 28%	13 22%	3 19%	2 14%	4 40%	26 38%	11 28%	10 33%	8 30%	1 7%	2 18%	2 25%	18 35%	38 32%	18 30%	10 32%	12 31%	20 30%	13 25%	16 27%	23 45%	65 33%	13 24%	
Very ineffective	(1) 15%	18 21%	4 6%	10 17%	4 25%	2 14%	-	9 13%	4 10%	5 17%	7 26%	2 14%	3 27%	2 25%	6 12%	15 13%	8 13%	7 23%	8 21%	9 14%	8 16%	7 12%	10 20%	34 17%	4 7%	
NET: Ineffective	116 46%	56 64%	22 34%	23 39%	7 44%	4 29%	4 40%	35 51%	15 38%	15 50%	15 56%	3 21%	5 45%	4 50%	24 46%	53 45%	26 43%	17 55%	20 51%	29 44%	21 41%	23 39%	33 65%	99 51%	17 31%	
Mean	2.74	2.38	3.03	2.85	2.88	2.93	3.00	2.64	2.95	2.73	2.48	3.29	2.73	2.50	2.77	2.80	2.77	2.65	2.62	2.83	2.80	2.93	2.39	2.64	3.11	
Standard deviation	1.14	1.10	0.99	1.19	1.45	1.14	1.05	1.06	1.12	1.23	1.25	1.14	1.42	1.20	1.10	1.13	1.07	1.28	1.21	1.16	1.13	1.17	1.08	1.14	1.09	
Standard error	0.07	0.12	0.12	0.15	0.36	0.30	0.33	0.13	0.18	0.22	0.24	0.30	0.43	0.42	0.15	0.10	0.14	0.23	0.19	0.14	0.16	0.15	0.15	0.08	0.15	

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Absolutes/col percents

Table 12

Q6. To what extent do you think the FINRA/ FSA is effective or ineffective in detecting, investigating and prosecuting securities violations?

Base: All respondents

	USA																								
	Position							Sector							Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: Effective	67	10	20	15	10	6	6	7	8	4	7	8	6	-	27	33	14	11	9	18	22	6	16	34	33
	27%	14%	33%	41%	36%	21%	24%	21%	26%	15%	28%	33%	40%	-	31%	32%	26%	26%	18%	46%	38%	12%	19%	21%	38%
Very effective	(5)	6	1	-	2	1	2	-	1	-	1	-	2	1	-	1	3	1	-	2	1	3	1	3	3
		2%	1%	-	5%	4%	7%	-	3%	-	4%	-	8%	7%	-	1%	3%	2%	-	4%	3%	5%	2%	1%	2%
Fairly effective	(4)	61	9	20	13	9	4	6	8	3	7	6	5	-	26	30	13	11	7	17	19	5	15	31	30
		24%	13%	33%	35%	32%	14%	24%	26%	12%	28%	25%	33%	-	30%	29%	24%	26%	14%	44%	33%	10%	18%	19%	35%
Neither effective nor ineffective	(3)	62	12	19	11	8	7	5	8	7	6	7	5	7	3	19	21	18	8	15	12	15	17	11	45
		25%	17%	32%	30%	29%	25%	20%	24%	23%	23%	28%	21%	47%	30%	22%	21%	33%	19%	29%	31%	26%	33%	13%	27%
Fairly ineffective	(2)	78	28	14	8	8	10	10	10	10	7	7	2	4	27	34	16	15	13	6	16	16	34	52	26
		31%	39%	23%	22%	29%	36%	40%	33%	32%	38%	28%	29%	13%	40%	31%	30%	35%	25%	15%	28%	31%	41%	32%	30%
Very ineffective	(1)	43	22	7	3	2	5	4	7	6	4	4	-	3	13	14	6	9	14	3	5	12	22	33	10
		17%	31%	12%	8%	7%	18%	16%	21%	19%	23%	16%	17%	-	30%	15%	14%	11%	21%	27%	8%	9%	24%	27%	20%
NET: Ineffective		121	50	21	11	10	15	14	18	16	11	11	2	7	40	48	22	24	27	9	21	28	56	85	36
		48%	69%	35%	30%	36%	54%	56%	55%	52%	62%	44%	46%	13%	70%	47%	41%	56%	53%	23%	36%	55%	67%	52%	42%
Mean		2.64	2.15	2.87	3.08	2.96	2.57	2.52	2.48	2.55	2.35	2.68	2.79	3.33	2.00	2.71	2.75	2.76	2.49	2.41	3.18	2.98	2.35	2.27	2.51
Standard deviation		1.10	1.04	1.02	1.06	1.04	1.17	1.05	1.12	1.09	1.09	1.07	1.25	0.82	0.82	1.09	1.11	1.01	1.10	1.15	1.00	1.08	1.02	1.08	1.07
Standard error		0.07	0.12	0.13	0.17	0.20	0.22	0.21	0.20	0.20	0.21	0.21	0.26	0.21	0.26	0.12	0.11	0.14	0.17	0.16	0.16	0.14	0.14	0.12	0.08

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Absolutes/col percents

Table 13

Q7. Do you believe that your employer does or does not put the best interests of clients first?**Base: All respondents**

	Total Sample																				
	Position						Sector								Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Does put the best interests of clients first	429	146	105	73	33	37	35	85	50	57	56	34	22	14	111	90	94	93	118	307	122
	86%	92%	85%	87%	70%	84%	83%	89%	78%	93%	93%	89%	85%	78%	80%	86%	86%	85%	88%	85%	87%
Does not put the best interests of clients first	43	11	7	6	8	6	5	5	13	1	1	3	2	1	17	8	9	10	14	35	8
	9%	7%	6%	7%	17%	14%	12%	5%	20%	2%	2%	8%	8%	6%	12%	8%	8%	9%	10%	10%	6%
Don't know	28	2	12	5	6	1	2	5	1	3	3	1	2	3	10	7	6	7	2	18	10
	6%	1%	10%	6%	13%	2%	5%	5%	2%	5%	5%	3%	8%	17%	7%	7%	6%	6%	1%	5%	7%

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Absolutes/col percents

Table 13

Q7. Do you believe that your employer does or does not put the best interests of clients first?**Base: All respondents**

	UK																									
	Position						Sector								Region					Income				Gender		
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Does put the best interests of clients first	213 85%	81 93%	53 83%	51 86%	11 69%	11 79%	6 60%	61 88%	31 79%	27 90%	26 96%	12 86%	10 91%	5 63%	41 79%	98 82%	51 84%	27 87%	37 95%	56 85%	45 88%	49 83%	44 86%	168 86%	45 83%	
Does not put the best interests of clients first	24 10%	5 6%	5 8%	5 8%	5 31%	2 14%	2 20%	5 7%	8 21%	1 3%	- -	1 7%	1 9%	1 13%	7 13%	11 9%	8 13%	3 10%	2 5%	7 11%	4 8%	6 10%	6 12%	19 10%	5 9%	
Don't know	13 5%	1 1%	6 9%	3 5%	- -	1 7%	2 20%	3 4%	- -	2 7%	1 4%	1 7%	- -	2 25%	4 8%	10 8%	2 3%	1 3%	- -	3 5%	2 4%	4 7%	1 2%	9 5%	4 7%	

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Absolutes/col percents

Table 13

Q7. Do you believe that your employer does or does not put the best interests of clients first?**Base: All respondents**

	USA																								
	Position						Sector								Region				Income				Gender		
	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan- cial plann- ing	Asset manage- ment	Account- ancy	Bank -ing	Wealth manage- ment	Insur- ance	Trader	Other	North- east	Mid- west	South	West	Up to \$64k	\$64k- \$97k	\$97k- \$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Does put the best interests of clients first	216 86%	65 90%	52 87%	27 73%	24 86%	26 93%	22 88%	30 91%	30 97%	24 92%	19 76%	22 92%	12 80%	9 90%	70 81%	83 81%	45 83%	40 93%	48 94%	34 87%	49 84%	44 86%	74 89%	139 85%	77 90%
Does not put the best interests of clients first	19 8%	6 8%	2 3%	6 16%	3 11%	1 4%	1 4%	1 3%	- -	- -	5 20%	2 8%	1 7%	- -	10 12%	11 11%	4 7%	1 2%	3 6%	1 3%	5 9%	4 8%	8 10%	16 10%	3 3%
Don't know	15 6%	1 1%	6 10%	4 11%	1 4%	1 4%	2 8%	2 6%	1 3%	2 8%	1 4%	- -	2 13%	1 10%	6 7%	8 8%	5 9%	2 5%	- -	4 10%	4 7%	3 6%	1 1%	9 5%	6 7%

UK & US Financial Survey
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Absolutes/col percents

Table 14

Q8. How strong or weak would you say your employer's ethical values are?**Base: All respondents**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account- ancy	Banking	Asset manage- ment	Finan- cial plann- ing	Wealth manage- ment	Insur- ance	Trader	Other	Up to £48k/ \$64k	£48k- £69k/ \$64k- \$97k	£69k- £100k/ \$97k- \$129k	£100k+/ \$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Strong	419	143	101	65	34	41	35	83	50	53	50	35	20	13	115	94	89	90	112	302	117
	84%	90%	81%	77%	72%	93%	83%	87%	78%	87%	83%	92%	77%	72%	83%	90%	82%	82%	84%	84%	84%
Very strong	(5) 288	113	61	42	22	25	25	55	25	42	38	23	19	8	78	63	57	60	83	207	81
	58%	71%	49%	50%	47%	57%	60%	58%	39%	69%	63%	61%	73%	44%	57%	60%	52%	55%	62%	58%	58%
Fairly strong	(4) 131	30	40	23	12	16	10	28	25	11	12	12	1	5	37	31	32	30	29	95	36
	26%	19%	32%	27%	26%	36%	24%	29%	39%	18%	20%	32%	4%	28%	27%	30%	29%	27%	22%	26%	26%
About average	(3) 61	11	19	14	10	1	6	8	6	7	10	1	6	4	19	7	18	13	17	45	16
	12%	7%	15%	17%	21%	2%	14%	8%	9%	11%	17%	3%	23%	22%	14%	7%	17%	12%	13%	13%	11%
Fairly weak	(2) 12	3	2	1	3	2	1	2	5	1	-	1	-	-	3	2	2	4	3	10	2
	2%	2%	2%	1%	6%	5%	2%	2%	8%	2%	-	3%	-	-	2%	2%	2%	4%	2%	3%	1%
Very weak	(1) 8	2	2	4	-	-	-	2	3	-	-	1	-	1	1	2	-	3	2	3	5
	2%	1%	2%	5%	-	-	-	2%	5%	-	-	3%	-	6%	1%	2%	-	3%	1%	1%	4%
NET: Weak	20	5	4	5	3	2	1	4	8	1	-	2	-	1	4	4	2	7	5	13	7
	4%	3%	3%	6%	6%	5%	2%	4%	13%	2%	-	5%	-	6%	3%	4%	2%	6%	4%	4%	5%
Mean	4.36	4.57	4.26	4.17	4.13	4.45	4.40	4.39	4.00	4.54	4.47	4.45	4.50	4.06	4.36	4.44	4.32	4.27	4.40	4.37	4.33
Standard deviation	0.90	0.81	0.89	1.06	0.97	0.76	0.83	0.89	1.11	0.77	0.77	0.89	0.86	1.11	0.85	0.85	0.82	0.99	0.90	0.87	0.99
Standard error	0.04	0.06	0.08	0.12	0.14	0.11	0.13	0.09	0.14	0.10	0.10	0.14	0.17	0.26	0.07	0.08	0.08	0.09	0.08	0.05	0.08

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Absolutes/col percents

Table 14

Q8. How strong or weak would you say your employer's ethical values are?**Base: All respondents**

	UK																									
	Position						Sector								Region					Income				Gender		
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Strong	204	79	51	43	14	12	5	61	30	24	20	13	8	4	44	90	51	28	35	58	40	47	40	160	44	
	82%	91%	80%	73%	88%	86%	50%	88%	77%	80%	74%	93%	73%	50%	85%	76%	84%	90%	88%	78%	80%	78%	82%	81%		
Very strong	(5)	131	60	25	27	6	10	3	38	15	20	16	7	1	27	49	35	19	28	34	27	28	29	101	30	
		52%	69%	39%	46%	38%	71%	30%	55%	38%	67%	59%	50%	64%	13%	52%	41%	57%	61%	72%	52%	53%	47%	57%	52%	
Fairly strong	(4)	73	19	26	16	8	2	2	23	15	4	4	6	1	3	17	41	16	9	7	24	13	19	11	59	14
		29%	22%	41%	27%	50%	14%	20%	33%	38%	13%	15%	43%	9%	38%	33%	34%	26%	29%	18%	36%	25%	32%	22%	30%	
About average	(3)	34	5	10	12	1	2	4	5	3	5	7	-	3	3	8	21	8	2	3	5	10	8	8	29	5
		14%	6%	16%	20%	6%	14%	40%	7%	8%	17%	26%	-	27%	38%	15%	18%	13%	6%	8%	8%	20%	14%	16%	15%	
Fairly weak	(2)	6	2	1	1	1	-	1	1	4	1	-	-	-	-	4	1	1	-	1	1	1	2	5	1	
		2%	2%	2%	2%	6%	-	10%	1%	10%	3%	-	-	-	-	3%	2%	3%	-	2%	2%	2%	4%	3%	2%	
Very weak	(1)	6	1	2	3	-	-	2	2	-	-	1	-	1	-	4	1	-	1	2	-	3	1	2	4	
		2%	1%	3%	5%	-	-	3%	5%	-	-	7%	-	13%	-	3%	2%	-	3%	3%	-	5%	2%	1%	7%	
NET: Weak		12	3	3	4	1	-	3	6	1	-	1	-	1	-	8	2	1	1	3	1	4	3	7	5	
		5%	3%	5%	7%	6%	-	10%	4%	15%	3%	-	7%	-	13%	7%	3%	3%	3%	5%	2%	7%	6%	4%	9%	
Mean		4.27	4.55	4.11	4.07	4.19	4.57	3.70	4.36	3.95	4.43	4.33	4.29	4.36	3.38	4.37	4.07	4.36	4.48	4.56	4.32	4.29	4.15	4.27	4.29	
Standard deviation		0.95	0.80	0.94	1.10	0.83	0.76	1.06	0.91	1.17	0.90	0.88	1.07	0.92	1.19	0.74	1.01	0.90	0.77	0.85	0.91	0.86	1.06	1.00	0.88	
Standard error		0.06	0.09	0.12	0.14	0.21	0.20	0.33	0.11	0.19	0.16	0.17	0.29	0.28	0.42	0.10	0.09	0.11	0.14	0.11	0.12	0.14	0.14	0.06	0.16	

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Absolutes/col percents

Table 14

Q8. How strong or weak would you say your employer's ethical values are?**Base: All respondents**

	USA																								
	Position						Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: Strong	215	64	50	29	23	27	22	30	29	22	20	22	12	9	71	82	48	41	44	36	49	43	72	142	73
	86%	89%	83%	78%	82%	96%	88%	91%	94%	85%	80%	92%	80%	90%	83%	80%	89%	95%	86%	92%	84%	84%	87%	87%	85%
Very strong	(5) 157	53	36	19	15	19	15	22	22	17	10	16	12	7	51	56	38	28	35	29	30	32	54	106	51
	63%	74%	60%	51%	54%	68%	60%	67%	71%	65%	40%	67%	80%	70%	59%	55%	70%	65%	69%	74%	52%	63%	65%	65%	59%
Fairly strong	(4) 58	11	14	10	8	8	7	8	7	5	10	6	-	2	20	26	10	13	9	7	19	11	18	36	22
	23%	15%	23%	27%	29%	29%	28%	24%	23%	19%	40%	25%	-	20%	23%	25%	19%	30%	18%	18%	33%	22%	22%	22%	26%
About average	(3) 27	6	9	6	4	-	2	3	2	3	3	1	3	1	11	15	6	1	5	2	8	5	9	16	11
	11%	8%	15%	16%	14%	-	8%	9%	6%	12%	12%	4%	20%	10%	13%	15%	11%	2%	10%	5%	14%	10%	11%	10%	13%
Fairly weak	(2) 6	1	1	2	1	1	-	-	-	1	1	1	-	-	3	5	-	-	1	1	1	3	1	5	1
	2%	1%	2%	5%	4%	4%	-	-	-	4%	4%	4%	-	-	3%	5%	-	-	2%	3%	2%	6%	1%	3%	1%
Very weak	(1) 2	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-	1	1	1
	1%	1%	-	-	-	-	4%	-	-	-	4%	-	-	-	1%	-	-	2%	2%	-	-	-	1%	1%	1%
NET: Weak	8	2	1	2	1	1	1	-	-	1	2	1	-	-	4	5	-	1	2	1	1	3	2	6	2
	3%	3%	2%	5%	4%	4%	4%	-	-	4%	8%	4%	-	-	5%	5%	-	2%	4%	3%	2%	6%	2%	4%	2%
Mean	4.45	4.58	4.42	4.24	4.32	4.61	4.40	4.58	4.65	4.46	4.08	4.54	4.60	4.60	4.36	4.30	4.59	4.56	4.49	4.64	4.34	4.41	4.48	4.47	4.41
Standard deviation	0.84	0.82	0.81	0.93	0.86	0.69	0.96	0.66	0.61	0.86	1.04	0.78	0.83	0.70	0.92	0.90	0.69	0.77	0.90	0.71	0.78	0.90	0.84	0.85	
Standard error	0.05	0.10	0.10	0.15	0.16	0.13	0.19	0.12	0.11	0.17	0.21	0.16	0.21	0.22	0.10	0.09	0.09	0.12	0.13	0.11	0.10	0.13	0.09	0.09	

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Table 15

Q9. At work, do you think your compensation or bonus plan ever creates pressure to compromise ethical standards or violate the law?**Base: All respondents**

	Total Sample																				
	Position						Sector									Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: At all	150	40	43	26	17	16	8	20	29	19	17	14	8	7	36	31	38	35	35	106	44
	30%	25%	35%	31%	36%	36%	19%	21%	45%	31%	28%	37%	31%	39%	26%	30%	35%	32%	26%	29%	31%
NET: Always/ Frequently	34	12	10	6	2	2	2	5	8	4	4	4	-	-	9	10	5	8	10	24	10
	7%	8%	8%	7%	4%	5%	5%	5%	13%	7%	7%	11%	-	-	7%	10%	5%	7%	7%	7%	7%
Always	7	3	4	-	-	-	-	2	2	2	1	-	-	-	-	2	1	2	2	4	3
	1%	2%	3%	-	-	-	-	2%	3%	3%	2%	-	-	-	-	2%	1%	2%	1%	1%	2%
Frequently	27	9	6	6	2	2	2	3	6	2	3	4	-	-	9	8	4	6	8	20	7
	5%	6%	5%	7%	4%	5%	5%	3%	9%	3%	5%	11%	-	-	7%	8%	4%	5%	6%	6%	5%
Sometimes	116	28	33	20	15	14	6	15	21	15	13	10	8	7	27	21	33	27	25	82	34
	23%	18%	27%	24%	32%	32%	14%	16%	33%	25%	22%	26%	31%	39%	20%	20%	30%	25%	19%	23%	24%
Never	350	119	81	58	30	28	34	75	35	42	43	24	18	11	102	74	71	75	99	254	96
	70%	75%	65%	69%	64%	64%	81%	79%	55%	69%	72%	63%	69%	61%	74%	70%	65%	68%	74%	71%	69%

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Absolutes/col percents

Table 15

Q9. At work, do you think your compensation or bonus plan ever creates pressure to compromise ethical standards or violate the law?

Base: All respondents

	UK																									
	Position						Sector								Region			Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: At all	79 32%	21 24%	24 38%	20 34%	7 44%	2 14%	5 50%	10 14%	21 54%	12 40%	9 33%	4 29%	4 36%	5 63%	14 27%	47 39%	14 23%	9 29%	9 23%	19 29%	16 31%	21 36%	18 35%	62 32%	17 31%	
NET: Always/ Frequently	17 7%	5 6%	3 5%	5 8%	1 6%	1 7%	2 20%	3 4%	5 13%	2 7%	3 11%	-	-	-	4 8%	12 10%	1 2%	4 13%	-	6 9%	2 4%	4 7%	4 8%	12 6%	5 9%	
Always	4 2%	3 3%	1 2%	-	-	-	-	1 1%	1 3%	1 3%	1 4%	-	-	-	-	3 3%	-	1 3%	-	-	1 2%	1 2%	2 4%	3 2%	1 2%	
Frequently	13 5%	2 2%	2 3%	5 8%	1 6%	1 7%	2 20%	2 3%	4 10%	1 3%	2 7%	-	-	-	4 8%	9 8%	1 2%	3 10%	-	6 9%	1 2%	3 5%	2 4%	9 5%	4 7%	
Sometimes	62 25%	16 18%	21 33%	15 25%	6 38%	1 7%	3 30%	7 10%	16 41%	10 33%	6 22%	4 29%	4 36%	5 63%	10 19%	35 29%	13 21%	5 16%	9 23%	13 20%	14 27%	17 29%	14 27%	50 26%	12 22%	
Never	171 68%	66 76%	40 63%	39 66%	9 56%	12 86%	5 50%	59 86%	18 46%	18 60%	18 67%	10 71%	7 64%	3 38%	38 73%	72 61%	47 77%	22 71%	30 77%	47 71%	35 69%	38 64%	33 65%	134 68%	37 69%	

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Absolutes/col percents

Table 15

Q9. At work, do you think your compensation or bonus plan ever creates pressure to compromise ethical standards or violate the law?

Base: All respondents

	USA																								
	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: At all	71	19	19	12	6	9	6	8	7	10	8	10	4	2	22	34	15	11	11	12	22	14	17	44	27
	28%	26%	32%	32%	21%	32%	24%	24%	23%	38%	32%	42%	27%	20%	26%	33%	28%	26%	22%	31%	38%	27%	20%	27%	31%
NET: Always/ Frequently	17	7	7	-	1	1	1	1	2	2	3	4	-	-	5	9	6	1	1	4	3	4	6	12	5
	7%	10%	12%	-	4%	4%	4%	3%	6%	8%	12%	17%	-	-	6%	9%	11%	2%	2%	10%	5%	8%	7%	7%	6%
Always	3	-	3	-	-	-	-	-	1	1	1	-	-	-	-	1	1	1	-	2	-	1	-	1	2
	1%	-	5%	-	-	-	-	-	3%	4%	4%	-	-	-	-	1%	2%	2%	-	5%	-	2%	-	1%	2%
Frequently	14	7	4	-	1	1	1	1	1	1	2	4	-	-	5	8	5	-	1	2	3	3	6	11	3
	6%	10%	7%	-	4%	4%	4%	3%	3%	4%	8%	17%	-	-	6%	8%	9%	-	2%	5%	5%	6%	7%	7%	3%
Sometimes	54	12	12	12	5	8	5	7	5	8	5	6	4	2	17	25	9	10	10	8	19	10	11	32	22
	22%	17%	20%	32%	18%	29%	20%	21%	16%	31%	20%	25%	27%	20%	20%	25%	17%	23%	20%	21%	33%	20%	13%	20%	26%
Never	179	53	41	25	22	19	19	25	24	16	17	14	11	8	64	68	39	32	40	27	36	37	66	120	59
	72%	74%	68%	68%	79%	68%	76%	76%	77%	62%	68%	58%	73%	80%	74%	67%	72%	74%	78%	69%	62%	73%	80%	73%	69%

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Absolutes/col percents

Table 16

Q10. At work, have you felt other pressure to compromise ethical standards or violate the law?**Base: All respondents**

	Total Sample																				
	Position						Sector									Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: At all	113	44	27	17	12	7	6	32	20	7	13	8	2	3	28	27	22	30	26	88	25
	23%	28%	22%	20%	26%	16%	14%	34%	31%	11%	22%	21%	8%	17%	20%	26%	20%	27%	19%	24%	18%
NET: Always/ Frequently	14	7	2	3	1	1	-	3	5	1	3	1	-	-	1	1	3	4	6	12	2
	3%	4%	2%	4%	2%	2%	-	3%	8%	2%	5%	3%	-	-	1%	1%	3%	4%	4%	3%	1%
Always	4	3	1	-	-	-	-	2	-	1	1	-	-	-	-	-	1	1	2	4	-
	1%	2%	1%	-	-	-	-	2%	-	2%	2%	-	-	-	-	-	1%	1%	1%	1%	-
Frequently	10	4	1	3	1	1	-	1	5	-	2	1	-	-	1	1	2	3	4	8	2
	2%	3%	1%	4%	2%	2%	-	1%	8%	-	3%	3%	-	-	1%	1%	2%	3%	3%	2%	1%
Sometimes	99	37	25	14	11	6	6	29	15	6	10	7	2	3	27	26	19	26	20	76	23
	20%	23%	20%	17%	23%	14%	14%	31%	23%	10%	17%	18%	8%	17%	20%	25%	17%	24%	15%	21%	16%
Never	387	115	97	67	35	37	36	63	44	54	47	30	24	15	110	78	87	80	108	272	115
	77%	72%	78%	80%	74%	84%	86%	66%	69%	89%	78%	79%	92%	83%	80%	74%	80%	73%	81%	76%	82%

UK & US Financial Survey

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Absolutes/col percents

Table 16

Q10. At work, have you felt other pressure to compromise ethical standards or violate the law?**Base: All respondents**

	UK																									
	Position						Sector								Region			Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: At all	65 26%	24 28%	18 28%	11 19%	4 25%	3 21%	5 50%	21 30%	15 38%	5 17%	8 30%	3 21%	2 18%	1 13%	10 19%	41 34%	8 13%	8 26%	8 21%	21 32%	14 27%	15 25%	12 24%	56 29%	9 17%	
NET: Always/ Frequently	7 3%	3 3%	1 2%	2 3%	1 6%	-	-	1 1%	3 8%	1 3%	2 7%	-	-	-	-	6 5%	-	-	1 3%	1 2%	2 4%	3 5%	1 2%	6 3%	1 2%	
Always	3 1%	2 2%	1 2%	-	-	-	-	1 1%	-	1 3%	1 4%	-	-	-	-	3 3%	-	-	-	-	1 2%	1 2%	1 2%	3 2%	-	
Frequently	4 2%	1 1%	-	2 3%	1 6%	-	-	-	3 8%	-	1 4%	-	-	-	-	3 3%	-	-	1 3%	1 2%	1 2%	2 3%	-	3 2%	1 2%	
Sometimes	58 23%	21 24%	17 27%	9 15%	3 19%	3 21%	5 50%	20 29%	12 31%	4 13%	6 22%	3 21%	2 18%	1 13%	10 19%	35 29%	8 13%	8 26%	7 18%	20 30%	12 24%	12 20%	11 22%	50 26%	8 15%	
Never	185 74%	63 72%	46 72%	48 81%	12 75%	11 79%	5 50%	48 70%	24 62%	25 83%	19 70%	11 79%	9 82%	7 88%	42 81%	78 66%	53 87%	23 74%	31 79%	45 68%	37 73%	44 75%	39 76%	140 71%	45 83%	

UK & US Financial Survey
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Absolutes/col percents

Table 16

Q10. At work, have you felt other pressure to compromise ethical standards or violate the law?**Base: All respondents**

	USA																								
	Position						Sector									Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
NET: At all	48 19%	20 28%	9 15%	7 19%	3 11%	3 11%	6 24%	5 15%	2 6%	11 42%	5 20%	5 21%	-	2 20%	18 21%	21 21%	10 19%	10 23%	7 14%	6 15%	8 14%	15 29%	14 17%	32 20%	16 19%
NET: Always/ Frequently	7 3%	4 6%	1 2%	1 3%	-	-	1 4%	1 3%	-	2 8%	2 8%	1 4%	-	-	1 1%	2 2%	3 6%	1 2%	1 2%	-	1 2%	1 2%	5 6%	6 4%	1 1%
Always	1 *	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	1 1%	-
Frequently	6 2%	3 4%	1 2%	1 3%	-	-	1 4%	1 3%	-	1 4%	2 8%	1 4%	-	-	1 1%	1 1%	3 6%	1 2%	1 2%	-	1 2%	1 2%	4 5%	5 3%	1 1%
Sometimes	41 16%	16 22%	8 13%	6 16%	3 11%	3 11%	5 20%	4 12%	2 6%	9 35%	3 12%	4 17%	-	2 20%	17 20%	19 19%	7 13%	9 21%	6 12%	6 15%	7 12%	14 27%	9 11%	26 16%	15 17%
Never	202 81%	52 72%	51 85%	30 81%	25 89%	25 89%	19 76%	28 85%	29 94%	15 58%	20 80%	19 79%	15 100%	8 80%	68 79%	81 79%	44 81%	33 77%	44 86%	33 85%	50 86%	36 71%	69 83%	132 80%	70 81%

UK & US Financial Survey
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Absolutes/col percents

Table 17

Q11. Have you ever personally observed or had first-hand knowledge of wrongdoing in the workplace?**Base: All respondents**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account -ancy	Banking	Asset manage -ment	Finan -cial plann -ing	Wealth manage -ment	Insur- -ance	Trader	Other	Up to £48k/ \$64k	£48k- £69k/ \$64k- \$97k	£69k- £100k/ \$97k- \$129k	£100k+/ \$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Yes	129	49	33	25	12	6	4	23	19	17	17	10	6	6	31	30	27	31	34	98	31
	26%	31%	27%	30%	26%	14%	10%	24%	30%	28%	28%	26%	23%	33%	22%	29%	25%	28%	25%	27%	22%
No	371	110	91	59	35	38	38	72	45	44	43	28	20	12	107	75	82	79	100	262	109
	74%	69%	73%	70%	74%	86%	90%	76%	70%	72%	72%	74%	77%	67%	78%	71%	75%	72%	75%	73%	78%

UK & US Financial Survey
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Absolutes/col percents

Table 17

Q11. Have you ever personally observed or had first-hand knowledge of wrongdoing in the workplace?**Base: All respondents**

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Yes	75 30%	26 30%	21 33%	19 32%	4 25%	1 7%	4 40%	15 22%	13 33%	9 30%	12 44%	4 29%	5 45%	4 50%	13 25%	39 33%	16 26%	9 29%	11 28%	21 32%	18 35%	15 25%	17 33%	61 31%	14 26%	
No	175 70%	61 70%	43 67%	40 68%	12 75%	13 93%	6 60%	54 78%	26 67%	21 70%	15 56%	10 71%	6 55%	4 50%	39 75%	80 67%	45 74%	22 71%	28 72%	45 68%	33 65%	44 75%	34 67%	135 69%	40 74%	

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 17

Q11. Have you ever personally observed or had first-hand knowledge of wrongdoing in the workplace?

Base: All respondents

	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Yes	54 22%	23 32%	12 20%	8 22%	3 11%	2 7%	6 24%	5 15%	8 26%	8 31%	6 24%	6 25%	1 7%	2 20%	18 21%	21 21%	12 22%	9 21%	12 24%	9 23%	9 16%	16 31%	17 20%	37 23%	17 20%
No	196 78%	49 68%	48 80%	29 78%	25 89%	26 93%	19 76%	28 85%	23 74%	18 69%	19 76%	18 75%	14 93%	8 80%	68 79%	81 79%	42 78%	34 79%	39 76%	30 77%	49 84%	35 69%	66 80%	127 77%	69 80%

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Absolutes/col percents

Table 18

Q12. If you were to report a wrongdoing in the workplace, how likely or unlikely do you think your employer would be to retaliate against you? Would your employer...?

Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Top Three Box	72	29	10	8	11	8	6	17	14	6	6	7	1	4	17	11	11	20	19	47	25
	14%	18%	8%	10%	23%	18%	14%	18%	22%	10%	10%	18%	4%	22%	12%	10%	10%	18%	14%	13%	18%
NET: Top Two Box	35	13	6	5	4	5	2	11	5	4	3	5	-	1	6	7	6	10	8	22	13
	7%	8%	5%	6%	9%	11%	5%	12%	8%	7%	5%	13%	-	6%	4%	7%	6%	9%	6%	6%	9%
Definitely retaliate (7)	18	9	3	2	1	1	2	6	4	1	1	4	-	-	2	3	1	5	7	10	8
	4%	6%	2%	2%	2%	2%	5%	6%	6%	2%	2%	11%	-	-	1%	3%	1%	5%	5%	3%	6%
Very likely to retaliate (6)	17	4	3	3	3	4	-	5	1	3	2	1	-	1	4	4	5	5	1	12	5
	3%	3%	2%	4%	6%	9%	-	5%	2%	5%	3%	3%	-	6%	3%	4%	5%	5%	1%	3%	4%
Fairly likely to retaliate (5)	37	16	4	3	7	3	4	6	9	2	3	2	1	3	11	4	5	10	11	25	12
	7%	10%	3%	4%	15%	7%	10%	6%	14%	3%	5%	5%	4%	17%	8%	4%	5%	9%	8%	7%	9%
Neither likely nor unlikely to retaliate (4)	46	8	14	6	7	6	5	10	4	5	6	2	3	3	13	8	12	12	10	32	14
	9%	5%	11%	7%	15%	14%	12%	11%	6%	8%	10%	5%	12%	17%	9%	8%	11%	11%	7%	9%	10%
Fairly unlikely to retaliate (3)	59	10	13	14	8	6	8	6	11	9	10	3	2	3	15	14	13	12	18	41	18
	12%	6%	10%	17%	17%	14%	19%	6%	17%	15%	17%	8%	8%	17%	11%	13%	12%	11%	13%	11%	13%
Very unlikely to retaliate (2)	118	39	38	17	6	11	7	24	17	17	9	7	4	3	37	26	34	17	34	91	27
	24%	25%	31%	20%	13%	25%	17%	25%	27%	28%	15%	18%	15%	17%	27%	25%	31%	15%	25%	25%	19%
Definitely not retaliate (1)	175	66	39	34	14	9	13	32	15	19	28	17	13	4	47	34	35	43	49	130	45
	35%	42%	31%	40%	30%	20%	31%	34%	23%	31%	47%	45%	50%	22%	34%	32%	32%	39%	37%	36%	32%
NET: Bottom Two Box	293	105	77	51	20	20	20	56	32	36	37	24	17	7	84	60	69	60	83	221	72
	59%	66%	62%	61%	43%	45%	48%	59%	50%	59%	62%	63%	65%	39%	61%	57%	63%	55%	62%	61%	51%
NET: Bottom Three Box	352	115	90	65	28	26	28	62	43	45	47	27	19	10	99	74	82	72	101	262	90
	70%	72%	73%	77%	60%	59%	67%	65%	67%	74%	78%	71%	73%	56%	72%	70%	75%	65%	75%	73%	64%
Don't know	30	7	10	5	1	4	3	6	3	5	1	2	3	1	9	12	4	6	4	19	11
	6%	4%	8%	6%	2%	9%	7%	6%	5%	8%	2%	5%	12%	6%	7%	11%	4%	5%	3%	5%	8%
Mean	2.52	2.45	2.36	2.29	3.00	2.97	2.69	2.70	2.90	2.41	2.27	2.56	1.91	3.06	2.41	2.42	2.40	2.65	2.47	2.43	2.75
Standard deviation	1.69	1.84	1.49	1.56	1.76	1.73	1.69	1.90	1.78	1.53	1.56	2.08	1.28	1.64	1.54	1.61	1.48	1.85	1.69	1.63	1.84
Standard error	0.08	0.15	0.14	0.18	0.26	0.27	0.27	0.20	0.23	0.21	0.20	0.35	0.27	0.40	0.14	0.17	0.14	0.18	0.15	0.09	0.16

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Table 18

Q12. If you were to report a wrongdoing in the workplace, how likely or unlikely do you think your employer would be to retaliate against you? Would your employer...?

Base: All respondents

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Top Three Box	34 14%	15 17%	7 11%	5 8%	3 19%	2 14%	2 20%	9 13%	8 21%	4 13%	3 11%	3 21%	-	3 38%	4 8%	23 19%	6 10%	2 6%	3 8%	6 9%	5 10%	9 15%	9 18%	28 14%	6 11%	
NET: Top Two Box	15 6%	4 5%	5 8%	3 5%	3 19%	-	-	6 9%	1 3%	2 7%	1 4%	3 21%	-	-	2 4%	9 8%	5 8%	-	1 3%	5 8%	3 6%	4 7%	2 4%	11 6%	4 7%	
Definitely retaliate	(7) 4%	4 5%	3 5%	1 2%	1 6%	-	-	4 6%	1 3%	1 3%	1 4%	2 14%	-	-	-	6 5%	2 3%	-	1 3%	2 3%	1 2%	4 7%	2 4%	6 3%	3 6%	
Very likely to retaliate	(6) 2%	-	2 3%	2 3%	2 13%	-	-	2 3%	-	1 3%	-	1 7%	-	-	2 4%	3 3%	3 5%	-	-	3 5%	2 4%	-	-	5 3%	1 2%	
Fairly likely to retaliate	(5) 8%	11 13%	2 3%	2 3%	-	2 14%	2 20%	3 4%	7 18%	2 7%	2 7%	-	-	3 38%	2 4%	14 12%	1 2%	2 6%	2 5%	1 2%	2 4%	5 8%	7 14%	2 9%	2 4%	
Neither likely nor unlikely to retaliate	(4) 8%	5 6%	7 11%	5 8%	1 6%	1 7%	2 20%	5 7%	3 8%	3 10%	2 7%	-	3 27%	2 25%	3 6%	15 13%	5 8%	1 3%	-	3 5%	3 6%	6 10%	7 14%	17 9%	4 7%	
Fairly unlikely to retaliate	(3) 12%	4 5%	7 11%	9 15%	3 19%	6 43%	2 20%	6 9%	6 15%	3 10%	4 15%	2 14%	1 9%	1 13%	8 15%	22 18%	4 7%	1 3%	4 10%	12 18%	7 14%	4 7%	6 12%	19 10%	12 22%	
Very unlikely to retaliate	(2) 25%	21 24%	20 31%	12 20%	5 31%	2 14%	2 20%	18 26%	11 28%	10 33%	4 15%	4 29%	2 18%	1 13%	12 23%	29 24%	14 23%	11 35%	8 21%	16 24%	19 37%	12 20%	12 24%	53 27%	9 17%	
Definitely not retaliate	(1) 34%	36 41%	18 28%	26 44%	2 13%	3 21%	1 10%	25 36%	10 26%	7 23%	13 48%	5 36%	4 36%	1 13%	21 40%	24 20%	26 43%	13 42%	23 59%	22 33%	15 29%	25 42%	15 29%	69 35%	17 31%	
NET: Bottom Two Box	148 59%	57 66%	38 59%	38 64%	7 44%	5 36%	3 30%	43 62%	21 54%	17 57%	17 63%	9 64%	6 55%	2 25%	33 63%	53 45%	40 66%	24 77%	31 79%	38 58%	34 67%	37 63%	27 53%	122 62%	26 48%	
NET: Bottom Three Box	179 72%	61 70%	45 70%	47 80%	10 63%	11 79%	5 50%	49 71%	27 69%	20 67%	21 78%	11 79%	7 64%	3 38%	41 79%	75 63%	44 72%	25 81%	35 90%	50 76%	41 80%	41 69%	33 65%	141 72%	38 70%	
Don't know	16 6%	6 7%	5 8%	2 3%	2 13%	-	1 10%	6 9%	1 3%	3 10%	1 4%	-	1 9%	-	4 8%	6 5%	6 10%	3 10%	1 3%	7 11%	2 4%	3 5%	2 4%	10 5%	6 11%	
Mean	2.48	2.38	2.54	2.21	3.14	2.79	3.22	2.44	2.74	2.63	2.23	2.79	2.30	3.63	2.15	2.99	2.24	1.86	1.79	2.36	2.35	2.46	2.73	2.46	2.58	
Standard deviation	1.66	1.76	1.66	1.51	1.92	1.31	1.39	1.79	1.61	1.64	1.63	2.22	1.34	1.51	1.38	1.69	1.69	1.15	1.36	1.58	1.47	1.84	1.68	1.64	1.71	
Standard error	0.11	0.20	0.22	0.20	0.51	0.35	0.46	0.22	0.26	0.32	0.32	0.59	0.42	0.53	0.20	0.16	0.23	0.22	0.21	0.21	0.25	0.24	0.12	0.25		

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Absolutes/col percents

Table 18

Q12. If you were to report a wrongdoing in the workplace, how likely or unlikely do you think your employer would be to retaliate against you? Would your employer...?

Base: All respondents

	USA																									
	Position							Sector							Region				Income				Gender			
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Top Three Box	38 15%	14 19%	3 5%	9 24%	4 14%	5 18%	3 12%	3 9%	2 6%	8 31%	6 24%	4 17%	1 7%	1 10%	13 15%	18 18%	5 9%	10 23%	5 10%	5 13%	6 10%	11 22%	10 12%	19 12%	19 22%	
NET: Top Two Box	20 8%	9 13%	1 2%	4 11%	2 7%	2 7%	2 8%	2 6%	2 6%	5 19%	4 16%	2 8%	- -	1 10%	4 5%	10 10%	2 2%	6 14%	3 6%	2 5%	3 5%	6 12%	6 7%	11 7%	9 10%	
Definitely retaliate	(7) 4%	9 7%	5 7%	- -	1 3%	2 7%	- -	1 4%	- -	2 8%	3 12%	2 8%	- -	- -	2 2%	4 4%	1 2%	2 5%	2 4%	1 3%	- -	1 2%	5 6%	4 2%	5 6%	
Very likely to retaliate	(6) 4%	11 6%	4 6%	2 2%	3 8%	- -	2 7%	1 4%	2 6%	3 12%	1 4%	- -	- -	1 10%	2 2%	6 6%	- -	4 9%	1 2%	1 3%	3 5%	5 10%	1 1%	7 4%	4 5%	
Fairly likely to retaliate	(5) 7%	18 7%	5 7%	2 3%	5 14%	2 7%	3 11%	1 4%	1 3%	3 12%	2 8%	2 8%	1 7%	- -	9 10%	8 8%	4 7%	4 9%	2 4%	3 8%	3 5%	5 10%	4 5%	8 5%	10 12%	
Neither likely nor unlikely to retaliate	(4) 10%	25 10%	3 4%	7 12%	5 14%	4 14%	5 18%	1 4%	4 12%	2 6%	5 19%	1 4%	2 8%	- -	1 10%	10 12%	11 11%	6 11%	3 7%	5 10%	9 13%	6 16%	3 4%	15 9%	10 12%	
Fairly unlikely to retaliate	(3) 11%	28 11%	6 8%	6 10%	6 16%	2 7%	3 11%	5 20%	6 18%	6 19%	- -	5 20%	1 4%	1 7%	2 8%	7 14%	5 9%	5 12%	4 8%	2 5%	6 10%	8 16%	12 14%	22 13%	6 7%	
Very unlikely to retaliate	(2) 22%	56 22%	18 25%	18 30%	4 11%	5 18%	6 21%	5 20%	7 15%	6 23%	6 23%	3 13%	2 13%	2 20%	25 29%	22 22%	16 30%	6 14%	12 24%	10 26%	15 26%	5 10%	22 27%	38 23%	18 21%	
Definitely not retaliate	(1) 36%	89 36%	30 42%	21 35%	13 35%	10 36%	7 25%	8 32%	15 45%	12 39%	7 27%	5 20%	12 50%	9 60%	3 30%	26 30%	31 30%	19 35%	16 37%	23 45%	12 31%	20 34%	18 35%	34 41%	61 37%	28 33%
NET: Bottom Two Box	145 58%	48 67%	39 65%	17 46%	15 54%	13 46%	13 52%	20 61%	19 61%	13 50%	11 44%	15 63%	11 73%	5 50%	51 59%	53 52%	35 65%	22 51%	35 69%	22 56%	35 60%	23 45%	56 67%	99 60%	46 53%	
NET: Bottom Three Box	173 69%	54 75%	45 75%	23 62%	17 61%	16 57%	18 72%	26 79%	25 81%	13 50%	16 64%	16 67%	12 80%	7 70%	58 67%	67 66%	40 74%	27 63%	39 76%	24 62%	41 71%	31 61%	68 82%	121 74%	52 60%	
Don't know	14 6%	1 1%	5 8%	- -	3 11%	2 7%	3 12%	- -	2 6%	- -	2 8%	2 8%	2 13%	1 10%	5 6%	6 6%	3 6%	3 7%	2 4%	5 13%	2 3%	3 6%	2 2%	9 5%	5 6%	
Mean	2.56	2.54	2.16	2.95	2.64	2.88	2.50	2.30	2.21	3.31	3.17	2.41	1.62	2.56	2.57	2.76	2.29	2.83	2.22	2.53	2.45	2.88	2.31	2.41	2.85	
Standard deviation	1.73	1.93	1.27	1.86	1.89	1.66	1.71	1.53	1.42	2.07	2.04	2.02	1.19	1.67	1.62	1.78	1.45	2.00	1.64	1.67	1.51	1.86	1.69	1.61	1.92	
Standard error	0.11	0.23	0.17	0.30	0.38	0.32	0.36	0.27	0.26	0.41	0.42	0.43	0.33	0.56	0.18	0.18	0.20	0.32	0.23	0.29	0.20	0.27	0.19	0.13	0.21	

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Table 19

Q13. If you reported wrongdoing in your workplace, to what extent do you think this would be handled well or poorly by your employer? Do you think your employer would handle it...?
Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
NET: Well	399	128	104	64	37	33	33	75	49	48	53	31	20	11	112	87	87	84	109	293	106
	80%	81%	84%	76%	79%	75%	79%	79%	77%	79%	88%	82%	77%	61%	81%	83%	80%	76%	81%	81%	76%
Very well	(4) 225	90	55	32	19	14	15	52	22	25	32	19	16	5	54	55	41	45	67	164	61
	45%	57%	44%	38%	40%	32%	36%	55%	34%	41%	53%	50%	62%	28%	39%	52%	38%	41%	50%	46%	44%
Fairly well	(3) 174	38	49	32	18	19	18	23	27	23	21	12	4	6	58	32	46	39	42	129	45
	35%	24%	40%	38%	38%	43%	43%	24%	42%	38%	35%	32%	15%	33%	42%	30%	42%	35%	31%	36%	32%
Fairly poorly	(2) 41	13	6	9	5	3	5	8	7	5	3	1	1	3	13	8	11	11	10	31	10
	8%	8%	5%	11%	11%	7%	12%	8%	11%	8%	5%	3%	4%	17%	9%	8%	10%	10%	7%	9%	7%
Very poorly	(1) 19	5	5	4	3	2	-	3	4	3	1	3	-	2	3	1	3	6	5	8	11
	4%	3%	4%	5%	6%	5%	-	3%	6%	5%	2%	8%	-	11%	2%	1%	3%	5%	4%	2%	8%
NET: Poorly	60	18	11	13	8	5	5	11	11	8	4	4	1	5	16	9	14	17	15	39	21
	12%	11%	9%	15%	17%	11%	12%	12%	17%	13%	7%	11%	4%	28%	12%	9%	13%	15%	11%	11%	15%
Don't know	41	13	9	7	2	6	4	9	4	5	3	3	5	2	10	9	8	9	10	28	13
	8%	8%	7%	8%	4%	14%	10%	9%	6%	8%	5%	8%	19%	11%	7%	9%	7%	8%	7%	8%	9%
Mean	3.32	3.46	3.34	3.19	3.18	3.18	3.26	3.44	3.12	3.25	3.47	3.34	3.71	2.88	3.27	3.47	3.24	3.22	3.38	3.35	3.23
Standard deviation	0.80	0.80	0.77	0.84	0.89	0.80	0.69	0.81	0.87	0.84	0.68	0.91	0.56	1.02	0.74	0.70	0.76	0.87	0.80	0.75	0.93
Standard error	0.04	0.07	0.07	0.10	0.13	0.13	0.11	0.09	0.11	0.11	0.09	0.15	0.12	0.26	0.07	0.07	0.08	0.09	0.07	0.04	0.08

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Table 19

Q13. If you reported wrongdoing in your workplace, to what extent do you think this would be handled well or poorly by your employer? Do you think your employer would handle it...?

Base: All respondents

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
NET: Well	200	69	54	45	13	11	8	57	30	23	24	11	8	3	44	87	51	26	36	56	41	47	38	160	40	
	80%	79%	84%	76%	81%	79%	80%	83%	77%	77%	89%	79%	73%	38%	85%	73%	84%	84%	92%	85%	80%	80%	75%	82%	74%	
Very well	(4)	112	51	28	23	5	4	1	39	12	13	16	5	7	1	19	40	30	15	27	34	17	25	26	89	23
		45%	59%	44%	39%	31%	29%	10%	57%	31%	43%	59%	36%	64%	13%	37%	34%	49%	48%	69%	52%	33%	42%	51%	45%	43%
Fairly well	(3)	88	18	26	22	8	7	7	18	18	10	8	6	1	2	25	47	21	11	22	24	22	12	71	17	
		35%	21%	41%	37%	50%	50%	70%	26%	46%	33%	30%	43%	9%	25%	48%	39%	34%	35%	33%	47%	37%	24%	36%	31%	
Fairly poorly	(2)	24	7	4	8	2	2	1	4	7	3	2	-	1	1	6	18	2	3	4	8	5	7	20	4	
		10%	8%	6%	14%	13%	14%	10%	6%	18%	10%	7%	-	9%	13%	12%	15%	3%	10%	3%	6%	16%	8%	14%	10%	7%
Very poorly	(1)	8	2	4	2	-	-	-	2	1	1	-	2	-	2	-	5	2	-	1	1	4	1	3	5	
		3%	2%	6%	3%	-	-	-	3%	3%	3%	-	14%	-	25%	-	4%	3%	-	3%	2%	2%	7%	2%	2%	9%
NET: Poorly		32	9	8	10	2	2	1	6	8	4	2	2	1	3	6	23	4	3	5	9	9	8	23	9	
		13%	10%	13%	17%	13%	14%	10%	9%	21%	13%	7%	14%	9%	38%	12%	19%	7%	10%	5%	8%	18%	15%	16%	12%	17%
Don't know		18	9	2	4	1	1	1	6	1	3	1	1	2	2	2	9	6	2	1	1	3	5	13	5	
		7%	10%	3%	7%	6%	7%	10%	9%	3%	10%	4%	7%	18%	25%	4%	8%	10%	6%	3%	8%	2%	5%	10%	7%	9%
Mean		3.31	3.51	3.26	3.20	3.20	3.15	3.00	3.49	3.08	3.30	3.54	3.08	3.67	2.33	3.26	3.11	3.44	3.41	3.63	3.46	3.14	3.21	3.37	3.34	3.18
Standard deviation		0.79	0.77	0.85	0.83	0.68	0.69	0.50	0.76	0.78	0.82	0.65	1.04	0.71	1.21	0.66	0.84	0.74	0.68	0.70	0.76	0.89	0.83	0.74	0.97	
Standard error		0.05	0.09	0.11	0.11	0.17	0.19	0.17	0.10	0.13	0.16	0.13	0.29	0.24	0.49	0.09	0.08	0.10	0.13	0.09	0.11	0.12	0.12	0.05	0.14	

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Table 19

Q13. If you reported wrongdoing in your workplace, to what extent do you think this would be handled well or poorly by your employer? Do you think your employer would handle it...?
Base: All respondents

	USA																									
	Position							Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
NET: Well	199	59	50	29	22	20	19	29	25	18	19	20	12	8	68	79	42	32	46	31	46	37	71	133	66	
	80%	82%	83%	78%	79%	71%	76%	88%	81%	69%	76%	83%	80%	80%	79%	77%	78%	74%	90%	79%	79%	73%	86%	81%	77%	
Very well	(4)	113	39	27	18	11	9	16	12	13	10	14	9	4	35	42	24	19	28	21	24	20	41	75	38	
		45%	54%	45%	49%	39%	32%	48%	39%	50%	40%	58%	60%	40%	41%	41%	44%	44%	55%	54%	41%	39%	49%	46%	44%	
Fairly well	(3)	86	20	23	11	11	10	13	13	5	9	6	3	4	33	37	18	13	18	10	22	17	30	58	28	
		34%	28%	38%	30%	39%	40%	39%	42%	19%	36%	25%	20%	40%	38%	36%	33%	30%	35%	26%	38%	33%	36%	35%	33%	
Fairly poorly	(2)	17	6	2	4	3	1	1	2	4	-	1	-	2	7	11	2	3	1	4	3	6	3	11	6	
		7%	8%	3%	11%	11%	4%	3%	6%	15%	-	4%	-	20%	8%	11%	4%	7%	2%	10%	5%	12%	4%	7%	7%	
Very poorly	(1)	11	3	1	3	-	2	2	1	1	3	1	-	-	3	3	2	3	3	-	2	2	4	5	6	
		4%	4%	2%	8%	-	7%	8%	3%	4%	12%	4%	-	-	3%	3%	4%	7%	6%	-	3%	4%	5%	3%	7%	
NET: Poorly		28	9	3	7	3	3	2	4	5	3	2	-	2	10	14	4	6	4	4	5	8	7	16	12	
		11%	13%	5%	19%	11%	11%	12%	6%	13%	19%	12%	8%	-	20%	12%	14%	7%	14%	10%	9%	16%	8%	10%	14%	
Don't know		23	4	7	1	3	5	3	2	3	3	2	3	-	8	9	8	5	1	4	7	6	5	15	8	
		9%	6%	12%	3%	11%	18%	12%	6%	12%	12%	8%	20%	-	9%	9%	15%	12%	2%	10%	12%	12%	6%	9%	9%	
Mean		3.33	3.40	3.43	3.22	3.32	3.17	3.18	3.42	3.21	3.30	3.18	3.50	3.75	3.20	3.28	3.27	3.39	3.26	3.42	3.49	3.33	3.22	3.38	3.36	3.26
Standard deviation		0.81	0.83	0.67	0.96	0.69	0.89	0.91	0.72	0.86	0.93	1.01	0.80	0.45	0.79	0.79	0.80	0.77	0.92	0.70	0.77	0.85	0.79	0.76	0.90	
Standard error		0.05	0.10	0.09	0.16	0.14	0.18	0.19	0.13	0.16	0.19	0.21	0.17	0.13	0.25	0.09	0.08	0.11	0.15	0.11	0.12	0.11	0.09	0.06	0.10	

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Table 20

Q14. If you could report wrongdoing anonymously, be protected from retaliation, and receive a monetary award, would you do it?

Base: All respondents

	Total Sample																				
	Position							Sector							Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Yes	468	147	113	82	43	43	40	89	61	55	55	36	25	17	130	97	105	103	127	341	127
	94%	92%	91%	98%	91%	98%	95%	94%	95%	90%	92%	95%	96%	94%	94%	92%	96%	94%	95%	95%	91%
No	32	12	11	2	4	1	2	6	3	6	5	2	1	1	8	8	4	7	7	19	13
	6%	8%	9%	2%	9%	2%	5%	6%	5%	10%	8%	5%	4%	6%	6%	8%	4%	6%	5%	5%	9%

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Table 20

Q14. If you could report wrongdoing anonymously, be protected from retaliation, and receive a monetary award, would you do it?

Base: All respondents

	Position						Sector										Region			Income				Gender	
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
Yes	231 92%	78 90%	59 92%	57 97%	15 94%	13 93%	9 90%	65 94%	39 100%	27 90%	23 85%	13 93%	10 91%	7 88%	47 90%	109 92%	55 90%	30 97%	37 95%	60 91%	51 100%	55 93%	46 90%	184 94%	47 87%
No	19 8%	9 10%	5 8%	2 3%	1 6%	1 7%	1 10%	4 6%	-	3 10%	4 15%	1 7%	1 9%	1 13%	5 10%	10 8%	6 10%	1 3%	2 5%	6 9%	-	4 7%	5 10%	12 6%	7 13%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 20

Q14. If you could report wrongdoing anonymously, be protected from retaliation, and receive a monetary award, would you do it?

Base: All respondents

	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Yes	237 95%	69 96%	54 90%	34 92%	27 96%	28 100%	25 100%	32 97%	28 90%	24 92%	22 88%	23 96%	15 100%	10 100%	83 97%	97 95%	51 94%	40 93%	49 96%	37 95%	54 93%	48 94%	81 98%	157 96%	80 93%
No	13 5%	3 4%	6 10%	3 8%	1 4%	-	-	1 3%	3 10%	2 8%	3 12%	1 4%	-	-	3 3%	5 5%	3 6%	3 7%	2 4%	2 5%	4 7%	3 6%	2 2%	7 4%	6 7%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 21

Q15. If you knew that your spouse or a loved one could report wrongdoing in the workplace anonymously, be protected from retaliation, and receive a monetary award, would you encourage him or her to do so?

Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account-ancy	Banking	Asset manage-ment	Finan-cial plann-ing	Wealth manage-ment	Insur-ance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Yes	448 90%	137 86%	112 90%	78 93%	41 87%	41 93%	39 93%	83 87%	58 91%	53 87%	50 83%	35 92%	25 96%	16 89%	128 93%	93 89%	102 94%	101 92%	118 88%	323 90%	125 89%
No	52 10%	22 14%	12 10%	6 7%	6 13%	3 7%	3 7%	12 13%	6 9%	8 13%	10 17%	3 8%	1 4%	2 11%	10 7%	12 11%	7 6%	9 8%	16 12%	37 10%	15 11%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 21

Q15. If you knew that your spouse or a loved one could report wrongdoing in the workplace anonymously, be protected from retaliation, and receive a monetary award, would you encourage him or her to do so?

Base: All respondents

	UK																									
	Position						Sector							Region				Income				Gender				
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Yes	219	71	56	56	15	12	9	59	38	25	21	13	10	6	47	100	55	29	35	57	49	54	42	174	45	
	88%	82%	88%	95%	94%	86%	90%	86%	97%	83%	78%	93%	91%	75%	90%	84%	90%	94%	90%	86%	96%	92%	82%	89%	83%	
No	31	16	8	3	1	2	1	10	1	5	6	1	1	2	5	19	6	2	4	9	2	5	9	22	9	
	12%	18%	13%	5%	6%	14%	10%	14%	3%	17%	22%	7%	9%	25%	10%	16%	10%	6%	10%	14%	4%	8%	18%	11%	17%	

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 21

Q15. If you knew that your spouse or a loved one could report wrongdoing in the workplace anonymously, be protected from retaliation, and receive a monetary award, would you encourage him or her to do so?

Base: All respondents

	USA																								
	Position						Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan-cial plann-ing	Asset manage-ment	Account-ancy	Bank-ing	Wealth manage-ment	Insur-ance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Yes	229	66	56	32	27	26	22	29	28	24	20	22	15	10	81	93	51	39	46	36	53	47	76	149	80
	92%	92%	93%	86%	96%	93%	88%	88%	90%	92%	80%	92%	100%	100%	94%	91%	91%	92%	90%	92%	91%	92%	92%	91%	93%
No	21	6	4	5	1	2	3	4	3	2	5	2	-	-	5	9	3	4	5	3	5	4	7	15	6
	8%	8%	7%	14%	4%	7%	12%	12%	10%	8%	20%	8%	-	-	6%	9%	6%	9%	10%	8%	9%	8%	8%	9%	7%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 22

Q16. Are you aware that the U.S. Securities and Exchange Commission has a new whistleblower program designed to protect and reward individuals, regardless of nationality, that report violations of the federal securities laws?

Base: All respondents

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account-ancy	Banking	Asset manage-ment	Finan-cial plann-ing	Wealth manage-ment	Insur-ance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Yes	220 44%	77 48%	50 40%	37 44%	23 49%	18 41%	15 36%	36 38%	31 48%	33 54%	24 40%	18 47%	7 27%	6 33%	65 47%	29 28%	46 42%	53 48%	76 57%	168 47%	52 37%
No	280 56%	82 52%	74 60%	47 56%	24 51%	26 59%	27 64%	59 62%	33 52%	28 46%	36 60%	20 53%	19 73%	12 67%	73 53%	76 72%	63 58%	57 52%	58 43%	192 53%	88 63%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 22

Q16. Are you aware that the U.S. Securities and Exchange Commission has a new whistleblower program designed to protect and reward individuals, regardless of nationality, that report violations of the federal securities laws?

Base: All respondents

	UK																								
	Position							Sector							Region					Income				Gender	
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Account-ancy	Banking	Asset management	Finan-cial plann-ing	Wealth manage-ment	Insur-ance	Trader	Other	London	South & Wales (exc London)	Mid-lands	North & Scot-land	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
Yes	98	39	24	24	4	4	3	26	17	15	10	4	4	1	21	50	22	9	17	17	22	25	28	82	16
	39%	45%	38%	41%	25%	29%	30%	38%	44%	50%	37%	29%	36%	13%	40%	42%	36%	29%	44%	26%	43%	42%	55%	42%	30%
No	152	48	40	35	12	10	7	43	22	15	17	10	7	7	31	69	39	22	22	49	29	34	23	114	38
	61%	55%	63%	59%	75%	71%	70%	62%	56%	50%	63%	71%	64%	88%	60%	58%	64%	71%	56%	74%	57%	58%	45%	58%	70%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 22

Q16. Are you aware that the U.S. Securities and Exchange Commission has a new whistleblower program designed to protect and reward individuals, regardless of nationality, that report violations of the federal securities laws?

Base: All respondents

	Position							Sector							Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Yes	122 49%	38 53%	26 43%	20 54%	11 39%	14 50%	13 52%	14 42%	18 58%	10 38%	14 56%	14 58%	3 20%	5 50%	44 51%	49 48%	24 44%	23 53%	26 51%	12 31%	24 41%	28 55%	48 58%	86 52%	36 42%
No	128 51%	34 47%	34 57%	17 46%	17 61%	14 50%	12 48%	19 58%	13 42%	16 62%	11 44%	10 42%	12 80%	5 50%	42 49%	53 52%	30 56%	20 47%	25 49%	27 69%	34 59%	23 45%	35 42%	78 48%	50 58%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 23
D1. Gender
Base: All respondents

	Total Sample																				
	Position							Sector							Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
Male	360	137	81	63	25	25	29	72	41	46	49	23	19	16	94	63	81	83	107	360	-
	72%	86%	65%	75%	53%	57%	69%	76%	64%	75%	82%	61%	73%	89%	68%	60%	74%	75%	80%	100%	-
Female	140	22	43	21	22	19	13	23	23	15	11	15	7	2	44	42	28	27	27	-	140
	28%	14%	35%	25%	47%	43%	31%	24%	36%	25%	18%	39%	27%	11%	32%	40%	26%	25%	20%	-	100%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 23
D1. Gender
Base: All respondents

	Position						Sector										Region			Income				Gender	
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
Male	196	75	46	45	13	11	6	57	27	23	26	8	9	7	39	95	45	24	32	43	43	51	45	196	-
	78%	86%	72%	76%	81%	79%	60%	83%	69%	77%	96%	57%	82%	88%	75%	80%	74%	77%	82%	65%	84%	86%	88%	100%	-
Female	54	12	18	14	3	3	4	12	12	7	1	6	2	1	13	24	16	7	7	23	8	8	6	-	54
	22%	14%	28%	24%	19%	21%	40%	17%	31%	23%	4%	43%	18%	13%	25%	20%	26%	23%	18%	35%	16%	14%	12%	-	100%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 23
D1. Gender
Base: All respondents

	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Male	164	62	35	19	18	12	18	23	23	15	14	15	10	9	55	65	32	34	33	20	38	32	62	164	-
	66%	86%	58%	51%	64%	43%	72%	70%	74%	58%	56%	63%	67%	90%	64%	64%	59%	79%	65%	51%	66%	63%	75%	100%	-
Female	86	10	25	18	10	16	7	10	8	11	11	9	5	1	31	37	22	9	18	19	20	19	21	-	86
	34%	14%	42%	49%	36%	57%	28%	30%	26%	42%	44%	38%	33%	10%	36%	36%	41%	21%	35%	49%	34%	37%	25%	-	100%

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 24
D2. Age
Base: All respondents

	Total Sample																				
	Position						Sector								Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Account-ancy	Banking	Asset manage-ment	Finan-cial plann-ing	Wealth manage-ment	Insur-ance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	500	159	124	84	47	44	42	95	64	61	60	38	26	18	138	105	109	110	134	360	140
18-24	3 1%	-	1 1%	-	-	1 2%	1 2%	1 1%	-	2 3%	-	-	-	-	-	3 3%	-	-	-	3 1%	-
25-34	119 24%	13 8%	39 31%	13 15%	19 40%	24 55%	11 26%	21 22%	24 38%	13 21%	7 12%	10 26%	7 27%	3 17%	34 25%	39 37%	29 27%	28 25%	15 11%	65 18%	54 39%
35-44	143 29%	34 21%	37 30%	33 39%	16 34%	12 27%	11 26%	20 21%	23 36%	19 31%	18 30%	9 24%	5 19%	11 61%	38 28%	28 27%	38 35%	27 25%	41 31%	106 29%	37 26%
45-54	111 22%	47 30%	30 24%	15 18%	7 15%	3 7%	9 21%	16 17%	8 13%	13 21%	15 25%	12 32%	10 38%	1 6%	36 26%	18 17%	21 19%	26 24%	35 26%	81 23%	30 21%
55-64	98 20%	48 30%	16 13%	18 21%	4 9%	4 9%	8 19%	28 29%	8 13%	11 18%	16 27%	5 13%	3 12%	3 17%	24 17%	14 13%	18 17%	27 25%	32 24%	80 22%	18 13%
65+	26 5%	17 11%	1 1%	5 6%	1 2%	-	2 5%	9 9%	1 2%	3 5%	4 7%	2 5%	1 4%	-	6 4%	3 3%	3 3%	2 2%	11 8%	25 7%	1 1%
Mean	44.86	51.30	41.27	46.20	39.09	36.02	44.12	47.45	40.02	44.20	48.38	44.82	44.69	41.89	44.51	40.20	43.35	45.12	48.30	46.58	40.44
Standard deviation	11.95	10.81	10.50	11.47	9.61	9.68	12.77	12.79	10.66	12.18	11.05	12.52	10.68	9.25	11.90	11.73	11.24	11.34	11.22	12.04	10.51
Standard error	0.53	0.86	0.94	1.25	1.40	1.46	1.97	1.31	1.33	1.56	1.43	2.03	2.09	2.18	1.01	1.14	1.08	1.08	0.97	0.63	0.89

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 24
D2. Age
Base: All respondents

	UK																								
	Position						Sector								Region				Income				Gender		
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54
18-24	2 1%	-	-	-	1 6%	1 7%	-	1 1%	-	1 3%	-	-	-	-	-	2 2%	-	-	-	2 3%	-	-	-	2 1%	-
25-34	62 25%	9 10%	24 38%	10 17%	10 63%	4 29%	5 50%	17 25%	17 44%	7 23%	2 7%	3 21%	2 18%	2 25%	12 23%	35 29%	11 18%	8 26%	8 21%	26 39%	10 20%	12 20%	8 16%	40 20%	22 41%
35-44	76 30%	19 22%	18 28%	27 46%	5 31%	3 21%	4 40%	16 23%	15 38%	9 30%	10 37%	5 36%	3 27%	5 63%	13 25%	41 34%	14 23%	11 35%	10 26%	17 26%	18 35%	20 34%	17 33%	61 31%	15 28%
45-54	58 23%	31 36%	15 23%	10 17%	-	1 7%	1 10%	13 19%	4 10%	9 30%	9 33%	3 21%	4 36%	1 13%	15 29%	19 16%	19 31%	6 19%	14 36%	12 18%	11 22%	16 27%	13 25%	49 25%	9 17%
55-64	40 16%	21 24%	6 9%	9 15%	-	4 29%	-	16 23%	2 5%	4 13%	5 19%	2 14%	2 18%	-	9 17%	19 16%	10 16%	5 16%	6 15%	7 11%	10 20%	9 15%	10 20%	32 16%	8 15%
65+	12 5%	7 8%	1 2%	3 5%	-	1 7%	-	6 9%	1 3%	-	1 4%	1 7%	-	-	3 6%	3 3%	7 11%	1 3%	1 3%	2 3%	2 4%	2 3%	3 6%	12 6%	-
Mean	44.05	49.76	40.23	44.41	32.25	44.07	35.50	46.04	38.23	42.23	46.63	44.79	45.36	39.88	45.63	41.74	48.10	43.58	45.13	39.65	44.98	44.90	46.65	45.14	40.09
Standard deviation	11.55	10.19	10.54	10.55	5.84	16.03	5.38	12.77	9.99	10.70	8.83	12.58	9.14	5.67	12.32	11.64	11.71	10.97	9.90	11.60	11.62	10.42	10.72	11.59	10.63
Standard error	0.73	1.09	1.32	1.37	1.46	4.28	1.70	1.54	1.60	1.95	1.70	3.36	2.75	2.00	1.71	1.07	1.50	1.97	1.59	1.43	1.63	1.36	1.50	0.83	1.45

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 24
D2. Age
Base: All respondents

	USA																								
	Position						Sector									Region				Income				Gender	
	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan- cial plann- ing	Asset manage- ment	Account- ancy	Bank- ing	Wealth manage- ment	Insur- ance	Trader	Other	North- east	Mid- west	South	West	Up to \$64k	\$64k- \$97k	\$97k- \$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
18-24	1*	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	-
25-34	57 23%	4 6%	15 25%	14 38%	7 25%	14 50%	3 12%	5 15%	6 19%	4 15%	7 28%	7 29%	5 33%	1 10%	22 26%	33 32%	9 17%	8 19%	7 14%	13 33%	19 33%	16 31%	7 8%	25 15%	32 37%
35-44	67 27%	15 21%	19 32%	12 32%	8 29%	7 25%	6 24%	8 24%	10 32%	4 15%	8 32%	4 17%	2 13%	6 60%	25 29%	23 23%	21 39%	6 14%	17 33%	11 28%	20 34%	7 14%	24 29%	45 27%	22 26%
45-54	53 21%	16 22%	15 25%	6 16%	8 29%	3 11%	5 20%	6 18%	4 13%	3 12%	4 16%	9 38%	6 40%	-	21 24%	18 18%	10 19%	11 26%	14 27%	6 15%	10 17%	10 20%	22 27%	32 20%	21 24%
55-64	58 23%	27 38%	10 17%	4 11%	4 14%	4 14%	9 36%	11 33%	7 23%	12 46%	6 24%	3 13%	1 7%	3 30%	15 17%	23 23%	11 20%	15 35%	9 18%	7 18%	8 14%	18 35%	22 27%	48 29%	10 12%
65+	14 6%	10 14%	-	1 3%	1 4%	-	2 8%	3 9%	3 10%	3 12%	-	1 4%	1 7%	-	3 3%	5 5%	3 6%	2 5%	4 8%	1 3%	1 2%	-	8 10%	13 8%	1 1%
Mean	45.67	53.15	42.38	40.05	44.14	38.18	50.44	49.82	46.10	51.19	42.80	44.83	44.20	43.50	43.84	44.17	45.22	48.30	46.94	41.13	41.91	45.37	49.31	48.30	40.66
Standard deviation	12.30	11.30	10.42	10.31	11.13	10.82	12.61	12.54	13.36	12.33	11.27	12.76	11.98	11.40	11.65	12.66	11.53	12.67	11.89	12.03	10.78	12.43	11.46	12.38	10.50
Standard error	0.78	1.33	1.35	1.69	2.10	2.04	2.52	2.18	2.40	2.42	2.25	2.60	3.09	3.61	1.26	1.25	1.57	1.93	1.67	1.93	1.42	1.74	1.26	0.97	1.13

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Absolutes/col percents

Table 25

D3. Which of the following regions do you live in?**Base: All respondents (UK)**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	87	64	59	10	16	14	69	39	30	27	14	11	8	52	66	51	59	51	196	54
East Midlands	11	1	5	5	-	-	-	3	2	1	1	-	-	-	4	4	4	-	2	8	3
	4%	1%	8%	8%	-	-	-	4%	5%	3%	4%	-	-	-	8%	6%	8%	-	4%	4%	6%
East of England	12	5	2	3	-	2	-	5	2	1	2	-	-	-	2	5	2	3	2	11	1
	5%	6%	3%	5%	-	13%	-	7%	5%	3%	7%	-	-	-	4%	8%	4%	5%	4%	6%	2%
Greater London	119	36	29	22	8	11	13	30	20	21	7	5	2	7	27	26	22	28	29	95	24
	48%	41%	45%	37%	80%	69%	93%	43%	51%	70%	26%	36%	18%	88%	52%	39%	43%	47%	57%	48%	44%
North East England	7	4	1	2	-	-	-	3	1	-	2	-	-	-	1	3	2	1	1	6	1
	3%	5%	2%	3%	-	-	-	4%	3%	-	7%	-	-	-	2%	5%	4%	2%	2%	3%	2%
North West England	10	6	3	1	-	-	-	3	1	2	1	1	-	-	2	6	3	1	-	9	1
	4%	7%	5%	2%	-	-	-	4%	3%	7%	4%	7%	-	-	4%	9%	6%	2%	-	5%	2%
South East England	47	18	12	14	2	1	-	17	7	4	1	4	4	1	9	10	8	13	12	34	13
	19%	21%	19%	24%	20%	6%	-	25%	18%	13%	4%	29%	36%	13%	17%	15%	16%	22%	24%	17%	24%
South West England	10	2	3	5	-	-	-	2	-	-	-	3	1	-	4	1	2	6	1	7	3
	4%	2%	5%	8%	-	-	-	3%	-	-	-	21%	9%	-	8%	2%	4%	10%	2%	4%	6%
West Midlands	8	6	-	-	-	1	1	2	1	-	3	1	-	-	1	2	1	2	2	5	3
	3%	7%	-	-	-	6%	7%	3%	3%	-	11%	7%	-	-	2%	3%	2%	3%	4%	3%	6%
Yorkshire and the Humber	12	4	4	3	-	1	-	3	3	-	5	-	1	-	-	3	5	2	2	10	2
	5%	5%	6%	5%	-	6%	-	4%	8%	-	19%	-	9%	-	-	5%	10%	3%	4%	5%	4%
Wales	4	2	1	1	-	-	-	1	-	-	1	-	1	-	1	2	1	-	-	4	-
	2%	2%	2%	2%	-	-	-	1%	-	-	4%	-	9%	-	2%	3%	2%	-	-	2%	-
Scotland	10	3	4	3	-	-	-	-	2	1	4	-	2	-	1	4	1	3	-	7	3
	4%	3%	6%	5%	-	-	-	-	5%	3%	15%	-	18%	-	2%	6%	2%	5%	-	4%	6%

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Absolutes/col percents

Table 25

D3. Which of the following regions do you live in?**Base: All respondents (UK)**

	UK																									
	Position						Sector							Region			Income				Gender					
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
East Midlands	11	1	5	5	-	-	-	3	2	1	1	-	-	-	4	-	-	11	-	4	4	-	2	8	3	
	4%	1%	8%	8%	-	-	-	4%	5%	3%	4%	-	-	-	8%	-	-	35%	-	6%	8%	-	4%	4%	6%	
East of England	12	5	2	3	2	-	-	5	2	1	2	-	-	-	2	-	-	12	-	5	2	3	2	11	1	
	5%	6%	3%	5%	13%	-	-	7%	5%	3%	7%	-	-	-	4%	-	-	39%	-	8%	4%	5%	4%	6%	2%	
Greater London	119	36	29	22	11	13	8	30	20	21	7	5	2	7	27	119	-	-	-	26	22	28	29	95	24	
	48%	41%	45%	37%	69%	93%	80%	43%	51%	70%	26%	36%	18%	88%	52%	100%	-	-	-	39%	43%	47%	57%	48%	44%	
North East England	7	4	1	2	-	-	-	3	1	-	2	-	-	-	1	-	-	-	7	3	2	1	1	6	1	
	3%	5%	2%	3%	-	-	-	4%	3%	-	7%	-	-	-	2%	-	-	-	18%	5%	4%	2%	2%	3%	2%	
North West England	10	6	3	1	-	-	-	3	1	2	1	1	-	-	2	-	-	-	10	6	3	1	-	9	1	
	4%	7%	5%	2%	-	-	-	4%	3%	7%	4%	7%	-	-	4%	-	-	-	26%	9%	6%	2%	-	5%	2%	
South East England	47	18	12	14	1	-	2	17	7	4	1	4	4	1	9	-	47	-	10	8	13	12	34	13		
	19%	21%	19%	24%	6%	-	20%	25%	18%	13%	4%	29%	36%	13%	17%	-	77%	-	15%	16%	22%	24%	17%	24%		
South West England	10	2	3	5	-	-	-	2	-	-	-	3	1	-	4	-	10	-	1	2	6	1	7	3		
	4%	2%	5%	8%	-	-	-	3%	-	-	-	21%	9%	-	8%	-	16%	-	2%	4%	10%	2%	4%	6%		
West Midlands	8	6	-	-	1	1	-	2	1	-	3	1	-	-	1	-	-	8	-	2	1	2	2	5	3	
	3%	7%	-	-	6%	7%	-	3%	3%	-	11%	7%	-	-	2%	-	-	26%	-	3%	2%	3%	4%	3%	6%	
Yorkshire and the Humber	12	4	4	3	1	-	-	3	3	-	5	-	1	-	-	-	-	12	3	5	2	2	10	2		
	5%	5%	6%	5%	6%	-	-	4%	8%	-	19%	-	9%	-	-	-	-	31%	5%	10%	3%	4%	5%	4%		
Wales	4	2	1	1	-	-	-	1	-	-	1	-	1	-	1	-	4	-	2	1	-	-	4	-		
	2%	2%	2%	2%	-	-	-	1%	-	-	4%	-	9%	-	2%	-	7%	-	3%	2%	-	-	2%	-		
Scotland	10	3	4	3	-	-	-	-	2	1	4	-	2	-	1	-	-	10	4	1	3	-	7	3		
	4%	3%	6%	5%	-	-	-	-	5%	3%	15%	-	18%	-	2%	-	-	26%	6%	2%	5%	-	4%	6%		

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Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86
New York	57	9	14	10	9	8	7	6	9	11	3	2	2	2	22	5	13	11	22	38	19
	23%	13%	23%	40%	24%	29%	25%	23%	36%	35%	9%	8%	13%	20%	26%	13%	22%	22%	27%	23%	22%
New Jersey	25	6	7	1	2	3	6	6	1	4	2	-	2	-	10	2	5	5	12	14	11
	10%	8%	12%	4%	5%	11%	21%	23%	4%	13%	6%	-	13%	-	12%	5%	9%	10%	14%	9%	13%
California	22	11	2	2	5	1	1	2	-	3	7	2	-	-	8	1	1	8	11	14	8
	9%	15%	3%	8%	14%	4%	4%	8%	-	10%	21%	8%	-	-	9%	3%	2%	16%	13%	9%	9%
Illinois	16	2	5	1	4	3	1	-	3	-	3	1	3	2	4	2	5	1	6	9	7
	6%	3%	8%	4%	11%	11%	4%	-	12%	-	9%	4%	20%	20%	5%	5%	9%	2%	7%	5%	8%
Massachusetts	9	3	1	1	-	1	3	1	1	-	1	3	-	-	3	2	1	1	5	7	2
	4%	4%	2%	4%	-	4%	11%	4%	4%	-	3%	13%	-	-	3%	5%	2%	2%	6%	4%	2%
Ohio	9	2	4	-	-	2	1	-	1	-	2	2	-	-	4	2	4	3	-	6	3
	4%	3%	7%	-	-	7%	4%	-	4%	-	6%	8%	-	-	5%	5%	7%	6%	-	4%	3%
Texas	8	5	-	1	1	1	-	-	-	1	2	1	-	1	3	-	1	2	3	7	1
	3%	7%	-	4%	3%	4%	-	-	-	3%	6%	4%	-	10%	3%	-	2%	4%	4%	4%	1%
Colorado	7	3	1	-	2	1	-	-	-	-	-	1	1	1	4	1	4	1	1	4	3
	3%	4%	2%	-	5%	4%	-	-	-	-	-	4%	7%	10%	5%	3%	7%	2%	1%	2%	3%
Washington	7	3	3	-	-	1	-	2	-	-	1	-	1	-	3	1	3	1	1	5	2
	3%	4%	5%	-	-	4%	-	8%	-	-	3%	-	7%	-	3%	3%	5%	2%	1%	3%	2%
Florida	6	3	1	2	-	-	-	1	-	1	1	1	1	-	1	1	2	-	3	4	2
	2%	4%	2%	8%	-	-	-	4%	-	3%	3%	4%	7%	-	1%	3%	3%	-	4%	2%	2%
Minnesota	6	-	2	-	2	-	2	1	1	-	-	-	-	2	2	3	-	2	1	3	3
	2%	-	3%	-	5%	-	7%	4%	4%	-	-	-	-	20%	2%	8%	-	4%	1%	2%	3%
North Carolina	6	5	1	-	-	-	-	1	-	-	2	2	1	-	-	-	2	3	-	6	-
	2%	7%	2%	-	-	-	-	4%	-	-	6%	8%	7%	-	-	-	3%	6%	-	4%	-
Wisconsin	6	2	4	-	-	-	-	-	1	-	-	3	-	-	2	3	-	2	1	3	3
	2%	3%	7%	-	-	-	-	-	4%	-	-	13%	-	-	2%	8%	-	4%	1%	2%	3%
Oregon	5	-	1	1	2	-	1	-	-	2	1	-	1	-	1	1	2	-	1	5	-
	2%	-	2%	4%	5%	-	4%	-	-	6%	3%	-	7%	-	1%	3%	3%	-	1%	3%	-

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Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86
Pennsylvania	5 2%	1 1%	-	-	1 3%	1 4%	2 7%	1 4%	-	2 6%	1 3%	-	-	-	1 1%	-	1 2%	2 4%	2 2%	2 1%	3 3%
Georgia	5 2%	3 4%	-	1 4%	1 3%	-	-	-	-	-	2 6%	3 13%	-	-	-	1 3%	1 2%	2 4%	1 1%	3 2%	2 2%
Kansas	5 2%	1 1%	3 5%	-	1 3%	-	-	1 4%	2 8%	-	-	1 4%	-	-	1 1%	1 3%	2 3%	-	2 2%	4 2%	1 1%
Maryland	5 2%	-	1 2%	2 8%	1 3%	1 4%	-	1 4%	1 4%	-	-	-	1 7%	1 10%	1 1%	2 5%	1 2%	-	1 1%	5 3%	-
Michigan	4 2%	1 1%	1 2%	1 4%	1 3%	-	-	-	1 4%	-	1 3%	-	-	-	2 2%	1 3%	1 2%	1 2%	1 1%	2 1%	2 2%
Virginia	4 2%	-	1 2%	-	1 3%	-	2 7%	-	-	-	1 3%	-	1 7%	-	2 2%	1 3%	2 2%	-	2 2%	3 2%	1 1%
Tennessee	3 1%	1 1%	-	-	1 3%	1 4%	-	-	-	1 3%	-	1 4%	-	-	1 1%	1 3%	1 2%	-	1 1%	2 1%	1 1%
Nebraska	3 1%	2 3%	-	1 4%	-	-	-	-	-	1 3%	-	-	-	-	2 2%	-	1 2%	2 4%	-	3 2%	-
Nevada	3 1%	3 4%	-	-	-	-	-	-	-	1 3%	1 3%	-	-	1 10%	-	1 2%	-	2 2%	2 1%	1 1%	
Arizona	3 1%	2 3%	-	-	1 3%	-	-	-	-	-	-	1 4%	-	-	2 2%	-	1 2%	-	-	1 1%	2 2%
Connecticut	3 1%	-	1 2%	-	1 3%	-	1 4%	1 4%	1 4%	-	-	-	-	-	1 1%	-	1 2%	2 4%	-	2 1%	1 1%
Louisiana	2 1%	-	2 3%	-	-	-	-	1 4%	1 4%	-	-	-	-	-	1 3%	-	-	-	1 1%	1 1%	1 1%
Rhode Island	2 1%	-	-	-	-	2 7%	-	-	-	1 3%	-	-	-	-	1 1%	2 5%	-	-	-	1 1%	1 1%
South Dakota	2 1%	-	1 2%	-	1 3%	-	-	-	1 4%	-	-	-	-	-	1 1%	2 5%	-	-	-	-	2 2%

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Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	Total Sample																				
	Position						Sector									Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86
Delaware	2 1%	1 1%	-	-	-	-	1 4%	-	-	1 3%	-	-	-	-	1 1%	-	-	1 2%	1 1%	2 1%	-
Alaska	1 *	1 1%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 2%	-	-	1 1%
Indiana	1 *	-	1 2%	-	-	-	-	-	-	-	-	-	1 7%	-	-	1 3%	-	-	-	-	1 1%
South Carolina	1 *	-	-	-	-	1 4%	-	-	1 4%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%
New Hampshire	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-
Iowa	1 *	-	1 2%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 1%	1 1%	-
Idaho	1 *	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-
Utah	1 *	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	1 1%	-	1 2%	-	-	1 1%	-
Kentucky	1 *	-	1 2%	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 3%	-	-	-	1 1%	-
Missouri	1 *	1 1%	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 2%	-	-	1 1%	-
Montana	1 *	-	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 3%	-	-	-	-	1 1%

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Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	USA																								
	Position						Sector									Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
New York	57	9	14	9	7	8	10	3	11	6	9	2	2	2	22	57	-	-	-	5	13	11	22	38	19
	23%	13%	23%	24%	25%	29%	40%	9%	35%	23%	36%	8%	13%	20%	26%	56%	-	-	-	13%	22%	22%	27%	23%	22%
New Jersey	25	6	7	2	6	3	1	2	4	6	1	-	2	-	10	25	-	-	-	2	5	5	12	14	11
	10%	8%	12%	5%	21%	11%	4%	6%	13%	23%	4%	-	13%	-	12%	25%	-	-	-	5%	9%	10%	14%	9%	13%
California	22	11	2	5	1	1	2	7	3	2	-	2	-	-	8	-	-	-	22	1	1	8	11	14	8
	9%	15%	3%	14%	4%	4%	8%	21%	10%	8%	-	8%	-	-	9%	-	-	-	43%	3%	2%	16%	13%	9%	9%
Illinois	16	2	5	4	1	3	1	3	-	-	3	1	3	2	4	-	-	-	2	5	1	6	9	7	8
	6%	3%	8%	11%	4%	11%	4%	9%	-	-	12%	4%	20%	20%	5%	-	30%	-	-	5%	9%	2%	7%	5%	8%
Massachusetts	9	3	1	-	3	1	1	1	-	1	1	3	-	-	3	9	-	-	-	2	1	1	5	7	2
	4%	4%	2%	-	11%	4%	4%	3%	-	4%	4%	13%	-	-	3%	9%	-	-	-	5%	2%	2%	6%	4%	2%
Ohio	9	2	4	-	1	2	-	2	-	-	1	2	-	-	4	-	-	-	2	4	3	-	6	3	3
	4%	3%	7%	-	4%	7%	-	6%	-	-	4%	8%	-	-	5%	-	17%	-	-	5%	7%	6%	-	4%	3%
Texas	8	5	-	1	-	1	1	2	1	-	-	1	-	1	3	-	-	8	-	-	1	2	3	7	1
	3%	7%	-	3%	-	4%	4%	6%	3%	-	-	4%	-	10%	3%	-	-	19%	-	-	2%	4%	4%	4%	1%
Colorado	7	3	1	2	-	1	-	-	-	-	-	1	1	1	4	-	-	-	7	1	4	1	1	4	3
	3%	4%	2%	5%	-	4%	-	-	-	-	-	4%	7%	10%	5%	-	-	-	14%	3%	7%	2%	1%	2%	3%
Washington	7	3	3	-	-	1	-	1	-	2	-	-	1	-	3	-	-	-	7	1	3	1	1	5	2
	3%	4%	5%	-	-	4%	-	3%	-	8%	-	-	7%	-	3%	-	-	-	14%	3%	5%	2%	1%	3%	2%
Florida	6	3	1	-	-	-	2	1	1	1	-	1	1	-	1	-	-	6	-	1	2	-	3	4	2
	2%	4%	2%	-	-	-	8%	3%	3%	4%	-	4%	7%	-	1%	-	-	14%	-	3%	3%	-	4%	2%	2%
Minnesota	6	-	2	2	2	-	-	-	-	1	1	-	-	2	2	-	6	-	-	3	-	2	1	3	3
	2%	-	3%	5%	7%	-	-	-	-	4%	4%	-	-	20%	2%	-	11%	-	-	8%	-	4%	1%	2%	3%
North Carolina	6	5	1	-	-	-	-	2	-	1	-	2	1	-	-	-	-	6	-	-	2	3	-	6	-
	2%	7%	2%	-	-	-	-	6%	-	4%	-	8%	7%	-	-	-	-	14%	-	-	3%	6%	-	4%	-
Wisconsin	6	2	4	-	-	-	-	-	-	-	1	3	-	-	2	-	6	-	-	3	-	2	1	3	3
	2%	3%	7%	-	-	-	-	-	-	-	4%	13%	-	-	2%	-	11%	-	-	8%	-	4%	1%	2%	3%
Oregon	5	-	1	2	1	-	1	1	2	-	-	-	1	-	1	-	-	-	5	1	2	-	1	5	-
	2%	-	2%	5%	4%	-	4%	3%	6%	-	-	-	7%	-	1%	-	-	-	10%	3%	3%	-	1%	3%	-

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	Position							Sector								Region				Income				Gender	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
Pennsylvania	5 2%	1 1%	-	1 3%	2 7%	1 4%	-	1 3%	2 6%	1 4%	-	-	-	-	1 1%	5 5%	-	-	-	-	1 2%	2 4%	2 2%	2 1%	3 3%
Georgia	5 2%	3 4%	-	1 3%	-	-	1 4%	2 6%	-	-	-	3 13%	-	-	-	-	-	5 12%	-	1 3%	1 2%	2 4%	1 1%	3 2%	2 2%
Kansas	5 2%	1 1%	3 5%	1 3%	-	-	-	-	-	1 4%	2 8%	1 4%	-	-	1 1%	-	5 9%	-	-	1 3%	2 3%	-	2 2%	4 2%	1 1%
Maryland	5 2%	-	1 2%	1 3%	-	1 4%	2 8%	-	-	1 4%	1 4%	-	1 7%	1 10%	1 1%	-	-	5 12%	-	2 5%	1 2%	-	1 1%	5 3%	-
Michigan	4 2%	1 1%	1 2%	1 3%	-	-	1 4%	1 3%	-	-	1 4%	-	-	-	2 2%	-	4 7%	-	-	1 3%	1 2%	1 2%	1 1%	2 1%	2 2%
Virginia	4 2%	-	1 2%	1 3%	2 7%	-	-	1 3%	-	-	-	-	-	-	2 2%	-	-	4 9%	-	1 3%	1 2%	-	2 2%	3 2%	1 1%
Tennessee	3 1%	1 1%	-	1 3%	-	1 4%	-	-	1 3%	-	-	1 4%	-	-	1 1%	-	-	3 7%	-	1 3%	1 2%	-	1 1%	2 1%	1 1%
Nebraska	3 1%	2 3%	-	-	-	-	1 4%	-	1 3%	-	-	-	-	-	2 2%	-	3 6%	-	-	-	1 2%	2 4%	-	3 2%	-
Nevada	3 1%	3 4%	-	-	-	-	-	1 3%	1 3%	-	-	-	-	1 10%	-	-	-	-	3 6%	-	1 2%	-	2 2%	2 1%	1 1%
Arizona	3 1%	2 3%	-	1 3%	-	-	-	-	-	-	-	1 4%	-	-	2 2%	-	-	-	3 6%	-	1 2%	-	-	1 1%	2 2%
Connecticut	3 1%	-	1 2%	1 3%	1 4%	-	-	-	-	1 4%	1 4%	-	-	-	1 1%	3 3%	-	-	-	-	1 2%	2 4%	-	2 1%	1 1%
Louisiana	2 1%	-	2 3%	-	-	-	-	-	-	1 4%	1 4%	-	-	-	-	-	-	2 5%	-	1 3%	-	-	1 1%	1 1%	1 1%
Rhode Island	2 1%	-	-	-	-	2 7%	-	-	1 3%	-	-	-	-	-	1 1%	2 2%	-	-	-	2 5%	-	-	-	1 1%	1 1%
South Dakota	2 1%	-	1 2%	1 3%	-	-	-	-	-	-	1 4%	-	-	-	1 1%	-	2 4%	-	-	2 5%	-	-	-	-	2 2%

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 26

D3. Which of the following regions do you live in?**Base: All respondents (USA)**

	USA																Region				Income				Gender		
	Position						Sector										North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other												
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86		
Delaware	2 1%	1 1%	-	-	1 4%	-	-	-	1 3%	-	-	-	-	-	1 1%	-	-	2 5%	-	-	-	1 2%	1 1%	2 1%	-	-	
Alaska	1 *	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	1 1%	-	
Indiana	1 *	-	1 2%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 2%	-	-	1 3%	-	-	-	-	1 1%	-	
South Carolina	1 *	-	-	-	-	1 4%	-	-	-	-	1 4%	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 1%	-	
New Hampshire	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	1 1%	1 1%	-	-	
Iowa	1 *	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	1 1%	-	-	
Idaho	1 *	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	-	1 1%	-		
Utah	1 *	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	-	1 1%	-		
Kentucky	1 *	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	-		
Missouri	1 *	1 1%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-		
Montana	1 *	-	1 2%	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	1 2%	1 3%	-	-	-	-	1 1%		

UK & US Financial Survey

Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 27

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (UK)**

	Total Sample																				
	Position							Sector								Income				Gender	
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	87	64	59	10	16	14	69	39	30	27	14	11	8	52	66	51	59	51	196	54
Up to £14,000	(8000)	2 1%	1 1%	-	1 2%	-	-	2 3%	-	-	-	-	-	-	-	2 3%	-	-	-	2 1%	-
£14,001 to £21,000	(17500)	6 2%	2 2%	3 5%	-	1 6%	-	4 6%	-	-	1 4%	-	-	-	1 2%	6 9%	-	-	-	5 3%	1 2%
£21,001 to £28,000	(24500)	9 4%	2 2%	2 3%	2 3%	1 10%	2 13%	3 4%	3 8%	-	-	1 7%	-	-	2 4%	9 14%	-	-	-	4 2%	5 9%
£28,001 to £34,000	(31000)	9 4%	1 1%	3 5%	2 3%	1 10%	1 6%	1 7%	6 9%	2 5%	-	-	1 9%	-	-	9 14%	-	-	-	8 4%	1 2%
£34,001 to £41,000	(37500)	17 7%	3 3%	10 16%	-	2 20%	2 13%	5 7%	4 10%	-	2 7%	2 14%	1 9%	-	3 6%	17 26%	-	-	-	9 5%	8 15%
£41,001 to £48,000	(44500)	23 9%	4 5%	8 13%	2 3%	2 20%	5 31%	5 7%	2 5%	5 17%	2 7%	-	2 18%	-	7 13%	23 35%	-	-	-	15 8%	8 15%
£48,001 to £55,000	(51500)	19 8%	6 7%	3 5%	6 10%	1 10%	3 19%	4 6%	3 8%	4 13%	2 7%	1 7%	-	-	5 10%	-	19 37%	-	-	17 9%	2 4%
£55,001 to £62,000	(58500)	21 8%	5 6%	9 14%	6 10%	1 10%	-	4 6%	4 10%	1 3%	5 19%	2 14%	-	-	5 10%	-	21 41%	-	-	17 9%	4 7%
£62,001 to £69,000	(65500)	11 4%	-	5 8%	5 8%	-	-	2 3%	2 5%	2 7%	1 4%	1 7%	-	-	3 6%	-	11 22%	-	-	9 5%	2 4%
£69,001 to £76,000	(72500)	14 6%	3 3%	2 3%	4 7%	-	2 13%	4 6%	2 5%	1 3%	2 7%	1 7%	-	-	4 8%	-	-	14 24%	-	13 7%	1 2%
£76,001 to £83,000	(79500)	11 4%	2 2%	3 5%	6 10%	-	-	2 3%	2 5%	1 3%	-	3 21%	-	1 13%	2 4%	-	-	11 19%	-	6 3%	5 9%
£83,001 to £90,000	(86500)	17 7%	7 8%	1 2%	9 15%	-	-	7 10%	2 5%	1 3%	1 4%	1 7%	1 9%	1 13%	3 6%	-	-	17 29%	-	15 8%	2 4%
£90,001 to £100,000	(95000)	17 7%	7 8%	4 6%	3 5%	1 10%	-	2 3%	5 13%	-	4 15%	-	-	1 13%	5 10%	-	-	17 29%	-	17 9%	-
£100,001 to £125,000	(112500)	15 6%	8 9%	1 2%	5 8%	-	-	5 7%	2 5%	2 7%	3 11%	1 7%	2 18%	-	-	-	-	-	15 29%	14 7%	1 2%

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 27

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (UK)**

	Total Sample																					
	Position							Sector								Income				Gender		
	Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female	
Base	250	87	64	59	10	16	14	69	39	30	27	14	11	8	52	66	51	59	51	196	54	
£125,001 to £150,000	(137500)	8	5	1	2	-	-	2	2	2	-	-	-	-	2	-	-	-	8	7	1	
		3%	6%	2%	3%	-	-	3%	5%	7%	-	-	-	-	4%	-	-	-	16%	4%	2%	
Over £150,000	(175000)	28	21	3	3	-	-	7	2	6	2	-	4	3	4	-	-	-	28	24	4	
		11%	24%	5%	5%	-	-	10%	5%	20%	7%	-	36%	38%	8%	-	-	-	55%	12%	7%	
Prefer not to answer		23	10	6	3	1	-	5	2	5	2	1	-	2	6	-	-	-	-	14	9	
		9%	11%	9%	5%	10%	-	7%	5%	17%	7%	7%	-	25%	12%	-	-	-	-	7%	17%	
Mean		78729	102916	61362	78366	47167	43406	80045	72398	72865	96260	77660	64885	106273	131000	73815	34568	57402	84322	150735	82327	64178
Standard deviation		45615	53227	35841	35024	20650	15286	39789	47615	38983	52756	38903	23849	61147	48449	40481	10078	5308	8541	28219	45752	42500
Standard error		3028	6066	4706	4680	6883	3822	11997	5952	6409	10551	7781	6614	18437	19779	5969	1240	743	1112	3951	3391	6335

UK & US Financial Survey

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Absolutes/col percents

Table 27

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (UK)**

	UK																									
	Position							Sector								Region					Income				Gender	
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
Up to £14,000	(8000)	2 1%	1 1%	-	1 2%	-	-	2 3%	-	-	-	-	-	-	-	-	-	1 2%	-	1 3%	2 3%	-	-	2 1%	-	
£14,001 to £21,000	(17500)	6 2%	2 2%	3 5%	-	1 6%	-	4 6%	-	-	1 4%	-	-	-	1 2%	1 1%	2 3%	2 6%	1 3%	6 9%	-	-	-	5 3%	1 2%	
£21,001 to £28,000	(24500)	9 4%	2 2%	2 3%	2 3%	2 13%	-	1 4%	3 8%	3 -	-	1 7%	-	2 4%	4 3%	4 7%	1 3%	-	9 14%	-	-	-	4 2%	5 9%		
£28,001 to £34,000	(31000)	9 4%	1 1%	3 5%	2 3%	1 6%	1 7%	10 10%	6 9%	2 5%	-	-	1 9%	-	6 5%	2 3%	-	1 3%	9 14%	-	-	-	8 4%	1 2%		
£34,001 to £41,000	(37500)	17 7%	3 3%	10 16%	-	2 13%	-	5 7%	4 10%	-	2 7%	2 14%	1 9%	3 6%	6 5%	3 5%	2 6%	6 15%	17 26%	-	-	-	9 5%	8 15%		
£41,001 to £48,000	(44500)	23 9%	4 5%	8 13%	2 3%	5 31%	2 14%	5 7%	2 5%	5 17%	2 7%	-	2 18%	-	7 13%	9 8%	1 2%	6 19%	23 35%	-	-	-	15 8%	8 15%		
£48,001 to £55,000	(51500)	19 8%	6 7%	3 5%	6 10%	3 19%	-	4 6%	3 8%	4 13%	2 7%	1 7%	-	-	5 10%	7 6%	3 8%	4 10%	-	19 37%	-	-	17 9%	2 4%		
£55,001 to £62,000	(58500)	21 8%	5 6%	9 14%	6 10%	-	-	4 6%	4 10%	1 3%	5 19%	2 14%	-	-	5 10%	9 8%	4 7%	4 13%	-	21 41%	-	-	17 9%	4 7%		
£62,001 to £69,000	(65500)	11 4%	-	5 8%	5 8%	-	1 7%	2 3%	2 5%	2 7%	1 4%	1 7%	-	-	3 6%	6 5%	2 3%	-	3 8%	11 22%	-	-	9 5%	2 4%		
£69,001 to £76,000	(72500)	14 6%	3 3%	2 3%	4 7%	2 13%	3 21%	4 6%	2 5%	1 3%	2 7%	1 7%	-	-	4 8%	7 6%	4 7%	2 6%	1 3%	-	-	14 24%	13 7%	1 2%		
£76,001 to £83,000	(79500)	11 4%	2 2%	3 5%	6 10%	-	-	2 3%	2 5%	1 3%	-	3 21%	-	1 13%	2 4%	5 4%	4 7%	1 3%	1 3%	-	-	11 19%	6 3%	5 9%		
£83,001 to £90,000	(86500)	17 7%	7 8%	1 2%	9 15%	-	-	7 10%	2 5%	1 3%	1 4%	1 7%	1 9%	1 13%	3 6%	7 6%	7 11%	1 3%	2 5%	-	-	17 29%	15 8%	2 4%		
£90,001 to £100,000	(95000)	17 7%	7 8%	4 6%	3 5%	-	2 14%	1 10%	2 3%	5 13%	-	-	-	1 13%	5 10%	9 8%	4 7%	1 3%	3 8%	-	-	17 29%	17 9%	-		
£100,001 to £125,000	(112500)	15 6%	8 9%	1 2%	5 8%	-	1 7%	5 7%	2 5%	2 7%	3 11%	1 7%	2 18%	-	-	8 7%	3 5%	2 6%	2 5%	-	-	-	15 29%	14 7%	1 2%	

UK & US Financial Survey
Online Fieldwork : 19th - 25th June 2012

Absolutes/col percents

Table 27

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (UK)**

	UK																									
	Position							Sector								Region					Income				Gender	
	Total	Director or above	Manager	Senior Manager	Analyst	Senior Analyst	Financial Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	London	South & Wales (exc London)	Midlands	North & Scotland	Up to £48k	£48k-£69k	£69k-£100k	£100k+	Male	Female	
Base	250	87	64	59	16	14	10	69	39	30	27	14	11	8	52	119	61	31	39	66	51	59	51	196	54	
£125,001 to £150,000	(137500)	8	5	1	2	-	-	2	2	2	-	-	-	-	2	5	1	1	1	-	-	-	8	7	1	
		3%	6%	2%	3%	-	-	3%	5%	7%	-	-	-	-	4%	4%	2%	3%	3%	-	-	-	16%	4%	2%	
Over £150,000	(175000)	28	21	3	3	-	1	7	2	6	2	-	4	3	4	16	9	3	-	-	-	28	24	4		
		11%	24%	5%	5%	-	7%	10%	5%	20%	7%	-	36%	38%	8%	13%	15%	10%	-	-	-	55%	12%	7%		
Prefer not to answer		23	10	6	3	-	3	5	2	5	2	1	-	2	6	14	5	2	2	-	-	-	-	14	9	
		9%	11%	9%	5%	-	21%	7%	5%	17%	7%	7%	-	25%	12%	12%	8%	6%	5%	-	-	-	-	7%	17%	
Mean		78729	102916	61362	78366	43406	80045	47167	72398	72865	96260	77660	64885	106273	131000	73815	85333	82607	71845	59514	34568	57402	84322	150735	82327	64178
Standard deviation		45615	53227	35841	35024	15286	39789	20650	47615	38983	52756	38903	23849	61147	48449	40481	47336	48966	45237	27681	10078	5308	8541	28219	45752	42500
Standard error		3028	6066	4706	4680	3822	11997	6883	5952	6409	10551	7781	6614	18437	19779	5969	4620	6543	8400	4551	1240	743	1112	3951	3391	6335

UK & US Financial Survey

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Absolutes/col percents

Table 28

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (US)**

		Total Sample																				
		Position							Sector								Income				Gender	
		Total	Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+	Male	Female
Base	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86	
Up to \$21,900	(16000)	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	
		*	-	2%	-	-	-	-	-	3%	-	-	-	-	-	3%	-	-	-	1%	-	
\$21,901 to \$32,850	(27375)	3	-	3	-	-	-	1	-	-	1	1	-	-	-	3	-	-	-	-	3	
		1%	-	5%	-	-	-	4%	-	-	3%	4%	-	-	-	8%	-	-	-	-	3%	
\$32,851 to \$43,800	(38325)	8	-	3	-	2	-	2	1	1	-	-	1	1	2	8	-	-	-	5	3	
		3%	-	5%	-	5%	-	8%	4%	3%	-	-	7%	10%	2%	21%	-	-	-	3%	3%	
\$43,801 to \$53,200	(48500)	13	-	3	-	5	3	2	1	1	-	2	4	2	3	13	-	-	-	6	7	
		5%	-	5%	-	14%	11%	7%	4%	3%	-	8%	27%	20%	3%	33%	-	-	-	4%	8%	
\$53,201 to \$64,150	(58675)	14	4	4	-	3	3	-	-	1	-	4	2	-	7	14	-	-	-	8	6	
		6%	6%	7%	-	8%	11%	-	-	4%	-	17%	13%	-	8%	36%	-	-	-	5%	7%	
\$64,151 to \$75,100	(69625)	22	1	4	-	4	9	2	4	2	2	2	1	-	9	-	22	-	-	14	8	
		9%	1%	7%	-	11%	32%	8%	16%	6%	6%	8%	7%	-	10%	-	38%	-	-	9%	9%	
\$75,101 to \$86,000	(80550)	16	4	3	-	3	3	1	1	-	4	3	-	-	7	-	16	-	-	12	4	
		6%	6%	5%	-	8%	11%	4%	4%	-	12%	13%	-	-	8%	-	28%	-	-	7%	5%	
\$86,001 to \$97,000	(91500)	20	2	6	4	3	4	1	2	3	2	-	2	1	9	-	20	-	-	12	8	
		8%	3%	10%	16%	8%	14%	4%	4%	10%	6%	-	13%	10%	10%	-	34%	-	-	7%	9%	
\$97,001 to \$107,900	(102450)	16	5	5	-	1	2	3	3	-	2	1	1	-	7	-	-	16	-	8	8	
		6%	7%	8%	-	3%	7%	11%	12%	-	6%	4%	7%	-	8%	-	-	31%	-	5%	9%	
\$107,901 to \$118,900	(113400)	18	4	5	1	5	-	2	3	2	3	3	-	-	5	-	-	18	-	12	6	
		7%	6%	8%	4%	14%	-	8%	12%	6%	9%	13%	-	-	6%	-	-	35%	-	7%	7%	
\$118,901 to \$129,800	(124350)	17	5	4	4	3	1	-	2	2	1	5	1	-	3	3	-	17	-	12	5	
		7%	7%	7%	16%	8%	4%	-	8%	8%	3%	15%	4%	-	30%	3%	-	33%	-	7%	6%	
\$129,801 to \$140,800	(135300)	11	5	3	1	1	-	1	-	1	2	4	1	-	3	-	-	-	11	9	2	
		4%	7%	5%	4%	3%	-	4%	-	4%	6%	12%	4%	-	3%	-	-	-	13%	5%	2%	
\$140,801 to \$156,500	(148650)	10	3	2	2	1	1	1	2	2	1	-	1	-	3	-	-	-	10	6	4	
		4%	4%	3%	8%	3%	4%	4%	4%	8%	6%	3%	-	7%	-	3%	-	-	12%	4%	5%	
\$156,501 to \$195,600	(176050)	18	8	3	2	3	1	3	3	2	6	-	-	-	4	-	-	-	18	11	7	
		7%	11%	5%	8%	8%	4%	12%	12%	6%	18%	-	-	-	5%	-	-	-	22%	7%	8%	

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Absolutes/col percents

Table 28

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (US)**

	Total	Total Sample																		Gender			
		Position						Sector										Income				Male	Female
		Director or above	Manager	Senior Manager	Financial Analyst	Analyst	Senior Analyst	Accountancy	Banking	Asset management	Financial planning	Wealth management	Insurance	Trader	Other	Up to £48k/\$64k	£48k-£69k/\$64k-\$97k	£69k-£100k/\$97k-\$129k	£100k+/\$130k+				
Base	250	72	60	25	37	28	28	26	25	31	33	24	15	10	86	39	58	51	83	164	86		
\$195,601 to \$234,700 (215150)	12 5%	6 8%	1 2%	3 12%	-	-	2 7%	1 4%	3 12%	2 6%	1 3%	-	1 7%	1 10%	3 3%	-	-	-	12 14%	8 5%	4 5%		
Over \$234,700 (350000)	32 13%	19 26%	5 8%	4 16%	1 3%	1 4%	2 7%	3 12%	1 4%	6 19%	1 3%	5 21%	2 13%	2 20%	12 14%	-	-	-	32 39%	28 17%	4 5%		
Prefer not to answer	19 8%	6 8%	5 8%	4 16%	2 5%	-	2 7%	3 12%	1 4%	4 13%	1 3%	1 4%	-	-	9 10%	-	-	-	-	12 7%	7 8%		
Mean	139511	194983	117011	181283	99841	91420	117749	138636	132673	167516	129687	138795	117903	151503	139033	47607	80182	113615	240066	152943	113668		
Standard deviation	95391	107011	85343	92579	58707	58374	83641	96657	69607	109856	57334	116903	105126	116759	99226	11052	9381	8893	90544	103013	72531		
Standard error	6276	13172	11508	20202	9923	11032	16403	20154	14208	21142	10135	24376	27143	36922	11308	1770	1232	1245	9938	8355	8160		

UK & US Financial Survey

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Absolutes/col percents

Table 28

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (US)**

	USA																									
	Position							Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Financial planning	Asset management	Accountancy	Banking	Wealth management	Insurance	Trader	Other	North-east	Mid-west	South	West	Up to \$64k	\$64k-\$97k	\$97k-\$129k	\$130k+	Male	Female	
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86	
Up to \$21,900	(16000)	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	
		*	-	2%	-	-	-	-	3%	-	-	-	-	-	-	-	-	2%	-	3%	-	-	-	1%	-	
\$21,901 to \$32,850	(27375)	3	-	3	-	-	-	1	-	1	-	1	-	-	-	1	-	1	1	3	-	-	-	-	3	
		1%	-	5%	-	-	-	3%	-	4%	-	4%	-	-	-	1%	-	2%	2%	8%	-	-	-	-	3%	
\$32,851 to \$43,800	(38325)	8	-	3	2	3	-	-	1	2	1	-	1	1	2	1	3	2	2	8	-	-	-	5	3	
		3%	-	5%	5%	11%	-	-	3%	8%	4%	-	7%	10%	2%	1%	6%	5%	4%	21%	-	-	-	3%	3%	
\$43,801 to \$53,200	(48500)	13	-	3	5	2	3	-	1	1	-	2	4	2	3	6	4	2	1	13	-	-	-	6	7	
		5%	-	5%	14%	7%	11%	-	3%	4%	-	8%	27%	20%	3%	6%	4%	5%	2%	33%	-	-	-	4%	8%	
\$53,201 to \$64,150	(58675)	14	4	4	3	-	3	-	-	-	1	4	2	-	7	3	8	2	1	14	-	-	-	8	6	
		6%	6%	7%	8%	-	11%	-	-	-	4%	17%	13%	-	8%	3%	15%	5%	2%	36%	-	-	-	5%	7%	
\$64,151 to \$75,100	(69625)	22	1	4	4	4	9	-	2	2	4	2	1	-	9	8	7	3	4	-	22	-	-	14	8	
		9%	1%	7%	11%	14%	32%	-	6%	6%	8%	16%	8%	7%	10%	8%	13%	7%	8%	-	38%	-	-	9%	9%	
\$75,101 to \$86,000	(80550)	16	4	3	3	3	-	4	-	1	1	3	-	-	7	7	3	3	3	16	-	-	-	12	4	
		6%	6%	5%	8%	11%	11%	-	12%	-	4%	4%	13%	-	8%	7%	6%	7%	6%	-	28%	-	-	7%	5%	
\$86,001 to \$97,000	(91500)	20	2	6	3	1	4	4	2	3	1	2	-	2	1	9	6	4	4	6	20	-	-	12	8	
		8%	3%	10%	8%	4%	14%	16%	6%	10%	4%	8%	-	13%	10%	10%	6%	7%	9%	12%	34%	-	-	7%	9%	
\$97,001 to \$107,900	(102450)	16	5	5	1	3	2	-	2	2	3	1	1	-	7	9	4	-	3	-	-	16	-	8	8	
		6%	7%	8%	3%	11%	7%	-	6%	6%	12%	-	4%	7%	-	8%	9%	7%	-	6%	-	31%	-	5%	9%	
\$107,901 to \$118,900	(113400)	18	4	5	5	3	-	1	3	2	3	3	-	-	5	6	4	3	5	-	-	18	-	12	6	
		7%	6%	8%	14%	11%	-	4%	9%	6%	8%	12%	13%	-	6%	6%	7%	7%	10%	-	-	35%	-	7%	7%	
\$118,901 to \$129,800	(124350)	17	5	4	3	-	1	4	5	1	2	2	1	-	3	3	6	3	5	3	-	-	17	-	12	5
		7%	7%	7%	8%	-	4%	16%	15%	3%	8%	8%	4%	-	30%	3%	6%	6%	12%	6%	-	-	33%	-	7%	6%
\$129,801 to \$140,800	(135300)	11	5	3	1	1	-	1	4	2	-	1	-	-	3	5	3	2	1	-	-	-	11	9	2	
		4%	7%	5%	3%	4%	-	4%	12%	6%	-	4%	4%	-	3%	5%	6%	5%	2%	-	-	-	13%	5%	2%	
\$140,801 to \$156,500	(148650)	10	3	2	1	1	1	2	1	2	1	2	-	1	-	4	3	2	1	-	-	-	10	6	4	
		4%	4%	3%	3%	4%	4%	8%	3%	6%	4%	8%	-	7%	-	3%	4%	6%	5%	2%	-	-	12%	4%	5%	
\$156,501 to \$195,600	(176050)	18	8	3	3	1	1	2	6	2	3	3	-	-	4	9	4	3	2	-	-	-	18	11	7	
		7%	11%	5%	8%	4%	4%	8%	18%	6%	12%	12%	-	-	5%	9%	7%	7%	4%	-	-	-	22%	7%	8%	

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Absolutes/col percents

Table 28

D4. Which of the following bands does your personal income fall into, prior to tax being deducted?**Base: All respondents (US)**

	USA																								
	Position						Sector								Region				Income				Gender		
	Total	Director or above	Manager	Financial Analyst	Senior Analyst	Analyst	Senior Manager	Finan- cial plann- ing	Asset manage- ment	Account -ancy	Bank -ing	Wealth manage- ment	Insur- ance	Trader	Other	North- east	Mid- west	South	West	Up to \$64k	\$64k- \$97k	\$97k- \$129k	\$130k+	Male	Female
Base	250	72	60	37	28	28	25	33	31	26	25	24	15	10	86	102	54	43	51	39	58	51	83	164	86
\$195,601 to \$234,700	(215150) 12 5%	6 8%	1 2%	-	2 7%	-	3 12%	1 3%	2 6%	1 4%	3 12%	-	1 7%	1 10%	3 3%	7 7%	1 2%	-	4 8%	-	-	-	12 14%	8 5%	4 5%
Over \$234,700	(350000) 32 13%	19 26%	5 8%	1 3%	2 7%	1 4%	4 16%	1 3%	6 19%	3 12%	1 4%	5 21%	2 13%	2 20%	12 14%	17 17%	1 2%	6 14%	8 16%	-	-	-	32 39%	28 17%	4 5%
Prefer not to answer	19 8%	6 8%	5 8%	2 5%	2 7%	-	4 16%	1 3%	4 13%	3 12%	1 4%	1 4%	-	-	9 10%	7 7%	2 4%	4 9%	6 12%	-	-	-	-	12 7%	7 8%
Mean	139511	194983	117011	99841	117749	91420	181283	129687	167516	138636	132673	138795	117903	151503	139033	156450	100597	136126	151653	47607	80182	113615	240066	152943	113668
Standard deviation	95391	107011	85343	58707	83641	58374	92579	57334	109856	96657	69607	116903	105126	116759	99226	101353	55271	100660	103721	11052	9381	8893	90544	103013	72531
Standard error	6276	13172	11508	9923	16403	11032	20202	10135	21142	20154	14208	24376	27143	36922	11308	10399	7665	16118	15462	1770	1232	1245	9938	8355	8160