## Business in the Community - MPs perceptions of Responsible Business

METHODOLOGY NOTE<br>ComRes interviewed 151 MPs by online and paper survey between $24^{\text {th }}$ January and $21^{\text {st }}$ February 2014. Data were weighted by party and region to be representative of the whole House of Commons. ComRes is a member of the British Polling Council and abides by its rules.

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Summary table
Base: All Respondents

Unweighted Total
Weighted Total
Good treatment of customers
Good treatment of employees
Minimising environmental impact
Involvement in local communications
Good governance
Clearly articulated values and principles
Engagement with stakeholders
Healthy financial performance
Compliance with external rules

Management of non-financial risks
A public relations exercise
Businesses making profit in a sustainable manner
Do not know what it means
Not stated

| Corporate <br> Responsibility <br> (CR) | Responsible <br> Business |
| :---: | :---: |
| 151 | 151 |
| 151 | 151 |
| $100 \%$ | $100 \%$ |
| 54 | 117 |
| $36 \%$ | $77 \%$ |
| 81 | 91 |
| $54 \%$ | $60 \%$ |
| 108 | 55 |
| $72 \%$ | $37 \%$ |
| 61 | 67 |
| $41 \%$ | $44 \%$ |
| 88 | 72 |
| $58 \%$ | $48 \%$ |
| 80 | 70 |
| $53 \%$ | $46 \%$ |
| 75 | 82 |
| $50 \%$ | $54 \%$ |
| 39 | 90 |
| $26 \%$ | $60 \%$ |
| 85 | 78 |
| $56 \%$ | $52 \%$ |
| 59 | 87 |
| $39 \%$ | $58 \%$ |
| 46 | 52 |
| $31 \%$ | $34 \%$ |
| 65 | 83 |
| $43 \%$ | $55 \%$ |
| 5 | 7 |
| $3 \%$ | $5 \%$ |
| 4 | 6 |
| $2 \%$ | $4 \%$ |
|  |  |
|  | 7 |

Prepared by ComRes

Corporate Responsibility (CR)
Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{gathered} 1997- \\ 2000 \end{gathered}$ | $\begin{array}{\|r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|c\|c\|} \hline 2005- \\ 2009 \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Minimising environmental impact | $\begin{aligned} & 108 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 6 \\ 93 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 6 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 5 \\ 54 \% \end{gathered}$ | $\begin{gathered} 5 \\ 61 \% \end{gathered}$ | $\begin{gathered} 9 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 88 \% \end{aligned}$ |
| Good governance | $\begin{aligned} & 88 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 7 \\ 50 \% \end{gathered}$ | $\begin{gathered} 4 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 6 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 5 \\ 65 \% \end{gathered}$ | $\begin{gathered} 5 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 67 \% \end{aligned}$ |
| Compliance with external rules | $\begin{aligned} & 85 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 7 \\ 50 \% \end{gathered}$ | $\begin{gathered} 5 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 7 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 8 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 7 \\ 86 \% \end{gathered}$ | $\begin{gathered} 4 \\ 49 \% \end{gathered}$ | $\begin{gathered} 4 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 55 \% \end{aligned}$ |
| Good treatment of employees | $\begin{aligned} & 81 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 9 \\ 68 \% \end{gathered}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 4 \\ 47 \% \end{gathered}$ | $\begin{gathered} 9 \\ 48 \% \end{gathered}$ | $\begin{gathered} 9 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 5 \\ 61 \% \end{gathered}$ | $\begin{gathered} 2 \\ 30 \% \end{gathered}$ | $\begin{gathered} 4 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 43 \% \end{aligned}$ |
| Clearly articulated values and principles | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 9 \\ 67 \% \end{gathered}$ | $\begin{gathered} 3 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 5 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 7 \\ 78 \% \end{gathered}$ | $\begin{gathered} 7 \\ 89 \% \end{gathered}$ | $\begin{gathered} 4 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 49 \% \end{aligned}$ |
| Engagement with stakeholders | $\begin{aligned} & 75 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 4 \\ 30 \% \end{gathered}$ | $\begin{gathered} 3 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 6 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 4 \\ 48 \% \end{gathered}$ | $\begin{gathered} 6 \\ 76 \% \end{gathered}$ | $\begin{gathered} 7 \\ 65 \% \end{gathered}$ | $\begin{gathered} 9 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 54 \% \end{aligned}$ |
| Businesses making profit in a sustainable manner | $\begin{aligned} & 65 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 5 \\ 34 \% \end{gathered}$ | $\begin{gathered} 2 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 5 \\ 49 \% \end{gathered}$ | $\begin{gathered} 6 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 9 \\ 37 \% \end{gathered}$ | $\begin{gathered} 3 \\ 39 \% \end{gathered}$ | $\begin{gathered} 4 \\ 53 \% \end{gathered}$ | $\begin{gathered} 5 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 49 \% \end{aligned}$ |
| Involvement in local communications | $\begin{aligned} & 61 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 6 \\ 45 \% \end{gathered}$ | $\begin{gathered} 2 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 5 \\ 56 \% \end{gathered}$ | $\begin{gathered} 5 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 9 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 8 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | $\begin{gathered} 3 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 9 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 46 \% \end{aligned}$ |
| Management of non-financial risks | $\begin{aligned} & 59 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 9 \\ 67 \% \end{gathered}$ | $\begin{gathered} 3 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 5 \\ 50 \% \end{gathered}$ | $\begin{gathered} 8 \\ 45 \% \end{gathered}$ | $\begin{gathered} 7 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 5 \\ 55 \% \end{gathered}$ | $\begin{gathered} 4 \\ 49 \% \end{gathered}$ | $\begin{gathered} 4 \\ 39 \% \end{gathered}$ | $\begin{gathered} 7 \\ 29 \% \end{gathered}$ | $\begin{gathered} 9 \\ 43 \% \end{gathered}$ | $\begin{gathered} 7 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 8 \\ 29 \% \end{gathered}$ |
| Good treatment of customers | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 6 \\ 43 \% \end{gathered}$ | $\begin{gathered} 3 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 3 \\ 30 \% \end{gathered}$ | $\begin{gathered} 4 \\ 20 \% \end{gathered}$ | $\begin{gathered} 5 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 5 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 9 \\ 33 \% \end{gathered}$ | $\begin{gathered} 9 \\ 40 \% \end{gathered}$ | $\begin{gathered} 2 \\ 26 \% \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 3 \\ 25 \% \end{gathered}$ | $\begin{gathered} 9 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 8 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 8 \\ 31 \% \end{gathered}$ |
| A public relations exercise | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 3 \\ 23 \% \end{gathered}$ |  | $\begin{aligned} & 36 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 3 \\ 34 \% \end{gathered}$ | $\begin{gathered} 7 \\ 38 \% \end{gathered}$ | $\begin{gathered} 7 \\ 43 \% \end{gathered}$ | $\begin{gathered} 7 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 9 \\ 25 \% \end{gathered}$ | $\begin{gathered} 7 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 2 \\ 23 \% \end{gathered}$ | * 6 | $\begin{gathered} 8 \\ 73 \% \end{gathered}$ | $\begin{gathered} 6 \\ 27 \% \end{gathered}$ | $\begin{gathered} 7 \\ 31 \% \end{gathered}$ | $\begin{gathered} 5 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 9 \\ 35 \% \end{gathered}$ |
| Healthy financial performance | $\begin{aligned} & 39 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | $\begin{gathered} 3 \\ 18 \% \end{gathered}$ | $\begin{gathered} 4 \\ 22 \% \end{gathered}$ | $\begin{gathered} 8 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 6 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 8 \\ 29 \% \end{gathered}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{gathered} 3 \\ 37 \% \end{gathered}$ | $\begin{gathered} 3 \\ 34 \% \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 6 \\ 26 \% \end{gathered}$ | $\begin{gathered} 4 \\ 21 \% \end{gathered}$ | $\begin{gathered} 6 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 4 \\ 16 \% \end{gathered}$ |
| Do not know what it means | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |  |  | - | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | - |
| Not stated | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | - | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | 1 | 1\% | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\stackrel{*}{*}$ | - | - | - | 1 $8 \%$ | - | - | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - |


| Responsible Business |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{gathered} 0.1- \\ 9.9 \% \end{gathered}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{\|c} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Good treatment of customers | $\begin{aligned} & 117 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 4 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 5 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 6 \\ 74 \% \end{gathered}$ | $\begin{gathered} 6 \\ 81 \% \end{gathered}$ | $\begin{gathered} 9 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 86 \% \end{aligned}$ |
| Good treatment of employees | $\begin{aligned} & 91 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 4 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 5 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 4 \\ 48 \% \end{gathered}$ | $\begin{gathered} 6 \\ 76 \% \end{gathered}$ | $\begin{gathered} 7 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7600 \end{aligned}$ |
| Healthy financial performance | $\begin{aligned} & 90 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 6 \\ 49 \% \end{gathered}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 5 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 5 \\ 63 \% \end{gathered}$ | $\begin{gathered} 5 \\ 61 \% \end{gathered}$ | $\begin{gathered} 8 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 9 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 67 \% \end{aligned}$ |
| Management of non-financial risks | $\begin{aligned} & 87 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 6 \\ 46 \% \end{gathered}$ | $\begin{gathered} 3 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | $\begin{gathered} 5 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 5 \\ 54 \% \end{gathered}$ | $\begin{gathered} 3 \\ 40 \% \end{gathered}$ | $\begin{gathered} 6 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 77 \% \end{aligned}$ |
| Businesses making profit in a sustainable manner | $\begin{aligned} & 83 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 6 \\ 46 \% \end{gathered}$ | $\begin{gathered} 4 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 4 \\ 46 \% \end{gathered}$ | $\begin{gathered} 9 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 5 \\ 53 \% \end{gathered}$ | $\begin{gathered} 5 \\ 64 \% \end{gathered}$ | $\begin{gathered} 5 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 7 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 60 \% \end{aligned}$ |
| Engagement with stakeholders | $\begin{aligned} & 82 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 3 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | $\begin{gathered} 9 \\ 52 \% \end{gathered}$ | $\begin{gathered} 7 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 6 \\ 69 \% \end{gathered}$ | $\begin{gathered} 3 \\ 35 \% \end{gathered}$ | $\begin{gathered} 5 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 9 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 58 \% \end{aligned}$ |
| Compliance with external rules | $\begin{aligned} & 78 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 8 \\ 58 \% \end{gathered}$ | $\begin{gathered} 2 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 3 \\ 30 \% \end{gathered}$ | $\begin{gathered} 6 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 4 \\ 48 \% \end{gathered}$ | $\begin{gathered} 3 \\ 40 \% \end{gathered}$ | $\begin{gathered} 6 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 9 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 59 \% \end{aligned}$ |
| Good governance | $\begin{aligned} & 72 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 6 \\ 44 \% \end{gathered}$ | $\begin{gathered} 3 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 4 \\ 43 \% \end{gathered}$ | $\begin{gathered} 8 \\ 46 \% \end{gathered}$ | $\begin{gathered} 9 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 6 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 3 \\ 34 \% \end{gathered}$ | $\begin{gathered} 2 \\ 30 \% \end{gathered}$ | $\begin{gathered} 6 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 49 \% \end{aligned}$ |
| Clearly articulated values and principles | $\begin{aligned} & 70 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 3 \\ 23 \% \end{gathered}$ | $\begin{gathered} 4 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 4 \\ 40 \% \end{gathered}$ | $\begin{gathered} 8 \\ 45 \% \end{gathered}$ | $\begin{gathered} 5 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 4 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 9 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 3 \\ 39 \% \end{gathered}$ | $\begin{gathered} 2 \\ 30 \% \end{gathered}$ | $\begin{gathered} 8 \\ 73 \% \end{gathered}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{gathered} 9 \\ 44 \% \end{gathered}$ | $\begin{gathered} 9 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 60 \% \end{aligned}$ |
| Involvement in local communications | $\begin{aligned} & 67 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 2 \\ 18 \% \end{gathered}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 2 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 7 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 6 \\ 66 \% \end{gathered}$ | $\begin{gathered} 5 \\ 68 \% \end{gathered}$ | $\begin{gathered} 6 \\ 54 \% \end{gathered}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{gathered} 6 \\ 28 \% \end{gathered}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 53 \% \end{aligned}$ |
| Minimising environmental impact | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 8 \\ 63 \% \end{gathered}$ | ${ }_{35 \%}^{2}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | $\begin{gathered} 5 \\ 30 \% \end{gathered}$ | $\begin{gathered} 4 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 7 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 5 \\ 18 \% \end{gathered}$ | $\begin{gathered} 8 \\ 36 \% \end{gathered}$ | $\begin{gathered} 5 \\ 63 \% \end{gathered}$ | $\begin{gathered} 2 \\ 28 \% \end{gathered}$ | $\begin{gathered} 2 \\ 18 \% \end{gathered}$ | $\begin{gathered} 8 \\ 31 \% \end{gathered}$ | $\begin{gathered} 7 \\ 33 \% \end{gathered}$ | $\begin{gathered} 9 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 7 \\ 28 \% \end{gathered}$ |
| A public relations exercise | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 4 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 5 \\ 27 \% \end{gathered}$ | $\begin{gathered} 9 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 9 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 4 \\ 46 \% \end{gathered}$ | $\begin{gathered} 3 \\ 45 \% \end{gathered}$ | $\begin{gathered} 4 \\ 37 \% \end{gathered}$ | $\begin{gathered} 8 \\ 32 \% \end{gathered}$ | $\begin{gathered} 8 \\ 38 \% \end{gathered}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 39 \% \end{aligned}$ |
| Do not know what it means | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ |  | - | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - |  | - | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | - |
| Not stated | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $-$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | - | - | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | 1 $4 \%$ | * | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | - | - | 1 $8 \%$ | - | - | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ | 2 <br> $3 \%$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

| Summary table <br> Base: All Respondents |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { To a } \\ \text { great } \\ \text { extent } \end{gathered}$ | To some extent | To no extent | Don't know | $\begin{aligned} & \text { Not } \\ & \text { stated } \end{aligned}$ |
| Charitable donations to local community organisations | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | 4 $2 \%$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Initiatives where employees are seconded by their employers to work on community projects | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Employee volunteering | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| Initiatives encouraging employability | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| Initiatives which help the environment | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |
| Initiatives raising educational standards | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Helping to regenerate deprived areas | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | 14 $9 \%$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ |
| Initiatives encouraging entrepreneurship | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Workshops (for example, developing skills for employment) carried out by business leaders | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Charitable donations to local community organisations <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ \hline 1991 \\ \hline \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 53 | 33 | 17 | 1 | 2 | 45 | 2 | 6 | 7 | 10 | 15 | 14 | 3 | 19 | 32 | 16 | 20 | 10 | 6 | 1 | 3 | 4 | 6 | 9 | 5 | 26 | 43 | 10 |
| 35\% | 46\% | 28\% | 10\% | 28\% | 37\% | 21\% | 33\% | 40\% | 31\% | 39\% | 38\% | 12\% | 40\% | 39\% | 35\% | 38\% | 36\% | 27\% | 17\% | 35\% | 39\% | 25\% | 41\% | 21\% | 45\% | 35\% | 37\% |
| $\begin{aligned} & 89 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 6 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 7 \\ 83 \% \end{gathered}$ | $\begin{gathered} 3 \\ 41 \% \end{gathered}$ | $\begin{gathered} 7 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 77 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 59 \% \end{aligned}$ |
| 4 | - | 2 | 2 | - | 2 | 1 | 1 | - | - | 2 | * | 2 | 1 | * | 1 | 2 | 1 | - | - | 1 | - | 2 | * | - | 1 | 4 | - |
| 3\% | - | 4\% | 12\% | - | 2\% | 6\% | 6\% | - | - | 4\% | 1\% | 9\% | 2\% | 1\% | 2\% | 3\% | 4\% | - | - | 8\% | - | 7\% | 2\% | - | 2\% | 3\% | - |
| 4 | 1 | 3 | - | - | 2 | 1 | 1 | - | - |  | 1 | 1 | 1 | 1 | 1 | - | 1 | 2 | - | 1 | - | 1 | - | - | 1 | 3 | , |
| 2\% | 1\% | 5\% | - | - | 2\% | 6\% | 6\% | - | - | 3\% | 2\% | 5\% | 2\% | 2\% | 2\% | - | 4\% | 7\% | - | 16\% | - | 5\% | - | - | 3\% | 2\% | 4\% |
| 2 | 1 | * | - | - | 2 | - | - | - | 1 | . | * | - | * | 1 | - | 1 | * | - | - | - | - | . | - | * |  | 2 | - |
| 1\% | 2\% | 1\% | - | - | 1\% | - | - | - | 4\% | - | 1\% | - | 1\% | 1\% | - | 2\% | 2\% | - | - | - | - | - | - | 2\% | 2\% | 1\% | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Workshops (for example, developing skills for employment) carried out by business leaders

Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | - | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ |  | - | $\begin{gathered} 3 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 4 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | - | 7\% | 2 $7 \%$ | 1 | 4\% | $\begin{gathered} 7 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | - |
| 83 | 40 | 33 | 6 | 5 | 65 | 6 | 12 | 9 | 19 | 17 | 21 | 15 | 24 | 43 | 24 | 31 | 13 | 15 | 6 | 4 | 7 | 14 | 12 | 9 | 32 | 67 | 16 |
| 55\% | 56\% | 54\% | 43\% | 72\% | 53\% | 63\% | 67\% | 51\% | 58\% | 45\% | 57\% | 65\% | 52\% | 53\% | 52\% | 59\% | 45\% | 65\% | 68\% | 53\% | 62\% | 56\% | 58\% | 42\% | 55\% | 54\% | 58\% |
| 32 | 15 | 10 | 5 | 1 | 27 | 2 | 2 | 3 | 8 | 10 | 6 | 4 | 13 | 14 | 14 | 10 | 6 | 1 | 1 | 3 | 2 | 5 | 2 | 7 | 12 | 24 | 7 |
| 21\% | 21\% | 16\% | 40\% | 21\% | 22\% | 24\% | 12\% | 18\% | 24\% | 27\% | 16\% | 17\% | 29\% | 18\% | 30\% | 20\% | 21\% | 5\% | 6\% | 36\% | 17\% | 22\% | 10\% | 31\% | 21\% | 19\% | 28\% |
| 22 | 11 | 10 | 1 | * | 17 | 1 | 4 | 2 | 3 | 7 | 5 | 2 | 7 | 12 | 6 | 5 | 5 | 6 | 1 | 1 | 1 | 3 | 5 | 5 | 5 | 19 | 3 |
| 14\% | 15\% | 16\% | 8\% | 7\% | 13\% | 14\% | 21\% | 11\% | 8\% | 18\% | 14\% | 10\% | 15\% | 15\% | 12\% | 10\% | 17\% | 25\% | 17\% | 11\% | 14\% | 12\% | 26\% | 21\% | 9\% | 15\% | 11\% |
| 3 | 1 | 2 | - | - | 3 | - | - | - | 1 | - |  | - | * | 2 | 1 | 1 | 1 | - | - | - | - | 1 | * | * | 1 | 2 | 1 |
| 2\% | 2\% | 3\% | - | - | 2\% | - | - | - | 4\% | - | 4\% | - | 1\% | 3\% | 2\% | 2\% | 3\% | - | - | - | - | 3\% | 2\% | 2\% | 2\% | 2\% | 3\% |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Initiatives encouraging entrepreneurship <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \end{gathered}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} \hline 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | Female |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ |  | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ | - | 1 $7 \%$ | 1 $4 \%$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{array}{cc} 8 \\ \% & 14 \% \end{array}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| 89 | 41 | 35 | 7 | 5 | 71 | 5 | 13 | 12 | 21 | 21 | 17 | 12 | 26 | 51 | 27 | 30 | 17 | 15 | 4 | 4 | 6 | 15 | 15 | 11 | 34 | 70 | 19 |
| 59\% | 57\% | 59\% | 54\% | 84\% | 57\% | 52\% | 72\% | 68\% | 66\% | 56\% | 46\% | 50\% | 55\% | 64\% | 58\% | 57\% | 60\% | 63\% | 51\% | 56\% | 57\% | 62\% | 71\% | 50\% | - 59\% | 57\% | 69\% |
| 27 | 12 | 11 | 4 | 1 | 23 | 3 | 1 | 2 | 4 | 9 | 8 | 10 | 10 | 6 | 11 | 9 | 6 | - | 3 | 3 | 2 | 4 | 1 | 4 | 9 | 21 | 5 |
| 18\% | 17\% | 18\% | 28\% | 9\% | 19\% | 27\% | 6\% | 11\% | 13\% | 24\% | 21\% | 44\% | 21\% | 8\% | 24\% | 18\% | 21\% | - | 32\% | 44\% | 22\% | 15\% | 7\% | 19\% | - 16\% | 17\% | 20\% |
| 19 | 9 | 9 | 1 | * | 14 | 1 | 4 | 1 | 3 | 4 | 6 | - | 6 | 13 | 4 | 5 | 2 | 8 | - | - | 1 | 5 | 2 | 6 | 5 | 17 | 2 |
| 13\% | 12\% | 15\% | 8\% | 7\% | 11\% | 14\% | 21\% | 5\% | 8\% | 12\% | 17\% | - | 13\% | 16\% | 9\% | 9\% | 7\% | 33\% | - | - | 14\% | 19\% | 9\% | 26\% | \% 9\% | 14\% | 8\% |
| 2 | 1 | 1 | - | - | 2 | - | - | - | 1 | - |  | - | * |  | - | 1 | 1 | - | - | - | - | - | * | * | 1 | 2 | - |
| 1\% | 2\% | 1\% | - | - | 2\% | - | - | - | 4\% | . | 2\% | - | 1\% | 2\% | - | 2\% | 3\% | - | - | - | - | - | 2\% | 2\% | \% 2\% | 2\% | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Initiatives encouraging employability <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{gathered} 20.0- \\ 29.9 \% \end{gathered}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | , | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 19 | 10 | $\stackrel{8}{8}$ | 2 | - | 18 | 1 | 1 | 5 | 3 | $\stackrel{4}{4}$ | 6 | \% | 5 | 13 | 5 | 7 | 2 | 5 | - | - | 1 | ${ }^{2}$ | 3 | 1 | 12 | 16 | 3 |
| 13\% | 14\% | 13\% | 14\% | - | 14\% | 7\% | 6\% | 27\% | 9\% | 10\% | 17\% | 6\% | 12\% | 16\% | 12\% | 12\% | 8\% | 22\% | - | - | 7\% | 10\% | 16\% | 4\% | 21\% | 13\% | 13\% |
| 93 | 41 | 39 | 7 | 6 | 73 | 5 | 14 | 12 | 18 | 25 | 19 | 17 | 28 | 48 | 29 | 33 | 20 | 11 | 9 | 6 | 7 | 13 | 12 | 13 | 33 | 78 | 14 |
| 61\% | 57\% | 65\% | 53\% | 93\% | 59\% | 59\% | 79\% | 68\% | 57\% | 65\% | 50\% | 71\% | 61\% | 59\% | 62\% | 62\% | 68\% | 49\% | 100\% | 76\% | 68\% | 55\% | 58\% | 60\% | 57\% | 63\% | 53\% |
| 18 | 9 | 5 | 4 | - | 17 | 2 | - | - | 6 | 4 | 6 | 5 | 4 | 9 | 6 | 8 | 3 | 1 | - | 2 | - | 5 | 2 | 3 | 6 | 13 | 5 |
| 12\% | 13\% | 8\% | 32\% | - | 13\% | 21\% | - | - | 19\% | 11\% | 17\% | 23\% | 9\% | 11\% | 13\% | 16\% | 11\% | 4\% | - | 24\% | - | 20\% | 10\% | 16\% | 11\% | 11\% | 19\% |
| 15 | 10 | 5 | - | * | 13 | 1 | 2 | 1 | 4 | 4 | 4 | - | 6 | 9 | 6 | 4 | 1 | 5 | - | - | 1 | 4 | 2 | 3 | 5 | 11 | 4 |
| 10\% | 14\% | 8\% | - | 7\% | 10\% | 14\% | 9\% | 5\% | 12\% | 11\% | 10\% | - | 13\% | 11\% | 13\% | 8\% | 2\% | 20\% | - | - | 14\% | 15\% | 9\% | 15\% | 9\% | 9\% | 15\% |
| 5 | 1 | 4 | - | - | 4 | - |  | - | 1 | 1 | 2 | - | 3 | 2 | - | 1 | 3 | 1 | - | - | 1 | - | 2 | 1 | 1 | 5 | - |
| 3\% | 2\% | 7\% | - | - | 3\% | - | 6\% | - | 4\% | 3\% | 5\% | - | 6\% | 3\% | - | 2\% | 10\% | 5\% | - | - | 11\% | . | 8\% | 6\% | 2\% | 4\% | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Initiatives raising educational standards <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know
Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{array}{\|l\|l} \text { Scot } \\ \text { land } \\ \& N 1 \end{array}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c\|} \hline 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \end{array}$ | $\begin{array}{\|c\|} \hline 1992- \\ 1996 \end{array}$ | $\begin{array}{\|c\|c} 1997- \\ 2000 \end{array}$ | $\begin{array}{\|c\|} \hline 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | - | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | - | $\begin{gathered} 5 \\ 32 \% \end{gathered}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 14 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | - | $\begin{gathered} 1 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\stackrel{2}{11 \%}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ |
| $\begin{aligned} & 94 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 7 \\ 52 \% \end{gathered}$ | $\begin{gathered} 6 \\ 93 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 6 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 7 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 8 \\ 92 \% \end{gathered}$ | $\begin{gathered} 5 \\ 65 \% \end{gathered}$ | $\begin{gathered} 8 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 64 \% \end{aligned}$ |
| 16 | 11 | 2 | 3 | - | 13 | 2 | 1 | 2 | 5 | 1 | 4 | 5 | 4 | 7 | 4 | 4 | 5 | 2 | 1 | 2 | - | 1 | 4 | 2 | 6 | 16 | . |
| 10\% | 15\% | 4\% | 20\% | - | 10\% | 21\% | 6\% | 13\% | 15\% | 3\% | 11\% | 19\% | 9\% | 9\% | 10\% | 8\% | 17\% | 7\% | 8\% | 24\% | - | 5\% | 20\% | 10\% | 10\% | 13\% | - |
| 22 | 9 | 10 | 2 | * | 17 | 1 | 4 | 1 | 6 | 4 | 5 | - | 9 | 13 | 8 | 8 | 2 |  | - | . | 1 | 6 | 1 | 6 | 7 | 15 | 6 |
| 14\% | 13\% | 16\% | 17\% | 7\% | 14\% | 13\% | 21\% | 5\% | 19\% | 11\% | 15\% | - | 20\% | 16\% | 17\% | 14\% | 7\% | 19\% | - | - | 14\% | 26\% | 5\% | 28\% | 12\% | 12\% | 23\% |
| 2 | 1 | 1 | - | - | 2 | - | - | 1 | - | - |  | - |  | 2 | - | 1 | 1 | - | - | - | - | - | * | 2 | - | 2 | - |
| 1\% | 2\% | 1\% | - | - | 2\% | - | - | 7\% | - | - | 2\% | - | 1\% | 2\% | - | 2\% | 3\% | - | . | - | - | - | 2\% | 7\% | - | 2\% | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Initiatives which help the environment <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ \hline 1991 \\ \hline \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 19 | 10 | 9 | - | - | 17 | 1 | 1 | 5 | 2 | 5 | 5 | 2 | 7 | 9 | 5 | 7 | 6 | 1 | 1 | - | 2 | 3 | 1 | 4 | 6 | 15 | 3 |
| 12\% | 14\% | 15\% | - | - | 14\% | 7\% | 6\% | 27\% | 5\% | 14\% | 14\% | 8\% | 16\% | 12\% | 10\% | 13\% | 21\% | 5\% | 17\% | - | 22\% | 14\% | 5\% | 19\% | 11\% | 12\% | 12\% |
| $\begin{aligned} & 104 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 9 \\ 68 \% \end{gathered}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 6 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 73 \% \end{aligned}$ | $54$ 66\% | $\begin{aligned} & 36 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 7 \\ 83 \% \end{gathered}$ | $\begin{gathered} 7 \\ 89 \% \end{gathered}$ | $\begin{gathered} 8 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 68 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 74 \% \end{aligned}$ |
| 14 | 6 | 3 | 4 | 1 | 12 | 1 | 1 | - | 2 | 7 | 3 | 4 | 3 | 8 | 3 | 9 | 2 | - | - | - | * | 5 | 1 | 2 | 5 | 12 | 2 |
| 10\% | 9\% | 4\% | 32\% | 21\% | 10\% | 10\% | 6\% | - | 8\% | 18\% | 8\% | 18\% | 6\% | 9\% | 8\% | 18\% | 6\% | - | - | - | 3\% | 23\% | 5\% | 11\% | 9\% | 10\% | 7\% |
| 11 | 5 | 5 | - | * | 7 | 1 | 3 | - | 3 | 1 | 3 | . | 2 | 9 | 2 | 3 | 1 | 5 | - | - | . | 3 | 3 | 2 | 2 | 10 | , |
| 7\% | 7\% | 9\% | - | 7\% | 5\% | 14\% | 15\% | - | 8\% | 4\% | 7\% | - | 4\% | 11\% | 4\% | 6\% | 2\% | 22\% | - | - | - | 14\% | 13\% | 11\% | 4\% | 8\% | 3\% |
| 3 | 1 | 2 | - | . | 3 | . | - | 1 | 1 | - |  | 1 | * | 2 | - | 1 | 2 | - | - | , | - | - | * | * | 1 | 2 | 1 |
| 2\% | 2\% | 3\% | - | - | 2\% | - | - | 5\% | 4\% | - | 2\% | 3\% | 1\% | 2\% | - | 2\% | 6\% | - | - | 11\% | - | - | 2\% | 2\% | 2\% | 2\% | 3\% |

## Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Initiatives where employees are seconded by their employers to work on community projects <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{gathered} 1950- \\ 1959 \end{gathered}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{gathered} 1987- \\ 1991 \end{gathered}$ | $\begin{array}{\|c} 1992- \\ 1996 \end{array}$ | $\begin{aligned} & 1997- \\ & 2000 \end{aligned}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{\|c} 2005- \\ 2009 \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | - | - | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | - | $\begin{gathered} 2 \\ 13 \% \end{gathered}$ | $\begin{gathered} 4 \\ 25 \% \end{gathered}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 19 \% \end{gathered}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{gathered} 8 \\ 27 \% \end{gathered}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ | $\begin{gathered} 1 \\ 11 \% \end{gathered}$ | $\begin{gathered} 2 \\ 21 \% \end{gathered}$ | $\begin{gathered} 5 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 6 \\ 020 \end{gathered}$ |
| $\begin{aligned} & 84 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 86 \% \end{aligned}$ | $\stackrel{2}{23 \%}$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 6 \\ 63 \% \end{gathered}$ | $\begin{gathered} 6 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 6 \\ 69 \% \end{gathered}$ | $\begin{gathered} 4 \\ 52 \% \end{gathered}$ | $\begin{gathered} 8 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 54 \% \end{aligned}$ |
| 29 | 12 | 12 | 2 | 3 | 22 | 3 | 5 | 2 | 4 | 10 | 6 | 9 | 5 | 16 | 7 | 15 | 6 | 1 | 1 | 3 | - | 2 | 4 | 4 | 16 | 24 | 5 |
| 20\% | 17\% | 21\% | 14\% | 48\% | 17\% | 28\% | 30\% | 11\% | 11\% | 27\% | 16\% | 38\% | 10\% | 19\% | 16\% | 28\% | 21\% | 5\% | 14\% | 37\% | - | 9\% | 18\% | 17\% | 27\% | 20\% | 19\% |
| 13 | 5 | 7 | - | 1 | 8 | 1 | 4 | 1 | 2 | 1 | 4 | - | 2 | 11 | 5 | * | - | 8 | - | - | - | 3 | 3 | * | 7 | 12 | 1 |
| 9\% | 7\% | 11\% | - | 19\% | 7\% | 10\% | 24\% | 5\% | 6\% | 4\% | 11\% | - | 5\% | 14\% | 11\% | 1\% | - | 32\% | - | - | - | 11\% | 16\% | 2\% | 12\% | 10\% | 4\% |
| 2 | 1 | 1 | - | - | 2 | - | - | - | 1 | - | 1 | - | * | 2 | - | 1 | 1 | - | - | - | - | - | * | * | 1 | 2 | - |
| 1\% | 2\% | 1\% | - | - | 2\% | - | - | - | 4\% | - | 2\% | - | 1\% | 2\% | - | 2\% | 3\% | - | - | - | - | - | 2\% | 2\% | 2\% | 2\% | - |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?

## Employee volunteering <br> Base: All Respondents

Unweighted Total Weighted Total

To a great extent

To some extent
To no extent
Don't know

Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 22 | 12 | 9 | . | - | 18 | 1 | 2 | 3 | 4 | 6 | 6 | - | 9 | 12 | 4 | 7 | 9 | 1 | 1 | - | 1 | 4 | 3 | 3 | 9 | 16 | 5 |
| 14\% | 17\% | 16\% | - | - | 15\% | 14\% | 13\% | 16\% | 11\% | 15\% | 17\% | - | 20\% | 15\% | 9\% | 13\% | 31\% | 6\% | 17\% | - | 14\% | 16\% | 14\% | 13\% | 16\% | 13\% | 20\% |
| $\begin{aligned} & 98 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $81$ 66\% | $\begin{gathered} 6 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 6 \\ 75 \% \end{gathered}$ | $\begin{gathered} 5 \\ 69 \% \end{gathered}$ | $\begin{gathered} 9 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 65 \% \end{aligned}$ |
| 17 | 10 | 4 | 2 | 1 | 15 | 1 | 1 | 2 | 4 | 7 | 3 | 3 | 6 | 8 | 6 | 8 | 3 | - | 1 | 1 | * | 2 | 2 | * | 10 | 14 | 3 |
| 12\% | 14\% | 7\% | 14\% | 21\% | 12\% | 10\% | 6\% | 11\% | 13\% | 18\% | 7\% | 13\% | 13\% | 10\% | 14\% | 16\% | 10\% | - | 8\% | 20\% | 3\% | 10\% | 8\% | 2\% | 18\% | 12\% | 12\% |
| 11 | 6 | 4 | - | * | 7 | 1 | 4 | 1 | - | 3 | 3 | - | 2 | 9 | 2 | 2 | 1 | 6 | - | - | - | 1 | 4 | 2 | 4 | 11 | - |
| 7\% | 9\% | 7\% | - | 7\% | 5\% | 6\% | 21\% | 7\% | - | 8\% | 7\% | - | 5\% | 11\% | 5\% | 4\% | 4\% | 25\% | - | - | - | 5\% | 18\% | 9\% | 8\% | 9\% | - |
| 2 | 1 | 1 | - | . | 2 | . | - | 1 | 1 | . | * | 1 | * | 1 | - | 1 | 1 | - | - | 1 | - | . | - | * | 1 | 2 | 1 |
| 2\% | 2\% | 2\% | - | - | 2\% | - | - | 5\% | 4\% | - | 1\% | 3\% | 1\% | 1\% | - | 2\% | 4\% | - | - | 11\% | - | - | - | 2\% | 2\% | 1\% | 3\% |

Q2: To what extent, if at all, are you aware of any of the following activities undertaken by businesses in your constituency?
Helping to regenerate deprived areas
Base: All Respondents

Unweighted Total Weighted Total

To a great extent
To some extent
To no extent
Don't know
Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{gathered} \mathrm{Fe}- \\ \mathrm{male} \end{gathered}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 16 | 7 | 9 | . | - | 13 | 1 | 2 | 2 | 2 | 5 | 4 | . | 7 | 9 | 3 | 8 | 1 | 4 | 1 | - | 7 | 2 | 4 | 1 | 7 | 12 | 4 |
| 11\% | 10\% | 14\% | - | - | 11\% | 6\% | 13\% | 14\% | 5\% | 14\% | 10\% | - | 16\% | 11\% | 6\% | 15\% | 5\% | 17\% | 17\% | - | 7\% | 9\% | 18\% | 4\% | 12\% | 10\% | 15\% |
| $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 4 \\ 29 \% \end{gathered}$ | $\begin{gathered} 4 \\ 59 \% \end{gathered}$ | 64 $52 \%$ | $\begin{gathered} 5 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 6 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{gathered} 5 \\ 65 \% \end{gathered}$ | $\begin{gathered} 6 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 51 \% \end{aligned}$ | $68$ $55 \%$ | $\begin{aligned} & 12 \\ & 46 \% \end{aligned}$ |
| 37 | 21 | 9 | 6 | 2 | 32 | 3 | 2 | 5 | 8 | 12 | 6 | 12 | 9 | 16 | 12 | 13 | 8 | 5 | 2 | 3 | 4 | 7 | 4 | 4 | 14 | 30 | 7 |
| 25\% | 29\% | 15\% | 43\% | 25\% | 26\% | 34\% | 12\% | 31\% | 26\% | 32\% | 16\% | 49\% | 20\% | 20\% | 25\% | 24\% | 27\% | 21\% | 25\% | 35\% | 39\% | 27\% | 17\% | 19\% | 24\% | 24\% | 28\% |
| 14 | 4 | 6 | 4 | - | 12 | 1 | 1 | 2 | 2 | 1 | 6 | 1 | 3 | 9 | 5 | 2 | 2 | 4 | - | - | - | 4 | 3 | 2 | 5 | 11 | 3 |
| 9\% | 6\% | 10\% | 28\% | - | 10\% | 6\% | 6\% | 12\% | 6\% | 4\% | 17\% | 6\% | 6\% | 12\% | 12\% | 4\% | 6\% | 18\% | - | - | - | 17\% | 14\% | 8\% | 8\% | 9\% | 11\% |
| 4 | 2 | 1 | - | 1 | 3 | - |  | 1 | 1 | - | 1 | - | * | 4 | - | 2 | 2 | - | - | - | - | - | * | 2 | 2 | 4 | - |
| 3\% | 3\% | 1\% | - | 16\% | 3\% | - | 6\% | 7\% | 4\% | - | 2\% | - | 1\% | 5\% | - | 4\% | 7\% | - | - | - | - | - | 2\% | 7\% | 4\% | 3\% | - |

Q3. Which, if any, of the activities below would you like to see businesses being involved in in your constituency?

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \\ \hline \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{array}{\|c} \text { Pre- } \\ 1950 \\ \hline \end{array}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \\ \hline \end{array}$ | $\begin{array}{\|r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ \text { 100\% } \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Keeping me, as the local MP, aware of initiatives carried out within my constituency | $\begin{array}{\|l\|} \hline 135 \\ 90 \% \end{array}$ | $\begin{aligned} & 61 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 91 \% \end{aligned}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 108 \\ 87 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 95 \% \end{aligned}$ | $\begin{gathered} 6 \\ 74 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 97 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 91 \% \end{aligned}$ | $\begin{gathered} 112 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 86 \% \end{aligned}$ |
| Charitable donations to local community organisations | $\begin{array}{\|l\|} \hline 122 \\ 81 \% \end{array}$ | $\begin{aligned} & 61 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 9 \\ 70 \% \end{gathered}$ | $\begin{gathered} 5 \\ 70 \% \end{gathered}$ | $\begin{gathered} 101 \\ 82 \% \end{gathered}$ | $\begin{gathered} 8 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 6 \\ 74 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 80 \% \end{aligned}$ |
| Initiatives encouraging employability | $\begin{array}{\|l\|} \hline 112 \\ 74 \% \end{array}$ | $\begin{aligned} & 50 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 3 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 8 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 3 \\ 40 \% \end{gathered}$ | $\begin{gathered} 7 \\ 92 \% \end{gathered}$ | $\begin{gathered} 7 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 80 \% \end{aligned}$ |
| Helping to regenerate deprived areas | $\begin{array}{\|l\|l\|} \hline 104 \\ 69 \% \end{array}$ | $\begin{aligned} & 45 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 5 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 6 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 8 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 772 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 6 \\ 74 \% \end{gathered}$ | $\begin{gathered} 4 \\ 57 \% \end{gathered}$ | $\begin{gathered} 8 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 9 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 77 \% \end{aligned}$ |
| Initiatives encouraging entrepreneurship | $\begin{array}{\|l\|} \hline 101 \\ \hline 67 \% \\ \hline \end{array}$ | $\begin{aligned} & 52 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 4 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 7 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 4 \\ 44 \% \end{gathered}$ | $\begin{gathered} 5 \\ 65 \% \end{gathered}$ | $\begin{gathered} 6 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 66 \% \end{aligned}$ |
| Initiatives raising educational standards | $\begin{array}{\|l\|} \hline 100 \\ 66 \% \\ \hline \end{array}$ | $\begin{aligned} & 52 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 9 \\ 66 \% \end{gathered}$ | $\begin{gathered} 3 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{gathered} 8 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{gathered} 5 \\ 68 \% \end{gathered}$ | $\begin{gathered} 4 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 71 \% \end{aligned}$ |
| Employee volunteering | $\begin{aligned} & 98 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 3 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 4 \\ 52 \% \end{gathered}$ | $\begin{gathered} 4 \\ 57 \% \end{gathered}$ | $\begin{gathered} 8 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 78 \% \end{aligned}$ |
| Workshops (for example, developing skills for employment) carried out by business leaders | $\begin{aligned} & 92 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 3 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 6 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 3 \\ 40 \% \end{gathered}$ | $\begin{gathered} 5 \\ 61 \% \end{gathered}$ | $\begin{gathered} 5 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 51 \% \end{aligned}$ |
| Initiatives which help the environment | $\begin{aligned} & 89 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 2 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 6 \\ 70 \% \end{gathered}$ | $\begin{gathered} 7 \\ 39 \% \end{gathered}$ | $\begin{gathered} 9 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 6 \\ 70 \% \end{gathered}$ | $\begin{gathered} 3 \\ 45 \% \end{gathered}$ | $\begin{gathered} 7 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 9 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 76 \% \end{aligned}$ |
| Initiatives where employees are seconded by their employers to work on community projects | $\begin{aligned} & 88 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 2 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 6 \\ 59 \% \end{gathered}$ | $\begin{gathered} 8 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 3 \\ 40 \% \end{gathered}$ | $\begin{gathered} 3 \\ 41 \% \end{gathered}$ | $\begin{gathered} 8 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 8 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 73 \% \end{aligned}$ |
| None of the above | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

PARLIAMENTARY PANEL SURVEY - MPs - January 2014
Q3: Which, if any, of the activities below would you like to see businesses being involved in in your constituency?
Base: All Respondents

Unweighted Total
Weighted Total
Not stated

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{array}{r} \text { Eng } \\ \text {-land } \end{array}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{gathered} 1950- \\ 1959 \end{gathered}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{gathered} 1997- \\ 2000 \end{gathered}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|c} 2005- \\ 2009 \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| * | - | * | - | - | * | - | - | - | - | - | * | - | * | - | - | - | * | - | - | - | - | - | - | * | - | * | - |
| * | - | 1\% | - | - | * | - | - | - | - | - | 1\% | - | 1\% | - | - | - | 2\% | - | - | - | - | - | - | 2\% | - | * | - |

Q4: To what extent do you agree or disagree with each of the following statements regarding responsible business?
Summary table
Base: All Respondents

Making profit in a sustainable manner which supports local communities is a key issue for all businesses operating in Britain in light of the rece recession and banking crisis

Responsible business has a positive effect on the UK economy

I would be happy to act as an ambassador champion for responsible businesses in my constituency

Responsible business is a key issue at the level of national Government, as Britain approaches the 2015 General Election

Responsible business is a key issue in $m y$ Constituency as Britain approaches the 2015 General Election

Responsible business is of secondary importance after the generation of profit in light of the recent recession

Responsible business is nothing more than a PR exercise for businesses

| Total |  |  |  |  | $\begin{array}{l\|l} \hline \text { Don't } \\ \text { know Not stated } \\ \hline \end{array}$ |  | Nets |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \hline \text { Strongly } \\ \text { agree } \end{gathered}$ | $\begin{gathered} \text { Tend to } \\ \text { agree } \end{gathered}$ | $\begin{array}{r} \text { Tend to } \\ \text { disagree } \end{array}$ | Strongly disagree |  |  | Agree | Disagree |
| 151 | 42 | 88 | 9 | 2 | 7 | 2 | 130 | 12 |
| 100\% | 28\% | 58\% | 6\% | 2\% | 5\% | 1\% | 86\% | 8\% |
| 151 | 32 | 90 | 6 | - | 18 | 4 | 123 | 6 |
| 100\% | 21\% | 60\% | 4\% | - | 12\% | 3\% | 81\% | 4\% |
| 151 | 30 | 84 | 8 | 5 | 20 | 3 | 114 | 14 |
| 100\% | 20\% | 56\% | 5\% | 4\% | 13\% | 2\% | 75\% | 9\% |
| 151 | 16 | 73 | 39 | 3 | 13 | 7 | 90 | 42 |
| 100\% | 11\% | 49\% | 26\% | 2\% | 8\% | 5\% | 59\% | 28\% |
| 151 | 9 | 55 | 49 | 18 | 13 | 7 | 64 | 68 |
| 100\% | 6\% | 36\% | 33\% | 12\% | 8\% | 5\% | 42\% | 45\% |
| 151 | 6 | 36 | 70 | 29 | 6 | 5 | 42 | 99 |
| 100\% | 4\% | 24\% | 46\% | 19\% | 4\% | 3\% | 28\% | 66\% |
| 151 | 2 | 22 | 77 | 32 | 15 | 4 | 24 | 108 |
| 100\% | 1\% | 15\% | 51\% | 21\% | 10\% | 2\% | 16\% | 72\% |

Prepared by ComRes

## Responsible business is a key issue at the level of national Government, as Britain approaches the 2015 General Election

Base: All Respondents

Unweighted Total Weighted Total Strongly agree Tend to agree

Tend to disagree
Strongly disagree
Don't know
Not stated

## Nets

Agree
Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& N I \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 16 | 1 | 13 | 1 | * | 13 | * | 3 | 2 | 2 | 3 | 5 | 1 | 5 | 10 | 8 | 4 | 1 | 3 | 1 | - |  | 5 | 3 | 2 | 5 | 12 | 4 |
| 11\% | 2\% | 22\% | 10\% | 5\% | 10\% | 3\% | 19\% | 14\% | 7\% | 9\% | 13\% | 3\% | 11\% | 13\% | 18\% | 7\% | 4\% | 13\% | 8\% | - | 3\% | 21\% | 16\% | 8\% | 9\% | 10\% | 15\% |
| 73 | 28 | 32 | 9 | 4 | 57 | 5 | 12 | 8 | 7 | 20 | 22 | 15 | 20 | 38 | 24 | 22 | 15 | 11 | 1 | 3 | 7 | 11 | 11 | 9 | 31 | 57 | 16 |
| 49\% | 39\% | 53\% | 71\% | 68\% | 46\% | 53\% | 67\% | 48\% | 22\% | 52\% | 59\% | 62\% | 44\% | 47\% | 53\% | 43\% | 53\% | 49\% | 8\% | 45\% | 70\% | 46\% | 51\% | 40\% | 55\% | 46\% | 60\% |
| 39 | 27 | 9 | 3 | - | 37 | 2 | - | 4 | 16 | 11 | 7 | 8 | 14 | 17 | 8 | 15 | 9 | 7 | 6 | 3 | 3 | 7 | 5 | 4 | 11 | 35 | 4 |
| 26\% | 38\% | 15\% | 20\% | - | 30\% | 21\% | - | 22\% | 49\% | 28\% | 18\% | $32 \%$ | 30\% | 21\% | 17\% | 29\% | 31\% | 29\% | 66\% | 44\% | 27\% | 28\% | 23\% | 19\% | 20\% | 28\% | 17\% |
| 3 | 2 | * | - | - | 2 | 1 | - | - | - | 1 | 1 | - | 1 | 2 | 1 | 1 | 1 | - | - | - | - | - | * |  | 1 | 3 | - |
| 2\% | 3\% | 1\% | - | - | 2\% | 7\% | - | - | - | 3\% | 2\% | - | 3\% | 2\% | 2\% | 1\% | 5\% | - | - | - | - | - | 2\% | 6\% | 2\% | 2\% | - |
| 13 | 8 | 3 | - | 2 | 9 | 1 | 3 | 2 | 3 | 3 | 1 | - | 3 | 10 | 2 | 7 | 1 | 2 | 1 | - | - | - | 2 | 4 | 5 | 13 | - |
| 8\% | 12\% | 4\% | - | 28\% | 7\% | 10\% | 15\% | 11\% | 9\% | 8\% | 3\% | - | 6\% | 12\% | 5\% | 13\% | 4\% | 9\% | 17\% | - | - | - | 9\% | 18\% | 9\% | 10\% | - |
| 7 | 4 | 3 | - | - | 6 | 1 | - | 1 | 4 | - | 1 | 1 | 2 | 4 | 2 | 3 | 1 | - | - | 1 | - | 1 | - | 2 | 3 | 5 | 2 |
| 5\% | 6\% | 4\% | - | - | 5\% | 6\% | - | 5\% | 13\% | - | 4\% | 3\% | 5\% | 4\% | 5\% | 6\% | 4\% | - | - | 11\% | - | 5\% | - | 9\% | 5\% | 4\% | 8\% |
| 90 | 29 | 45 | 11 | 5 | 69 | 5 | 15 | 10 | 9 | 23 | 27 | 15 | 26 | 49 | 33 | 26 | 16 | 15 | 1 | 3 | 8 | 16 | 14 | 11 | 37 | 70 | 20 |
| 59\% | 41\% | 75\% | 80\% | 72\% | 56\% | 56\% | 85\% | 62\% | 29\% | 60\% | 72\% | 65\% | 55\% | 60\% | 71\% | 50\% | 56\% | 62\% | 16\% | 45\% | 73\% | 67\% | 67\% | 48\% | 64\% | 56\% | 75\% |
| 42 | 30 | 10 | 3 | - | 39 | 3 | - | 4 | 16 | 12 | 8 | 8 | 15 | 19 | 9 | 16 | 10 | 7 | 6 | 3 | 3 | 7 | 5 | 6 | 13 | 37 | 4 |
| 28\% | 42\% | 16\% | 20\% | - | 32\% | 28\% | - | 22\% | 49\% | 32\% | 21\% | $32 \%$ | 33\% | 23\% | 19\% | 30\% | 36\% | 29\% | 66\% | 44\% | 27\% | 28\% | 25\% | 25\% | 22\% | 30\% | 17\% |

Q4: To what extent do you agree or disagree with each of the following statements regarding responsible business?

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{array}{\|l\|l} \text { Scot } \\ \text { land } \\ \& N I \end{array}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c\|c} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0- \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{gathered} 1997- \\ 2000 \end{gathered}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{r} 2005- \\ 2009 \end{array}$ | 2010+ | Male | Fe male |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ |  |  | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 2 \\ 13 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ |
| Tend to agree | $\begin{aligned} & 55 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 7 \\ 50 \% \end{gathered}$ | $\begin{gathered} 2 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 3 \\ 37 \% \end{gathered}$ | $\begin{gathered} 6 \\ 33 \% \end{gathered}$ | $\begin{gathered} 6 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 9 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 8 \\ 26 \% \end{gathered}$ | $\begin{gathered} 8 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 5 \\ 65 \% \end{gathered}$ | $\begin{gathered} 2 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 5 \\ 25 \% \end{gathered}$ | $\begin{gathered} 8 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 42 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 4 \\ 29 \% \end{gathered}$ | $\begin{gathered} 3 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | $\begin{gathered} 5 \\ 29 \% \end{gathered}$ | $\begin{gathered} 5 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 9 \\ 26 \% \end{gathered}$ | $\begin{gathered} 8 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 4 \\ 49 \% \end{gathered}$ | $\begin{gathered} 2 \\ 27 \% \end{gathered}$ | $\begin{gathered} 5 \\ 50 \% \end{gathered}$ | $\begin{gathered} 6 \\ 26 \% \end{gathered}$ | $\begin{gathered} 8 \\ 41 \% \end{gathered}$ | $\begin{gathered} 8 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 36 \% \end{aligned}$ |
| Strongly disagree | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ |  |  | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 2 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 6 \\ 18 \% \end{gathered}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{gathered} 6 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 6 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ |  | $\begin{gathered} 3 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 3 \\ 20 \% \end{gathered}$ | - | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ |  | $\begin{gathered} 2 \\ 13 \% \end{gathered}$ | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ | - | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Not stated | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ |  | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | 2\% |  | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ |  |  |  |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Nets |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 64 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 7 \\ 50 \% \end{gathered}$ | $\begin{gathered} 2 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 4 \\ 43 \% \end{gathered}$ | $\begin{gathered} 8 \\ 46 \% \end{gathered}$ | $\begin{gathered} 9 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 9 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 5 \\ 73 \% \end{gathered}$ | $\begin{gathered} 2 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 7 \\ 36 \% \end{gathered}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 49 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 68 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 4 \\ 29 \% \end{gathered}$ | $\begin{gathered} 3 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{gathered} 6 \\ 36 \% \end{gathered}$ | $\begin{gathered} 6 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 6 \\ 66 \% \end{gathered}$ | $\begin{gathered} 2 \\ 27 \% \end{gathered}$ | $\begin{gathered} 8 \\ 77 \% \end{gathered}$ | $\begin{gathered} 8 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 46 \% \end{aligned}$ |

Making profit in a sustainable manner which supports local communities is a key issue for all businesses operating in Britain in light of the recent recession and banking crisis
Base: All Respondent

Unweighted Total Weighted Total Strongly agree Tend to agree

Tend to disagree
Strongly disagree

## Don't know

Not stated

## Nets

Agree
Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{gathered} \mathrm{Fe}- \\ \mathrm{male} \end{gathered}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 42 | 11 | 23 | 6 | 2 | 35 | 2 | 5 | 2 | 8 | 10 | 14 | 7 | 13 | 22 | 13 | 19 | 5 | 5 |  | 5 | 1 | 6 | 7 | 8 | 15 | 34 | 8 |
| 28\% | 16\% | 38\% | 44\% | 28\% | 28\% | 23\% | 27\% | 14\% | 24\% | 27\% | 39\% | 28\% | 27\% | 28\% | 29\% | 36\% | 17\% | 22\% | 8\% | 68\% | 9\% | 25\% | 33\% | 35\% | 25\% | 27\% | 29\% |
| $88$ $58 \%$ | $\begin{aligned} & 4 \\ & 60 \% \end{aligned}$ | $34$ 57\% | $\begin{gathered} 6 \\ 46 \% \end{gathered}$ | $\begin{gathered} 5 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 7 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 8 \\ 92 \% \end{gathered}$ | $\begin{gathered} 2 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 8 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 71 \% \end{aligned}$ |
| 9 | 8 | 1 | - | - | 9 | - | - | 2 | 3 | 3 | 1 | - | 4 | 5 | 4 | 3 | * | 2 | - | - | - | 2 | 3 | - | 4 | 9 | - |
| 6\% | 11\% | 2\% | - | - | 7\% | - | - | 13\% | 9\% | 7\% | 4\% | - | 8\% | 7\% | 8\% | 6\% | 2\% | 9\% | - | - | - | 9\% | 16\% | - | 7\% | 7\% | - |
| 2 | 2 | - | - | - | 2 | - | - | - | 1 | 1 | - | - | 2 | - | - | 1 | 1 | - | - | - | - | . | 1 | 1 | - | 2 | - |
| 2\% | 3\% | - | - | - | 2\% | - | - | - | 4\% | 3\% | - | - | 5\% | - | - | 2\% | 5\% | - | - | - | - | - | 6\% | 6\% | - | 2\% | - |
| 7 | 5 | 1 | 1 | - | 6 | - | 1 | 1 | 4 | 1 | - | - | 2 | 5 | 1 | 3 | 1 | 1 | - | - | - | 1 | 1 | - | 5 | 7 | - |
| 5\% | 7\% | 2\% | 10\% | - | 5\% | - | 6\% | 7\% | 11\% | 4\% | - | - | 5\% | 6\% | 3\% | 7\% | 4\% | 6\% | - | - | - | 5\% | 7\% | - | 8\% | 6\% | - |
| 2 | 2 | * | - | . | 2 | - | - | - | 2 | - | * | - | * | 2 | 2 | - | * | - | - | - | - | - | - | * | 2 | 2 | - |
| 1\% | 2\% | 1\% | - | - | 2\% | - | - | - | 5\% | - | 1\% | - | 1\% | 2\% | 4\% | - | 2\% | - | - | - | - | - | - | 2\% | 3\% | 2\% | - |
| 130 | 54 | 57 | 12 | 7 | 104 | 9 | 17 | 14 | 23 | 32 | 35 | 24 | 37 | 69 | 39 | 45 | 26 | 20 | 9 | 7 | 11 | 21 | 15 | 20 | 47 | 103 | 27 |
| 86\% | 76\% | 95\% | 90\% | 100\% | 84\% | 100\% | 94\% | 80\% | 70\% | 86\% | 95\% | 100\% | 80\% | 85\% | 85\% | 86\% | 89\% | 85\% | 100\% | 100\% | 100\% | 86\% | 71\% | 92\% | 82\% | 83\% | 100\% |
| 12 | 10 | 1 | - | - | 12 | - | - | 2 | 4 | 4 | 1 | - | 6 | 5 | 4 | 4 | 2 | 2 | - | - | - | 2 | 5 | 1 | 4 | 12 | - |
| 8\% | 14\% | 2\% | - | - | 9\% | - | - | 13\% | 13\% | 10\% | 4\% | - | 14\% | 7\% | 8\% | 8\% | 6\% | 9\% | - | - | $\cdot$ | 9\% | 22\% | 6\% | 7\% | 9\% | - |

Q4: To what extent do you agree or disagree with each of the following statements regarding responsible business?

## Responsible business is nothing more than a PR exercise for businesses <br> Base: All Respondents

Unweighted Total Weighted Total

Strongly agree
Tend to agree
Tend to disagree
Strongly disagree
Don't know
Not stated
Nets
Agree
Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{array}{\|l\|} \hline \text { Scot } \\ \text { land } \\ \& \mathrm{NI} \end{array}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{\|c} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 2 | . | 1 | - | 1 | - | 1 | 1 | - | - | . | - | - | 1 | 1 | . | . | 2 | - | . | . | * | . | 1 |  | 1 | 2 | - |
| 1\% | - | 1\% | - | 21\% | - | 10\% | 6\% | - | - | - | - | - | 2\% | 1\% | - | - | 7\% | - | - | - | 3\% | - | 3\% | - | 2\% | 2\% | - |
| 22 | 14 | 8 | 1 | - | 18 | 2 | 2 | 3 | 5 | 7 | 4 | 3 | 7 | 12 | 6 | 7 | 6 | 3 | 3 | - | 2 | 1 | 3 | 4 | 8 | 21 | 1 |
| 15\% | 19\% | 13\% | 4\% | - | 15\% | 20\% | 13\% | 18\% | 15\% | 17\% | 10\% | 11\% | 15\% | 15\% | 14\% | 13\% | 20\% | 13\% | 34\% | - | 22\% | 4\% | 17\% | 20\% | 14\% | 17\% | 2\% |
| 77 | 32 | 30 | 10 | 5 | 63 | 5 | 9 | 7 | 12 | 22 | 22 | 14 | 23 | 40 | 23 | 23 | 16 | 15 | 4 | 4 | 5 | 14 | 10 | 11 | 28 | 59 | 18 |
| 51\% | 45\% | 50\% | 76\% | 72\% | 51\% | 57\% | 48\% | 44\% | 37\% | 58\% | 59\% | 60\% | 49\% | 49\% | 49\% | 45\% | 55\% | 63\% | 48\% | 50\% | 51\% | 57\% | 49\% | 51\% | 49\% | 48\% | 66\% |
| 32 | 15 | 13 | 3 | * | 27 | 1 | 4 | 5 | 9 | 7 | 6 | 7 | 8 | 16 | 13 | 13 | 4 | 2 | 1 | 4 | 1 | 6 | 3 | 1 | 14 | 26 | 6 |
| 21\% | 22\% | 22\% | 20\% | 7\% | 21\% | 13\% | 21\% | 27\% | 28\% | 18\% | 17\% | 29\% | 18\% | 20\% | 28\% | 25\% | 13\% | 7\% | 17\% | 50\% | 14\% | 25\% | 16\% | 6\% | 25\% | 21\% | 22\% |
| 15 | 7 | 7 | - | - | 13 | - | 2 | 1 | 5 | 3 | 4 | - | 6 | 9 | 4 | 6 | 1 | 4 | - | - | 1 | 3 | 3 | 3 | 5 | 13 | 2 |
| 10\% | 10\% | 12\% | - | - | 10\% | - | 13\% | 5\% | 17\% | 7\% | 10\% | - | 13\% | 11\% | 9\% | 11\% | 4\% | 16\% | - | - | 11\% | 14\% | 15\% | 12\% | 8\% | 11\% | 6\% |
| 4 | 2 | 1 | - | - | 4 | - | - | 1 | 1 | - | 1 | - | 1 | 2 | - | 3 | * | - | - | - | - | - | - | 2 | 1 | 3 | 1 |
| 2\% | 3\% | 2\% | - | - | 3\% | - | - | 7\% | 4\% | - | 4\% | - | 3\% | 3\% | - | 6\% | 2\% | - | - | - | - | - | - | 11\% | 2\% | 2\% | 3\% |
| 24 | 14 | 8 | 1 | 1 | 18 | 3 | 3 | 3 | 5 | 7 | 4 | 3 | 8 | 13 | 6 | 7 | 8 | 3 | 3 | - | 3 | 1 | 4 | 4 | 9 | 23 | 1 |
| 16\% | 19\% | 14\% | 4\% | 21\% | 15\% | 30\% | 18\% | 18\% | 15\% | 17\% | 10\% | 11\% | 17\% | 17\% | 14\% | 13\% | 27\% | 13\% | 34\% | - | 24\% | 4\% | 20\% | 20\% | 16\% | 19\% | 2\% |
| 108 | 48 | 43 | 13 | 5 | 90 | 7 | 12 | 12 | 21 | 29 | 28 | 21 | 31 | 56 | 36 | 37 | 20 | 16 | 6 | 7 | 7 | 20 | 14 | 13 | 42 | 85 | 24 |
| 72\% | 67\% | 71\% | 96\% | 79\% | 72\% | 70\% | 69\% | 71\% | 65\% | 76\% | 76\% | 89\% | 67\% | 70\% | 77\% | 70\% | 68\% | 70\% | 66\% | 100\% | 65\% | 83\% | 65\% | 57\% | 74\% | 68\% | 88\% |

## Responsible business is of secondary importance after the generation of profit in light of the recent recession <br> \section*{Base: All Respondents}

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c\|c} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{array}{\|l\|} \hline 151 \\ 100 \% \end{array}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  | 5\% | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ |  | $\underset{11 \%}{2}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ |  | - | - | $3 \%$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ |  | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Tend to agree | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 2 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 4 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 26 \% \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ |  | $\begin{gathered} 1 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 39 \% \end{gathered}$ | $\begin{gathered} 6 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 8 \\ 31 \% \end{gathered}$ |
| Tend to disagree | $\begin{aligned} & 70 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 5 \\ 36 \% \end{gathered}$ | $\begin{gathered} 3 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 6 \\ 60 \% \end{gathered}$ | $\begin{gathered} 9 \\ 51 \% \end{gathered}$ | $\begin{gathered} 4 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 6 \\ 74 \% \end{gathered}$ | $\begin{gathered} 4 \\ 54 \% \end{gathered}$ | $\begin{gathered} 8 \\ 78 \% \end{gathered}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{gathered} 6 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 46 \% \end{aligned}$ |
| Strongly disagree | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 7 \\ 52 \% \end{gathered}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 3\% | $\begin{gathered} 6 \\ 31 \% \end{gathered}$ | $\begin{gathered} 6 \\ 33 \% \end{gathered}$ | $\begin{gathered} 6 \\ 18 \% \end{gathered}$ | $\begin{gathered} 7 \\ 17 \% \end{gathered}$ | $\begin{gathered} 6 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 3 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 4 \\ 17 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | - |
| Not stated | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  |  | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | - | - | $\begin{gathered} 1 \\ 11 \% \end{gathered}$ | - | - |  | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Nets |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\underset{\text { 21\% }}{1}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 3 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & \text { 29\% } \end{aligned}$ | $\begin{gathered} 7 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 7 \\ 25 \% \end{gathered}$ | $\begin{gathered} 6 \\ 26 \% \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ |  | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 39 \% \end{gathered}$ | $\begin{gathered} 7 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 9 \\ 34 \% \end{gathered}$ |
| Disagree | $\begin{aligned} & 99 \\ & 66 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 89 \% \end{aligned}$ | $\begin{gathered} 4 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 6 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 7 \\ 83 \% \end{gathered}$ | $\begin{gathered} 7 \\ 89 \% \end{gathered}$ | $\begin{gathered} 9 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 83 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 63 \% \end{aligned}$ |


| Responsible business has a positive effect on the UK economy Base: All Respondents |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& ~ N I \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{gathered} 1950- \\ 1959 \end{gathered}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c\|} \hline 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{\|c} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 3 \\ 23 \% \end{gathered}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 2 \\ 20 \% \end{gathered}$ | $\begin{gathered} 3 \\ 18 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ | $\begin{gathered} 7 \\ 21 \% \end{gathered}$ | $\begin{gathered} 7 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 5 \\ 19 \% \end{gathered}$ | $\begin{gathered} 8 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ |  | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 9 \\ 38 \% \end{gathered}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ |  | $\begin{aligned} & 16 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 5 \\ 19 \% \end{gathered}$ |
| Tend to agree | $\begin{aligned} & 90 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 9 \\ 70 \% \end{gathered}$ | $\begin{gathered} 4 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 6 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 3 \\ 34 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 9 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 78 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ |  | $7 \%$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $3 \%$ | - | - | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & { }_{20} \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | - | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ |  | - | - | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - |
| Strongly disagree | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 1 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 9 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{gathered} 3 \\ 36 \% \end{gathered}$ | - | - | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ |  |
| Not stated | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  |  | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ |  |  |  | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | 2\% | - | - | - | - |  |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Nets |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 123 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 5 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 7 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 95 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 4 \\ 43 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 95 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 97 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ |  | $7 \%$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | 3\% | - |  | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | - | - | - | 2 $9 \%$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 6 $5 \%$ |  |

Q4: To what extent do you agree or disagree with each of the following statements regarding responsible business?

## I would be happy to act as an ambassador / champion for responsible businesses in my constituency <br> Base: All Respondents

Unweighted Total Weighted Total Strongly agree Tend to agree

Tend to disagree
Strongly disagree

## Don't know

Not stated

## Nets

Agree
Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{aligned} & \text { Eng } \\ & \text {-land } \end{aligned}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{Ni} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \\ & \hline \end{aligned}$ | $\begin{gathered} 1950- \\ 1959 \end{gathered}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0- \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{gathered} 1992- \\ 1996 \end{gathered}$ | $\begin{aligned} & 1997- \\ & 2000 \end{aligned}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{\|c} 2005- \\ 2009 \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 30 | 13 | 14 | 3 | 1 | 25 | ${ }^{2}$ | 4 | 2 | 13\% | ${ }^{8}$ | 10 | 3 $14 \%$ | 12 | 15 | 15 | 12 | 1\% | 3 $15 \%$ | ${ }_{2}^{2}$ | - | ${ }_{2}^{2}$ | 7 | 2 | 2 $9 \%$ | 14 $25 \%$ | 24 $19 \%$ | 6 $22 \%$ |
| 20\% | 18\% | 23\% | 22\% | 12\% | 20\% | 17\% | 21\% | 9\% | 13\% | 22\% | 28\% | 14\% | 25\% | 19\% | 32\% | 22\% | 1\% | 15\% | 25\% | - | 23\% | 28\% | 11\% | 9\% | 25\% | 19\% | 22\% |
| 84 | 41 | 29 | 10 | 4 | 71 | 4 | 9 | 14 | 17 | 21 | 19 | 18 | 22 | 44 | 23 | 27 | 22 | 13 | 4 | 7 | 5 | 14 | 11 | 14 | 29 | 68 | 16 |
| 56\% | 58\% | 48\% | 74\% | 58\% | 57\% | 43\% | 49\% | 82\% | 53\% | 55\% | 53\% | 76\% | 47\% | 55\% | 49\% | 51\% | 75\% | 56\% | 52\% | 92\% | 48\% | 57\% | 53\% | 62\% | 51\% | 55\% | 60\% |
| 8 | 5 | 3 | - | * | 6 | 1 | 2 | - | 3 | 3 | * | 2 | 3 | 4 | 1 | 5 | - | 2 | 1 | 1 | 1 | - | 2 | * | 3 | 7 | 1 |
| 5\% | 7\% | 5\% | - | 7\% | 5\% | 6\% | 9\% | - | 9\% | 7\% | 1\% | 8\% | 6\% | 4\% | 2\% | 9\% | - | 10\% | 14\% | 8\% | 11\% | - | 9\% | 2\% | 5\% | 5\% | 6\% |
| 5 | 2 | 3 | - | - | 5 | - | - | 1 | 1 | 2 | 1 | 1 | 5 | - | - | 1 | 3 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 5 | - |
| 4\% | 3\% | 5\% | - | - | 4\% | - | - | 5\% | 4\% | 7\% | 2\% | 3\% | 10\% | - | - | 2\% | 11\% | 4\% | 9\% | - | 11\% | 4\% | 6\% | 6\% | - | 4\% | - |
| 20 | 7 | 11 | 1 | 2 | 13 | 3 | 4 | 1 | 4 | 4 | 5 | - | 5 | 15 | 6 | 7 | 3 | 4 | - | - | 1 | 3 | 4 | 4 | 8 | 17 | 3 |
| 13\% | 10\% | 19\% | 4\% | 23\% | 11\% | 34\% | 21\% | 5\% | 12\% | 10\% | 14\% | - | 11\% | 18\% | 13\% | 13\% | 12\% | 16\% | - | - | 7\% | 12\% | 21\% | 18\% | 14\% | 14\% | 12\% |
| 3 | 3 | * | . | . | 3 | . | . | - | 3 | . | * | - | * | 3 | 2 | 1 | * | - | - | - | . | . | . | * | 3 | 3 | - |
| 2\% | 4\% | 1\% | - | - | 3\% | - | - | - | 9\% | - | 1\% | - | 1\% | 4\% | 4\% | 2\% | 2\% | - | - | - | - | - | - | 2\% | 5\% | 3\% | - |
| 114 | 54 | 43 | 13 | 5 | 96 | 6 | 13 | 15 | 21 | 29 | 30 | 21 | 33 | 59 | 37 | 38 | 22 | 16 | 7 | 7 | 8 | 20 | 13 | 16 | 43 | 92 | 22 |
| 75\% | 76\% | 71\% | 96\% | 70\% | 77\% | 60\% | 70\% | 91\% | 67\% | 77\% | 81\% | 89\% | 72\% | 74\% | 81\% | 73\% | 76\% | 70\% | 77\% | 92\% | 71\% | 84\% | 65\% | 72\% | 76\% | 74\% | 82\% |
| 14 | 7 | 6 | . |  | 11 | 1 | 2 | 1 | 4 | 5 |  | 3 | 7 | 4 | 1 | 6 | 3 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 12 |  |
| 9\% | 10\% | 10\% | - | 7\% | 9\% | 6\% | 9\% | 5\% | 13\% | 14\% | 4\% | 11\% | 16\% | 4\% | 2\% | 12\% | 11\% | 14\% | 23\% | 8\% | 22\% | 4\% | 14\% | 8\% | 5\% | 10\% | 6\% |

Q5: Responsible Business often involves commitment to long term goals and strategy. To what extent do you agree or disagree with the following statements regarding strategy development?

| Summary table |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | $\begin{array}{l\|l} \hline \text { Don't } \\ \text { know Not stated } \\ \hline \end{array}$ |  | Nets |  |
|  | Total | Strongly agree | Tend to | $\begin{array}{r} \text { Tend to } \\ \text { disagree } \end{array}$ | Strongly disagree |  |  | Agree |  |
| I would welcome support from businesses in creating and implementing long term strategies in my constituency | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ |        <br>        <br> 40 93 7 2 5 3 133 <br> $26 \%$ $62 \%$ $5 \%$ $2 \%$ $4 \%$ $2 \%$ $88 \%$ |  |  |  |  |  |  |  |
| Developing long term strategies is as important as meeting short and medium term goals | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ |
| I would welcome support from businesses in creating and implementing long term strategies nationally | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 8 $5 \%$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 84 \% \end{aligned}$ | 12 $8 \%$ |
| It is difficult for Government to implement long term policies due to short term pressures | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ |
| It is difficult for businesses to implement long term policies due to short term pressures | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ |
| Only through legislation will businesses implement long term strategies | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 73 \% \end{aligned}$ |

## It is difficult for businesses to implement long term policies due to short term pressures <br> Base: All Respondents

Unweighted Total Weighted Total

Strongly agree

Tend to agree
Tend to disagree
Strongly disagree

Don't know
Not stated

Nets
Agree

Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{gathered} 0.1- \\ 9.9 \% \end{gathered}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{gathered} 20.0- \\ 29.9 \% \end{gathered}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|c} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 7 | 6 | 1 | - | * | 7 | 1 | - | 2 | 3 | 1 |  | 1 | 3 | 3 | 3 | 3 | 1 | - | - | 3 | - | - | - | - | 4 | 6 | 1 |
| 5\% | 8\% | 2\% | - | 5\% | 5\% | 7\% | - | 13\% | 9\% | 3\% | 1\% | 5\% | 7\% | 4\% | 7\% | 6\% | 4\% | - | - | 40\% | - | - | - | - | 8\% | 5\% | 4\% |
| 88 | 32 | 37 | 13 | 6 | 69 | 6 | 13 | 8 | 16 | 24 | 22 | 19 | 23 | 46 | 24 | 29 | 19 | 16 | 8 | 2 | 8 | 14 | 12 | 17 | 28 | 74 | 15 |
| 58\% | 45\% | 62\% | 96\% | 95\% | 56\% | 60\% | 75\% | 49\% | 48\% | 63\% | 59\% | 81\% | 50\% | 57\% | 52\% | 55\% | 66\% | 69\% | 94\% | 25\% | 71\% | 58\% | 57\% | 78\% | 48\% | 59\% | 55\% |
| 39 | 23 | 16 | - | - | 33 | 3 | 3 | 5 | 9 | 8 | 11 | 3 | 14 | 22 | 12 | 16 | 7 | $\bigcirc$ | - | 3 | 3 | 6 | 6 | 5 | 16 | 31 | 8 |
| 26\% | 33\% | 26\% | - | - | 26\% | 33\% | 19\% | 27\% | 27\% | 21\% | 31\% | 12\% | 31\% | 27\% | 26\% | 31\% | 26\% | 15\% | - | 35\% | 29\% | 27\% | 31\% | 22\% | 27\% | 25\% | 29\% |
| 7 | 5 | 2 | - | - | 7 | - | - | 1 | 2 | 3 | 1 | - | 4 | 3 | 2 | 3 | - | 2 | - | - | - | 3 | 1 | - | 3 | 5 | 2 |
| 5\% | 7\% | 4\% | - | - | 6\% | - | - | 7\% | 6\% | 7\% | 4\% | - | 8\% | 4\% | 5\% | 6\% | - | 7\% | - | - | - | 12\% | 5\% | - | 5\% | 4\% | 8\% |
| 8 | 5 | 3 | - | - | 7 | - | 1 | 1 | 3 | 1 | 2 | - | 2 | 6 | 3 | 1 | 1 | 2 | - | - | - | 1 | 1 | - | 6 | 8 | - |
| 5\% | 7\% | 4\% | - | - | 5\% | - | 6\% | 5\% | 9\% | 4\% | 4\% | - | 4\% | 7\% | 7\% | 2\% | 4\% | 10\% | - | - | - | 3\% | 7\% | - | 10\% | 6\% | - |
| 1 | - | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | 1 | - | 1 | 1 | - | - | - | , | - | - | - | - | - | 1 | 1 | 1 |
| 1\% | - | 2\% | 4\% | - | 1\% | - | - | - | - | 2\% | 1\% | 2\% | - | 1\% | 3\% | - | - | - | 6\% | - | - | - | - | - | 2\% | * | 4\% |
| 96 | 38 | 39 | 13 | 7 | 76 | 6 | 13 | 10 | 19 | 25 | 22 | 20 | 26 | 49 | 27 | 32 | 20 | 16 | 8 | 5 | 8 | 14 | 12 | 17 | 32 | 80 | 16 |
| 63\% | 53\% | 64\% | 96\% | 100\% | 61\% | 67\% | 75\% | 62\% | 57\% | 66\% | 60\% | 86\% | 57\% | 61\% | 59\% | 61\% | 71\% | 69\% | 94\% | 65\% | 71\% | 58\% | 57\% | 78\% | 56\% | 64\% | 59\% |
| 46 | 28 | 18 | - | - | 40 | 3 | 3 | 6 | 11 | 11 | 13 | 3 | 18 | 25 | 14 | 20 | 7 | 5 | - | 3 | 3 | 9 | 7 | 5 | 19 | 36 | 10 |
| 31\% | 40\% | 30\% | - | - | 32\% | 33\% | 19\% | 34\% | 33\% | 28\% | 34\% | 12\% | 39\% | 31\% | 30\% | 37\% | 26\% | 22\% | . | 35\% | 29\% | 39\% | 36\% | 22\% | 33\% | 29\% | 37\% |

## It is difficult for Government to implement long term policies due to short term pressures <br> Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dems } \end{gathered}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|c\|c} 1950- \\ 1959 \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{gathered} 2001- \\ 2004 \end{gathered}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\mathrm{Fe}-$ male |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{array}{\|l\|} \hline 151 \\ 100 \% \end{array}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | 5\% | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ |  | $\begin{gathered} 6 \\ 34 \% \end{gathered}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 2 \\ 24 \% \end{gathered}$ | $\begin{gathered} 2 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |
| Tend to agree | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 6 \\ 47 \% \end{gathered}$ | $\begin{gathered} 2 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 7 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 7 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 6 \\ 71 \% \end{gathered}$ | $\begin{gathered} 3 \\ 39 \% \end{gathered}$ | $\begin{gathered} 5 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 45 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 5 \\ 38 \% \end{gathered}$ | $\begin{gathered} 4 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 2 \\ 19 \% \end{gathered}$ | $\begin{gathered} 5 \\ 29 \% \end{gathered}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ | $\begin{gathered} 6 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 8 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 8 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 7 \\ 25 \% \end{gathered}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 2 \\ 22 \% \end{gathered}$ | $\begin{gathered} 3 \\ 29 \% \end{gathered}$ | $\begin{gathered} 7 \\ 28 \% \end{gathered}$ | $\begin{gathered} 8 \\ 38 \% \end{gathered}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 43 \% \end{aligned}$ |
| Strongly disagree | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ |  | $5 \%$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | * 2 | - | $\begin{gathered} 1 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ |  | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | - | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | - | - | - | - | - | - | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |  |
| Not stated | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - |  | - |  | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ |  | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |
| Nets |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 97 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 8 \\ 58 \% \end{gathered}$ | $\begin{gathered} 2 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 7 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 7 \\ 80 \% \end{gathered}$ | $\begin{gathered} 5 \\ 63 \% \end{gathered}$ | $\begin{gathered} 7 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 63 \% \end{aligned}$ | $84$ 68\% | $\begin{aligned} & 13 \\ & 48 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 5 \\ 38 \% \end{gathered}$ | $\begin{gathered} 4 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 2 \\ 19 \% \end{gathered}$ | $\begin{gathered} 6 \\ 35 \% \end{gathered}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ | $\begin{gathered} 8 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 8 \\ 29 \% \end{gathered}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ | $\begin{gathered} 3 \\ 37 \% \end{gathered}$ | $\begin{gathered} 4 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 8 \\ 38 \% \end{gathered}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 48 \% \end{aligned}$ |

## Only through legislation will businesses implement long term strategies

Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \\ \hline \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \end{aligned}$ | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{\|c} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r\|} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | - | 5\% | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 2 \\ 23 \% \end{gathered}$ |  | - | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | - | $\begin{gathered} 2 \\ 24 \% \end{gathered}$ | 3\% | - | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ |
| Tend to agree | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 34 \% \end{aligned}$ | - | $\begin{gathered} 1 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 2 \\ 20 \% \end{gathered}$ | $\begin{gathered} 3 \\ 18 \% \end{gathered}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ |  | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 8 \\ 18 \% \end{gathered}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{gathered} 4 \\ 15 \% \end{gathered}$ | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ | $\begin{gathered} 3 \\ 39 \% \end{gathered}$ | - | $\begin{gathered} 2 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 4 \\ 16 \% \end{gathered}$ |
| Tend to disagree | $\begin{aligned} & 77 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 4 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 5 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 8 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 3 \\ 38 \% \end{gathered}$ | $\begin{gathered} 2 \\ 30 \% \end{gathered}$ | $\begin{gathered} 4 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 48 \% \end{aligned}$ |
| Strongly disagree | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 8 \\ 22 \% \end{gathered}$ | $\begin{gathered} 4 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 6 \\ 22 \% \end{gathered}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ | $\begin{gathered} 3 \\ 46 \% \end{gathered}$ | $\stackrel{4}{46 \%}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{gathered} 5 \\ 22 \% \end{gathered}$ | $\begin{gathered} 4 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 6 \\ 21 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | $7 \%$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ | - | $\begin{gathered} 4 \\ 13 \% \end{gathered}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | - | - | $\begin{gathered} 1 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | - | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | 2\% |
| Not stated | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\cdot$ | - | - | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $1$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ |
| Nets |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 41 \% \end{aligned}$ |  | $\stackrel{2}{26 \%}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 4 \\ 43 \% \end{gathered}$ | $\begin{gathered} 3 \\ 18 \% \end{gathered}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ |  | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 7 \\ 30 \% \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 6 \\ 22 \% \end{gathered}$ | $\begin{gathered} 4 \\ 18 \% \end{gathered}$ | $\begin{gathered} 3 \\ 39 \% \end{gathered}$ | $\begin{gathered} 2 \\ 24 \% \end{gathered}$ | $\begin{gathered} 2 \\ 18 \% \end{gathered}$ | $\begin{gathered} 6 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 7 \\ 32 \% \end{gathered}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 6 \\ 23 \% \end{gathered}$ |
| Disagree | $\begin{array}{\|l\|} \hline 110 \\ 73 \% \end{array}$ | $\begin{aligned} & 64 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 4 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 5 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 5 \\ 55 \% \end{gathered}$ | $\begin{gathered} 6 \\ 76 \% \end{gathered}$ | $\begin{gathered} 8 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 69 \% \end{aligned}$ |

## I would welcome support from businesses in creating and implementing long term strategies in my constituency <br> Base: All Respondent

Unweighted Total Weighted Total

Strongly agree
end to agree
Tend to disagree
Strongly disagree

Don't know

Not stated

Disagree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | London | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{\|r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1- \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0 \\ 29.9 \% 3 \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{r} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{\|c} \mathrm{Fe}- \\ \mathrm{male} \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 40 | 10 | 21 | 6 | 3 | 28 | 2 | 10 | 3 | 7 | \% | 10 | 8 | 15 | 16 | 10 | 18 | 7 | 6 | 3 | 2 | 2 | 13 | 5 | 5 | 10 | 33 | 7 |
| 26\% | 13\% | 34\% | 47\% | 53\% | 22\% | 23\% | 55\% | 18\% | 22\% | 18\% | 29\% | 35\% | 32\% | 20\% | 21\% | 33\% | 23\% | 26\% | 34\% | 22\% | 18\% | 52\% | 26\% | 22\% | 18\% | 27\% | 25\% |
| $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 7 \\ 49 \% \end{gathered}$ | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 7 \\ 70 \% \end{gathered}$ | $\begin{gathered} 7 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 4 \\ 47 \% \end{gathered}$ | $\begin{gathered} 5 \\ 67 \% \end{gathered}$ | $\begin{gathered} 6 \\ 60 \% \end{gathered}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 64 \% \end{aligned}$ |
| 7 | 2 | 3 | - | 2 | 5 | 1 | 2 | - | 2 | 1 | 2 | 1 | 3 | 3 | 1 | 3 | 1 | 2 | 1 | - | 1 | 1 | 1 | 2 | 1 | 6 | 1 |
| 5\% | 3\% | 6\% | - | 23\% | 4\% | 6\% | 8\% | - | 7\% | 3\% | 4\% | 5\% | 7\% | 3\% | 3\% | 5\% | 4\% | 9\% | 14\% | - | 11\% | 4\% | 6\% | 8\% | 2\% | 5\% | 5\% |
| 2 | 1 | 1 | - | - | 2 | - | - | - | 1 | 1 | - | - | 2 | - | - | 1 | 1 | - | . | - | 1 | 1 | - | - | - | 2 | - |
| 2\% | 2\% | 2\% | - | - | 2\% | - | - | - | 4\% | 3\% | - | - | 5\% | - | - | 2\% | 4\% | - | - | - | 11\% | 5\% | - | - | - | 2\% | - |
| 5 | 5 | . | - | * | 5 | - | - | - | 4 | - | 1 | - | * | 5 | 3 | 2 | . | - | - | - | . | . | - | - | 5 | 5 | - |
| 4\% | 7\% | - | - | 5\% | 4\% | - | - | - | 13\% | - | 3\% | - | 1\% | 6\% | 6\% | 4\% | - | - | - | - | . | - | - | - | 9\% | 4\% | - |
| 3 | 1 | 2 | 1 | - | 3 | - | - | 2 | - | 1 | 1 | 1 | 1 | 1 | 3 | - | 1 | - | 1 | 1 | - | - | - | - | 2 | 2 | 2 |
| 2\% | 2\% | 3\% | 4\% | - | 3\% | - | - | 11\% | - | 2\% | 1\% | 5\% | 2\% | 1\% | 6\% | - | 3\% | - | 6\% | 11\% | - | - | - | - | 4\% | 1\% | 6\% |
| 133 | 62 | 54 | 13 | 5 | 108 | 9 | 16 | 15 | 25 | 35 | 33 | 21 | 39 | 72 | 39 | 46 | 26 | 21 | 7 | 7 | 8 | 22 | 20 | 20 | 49 | 109 | 24 |
| 88\% | 87\% | 90\% | 96\% | 72\% | 87\% | 94\% | 92\% | 89\% | 76\% | 91\% | 91\% | 90\% | 85\% | 89\% | 85\% | 88\% | 90\% | 91\% | 80\% | 89\% | 78\% | 91\% | 94\% | 92\% | 85\% | 88\% | 89\% |
| 10 | 4 | 5 | - | 2 | 7 | 1 | 2 | - | 4 | 2 | 2 | 1 | 6 | 3 | 1 | 4 | 2 | 2 | 1 | - | 2 | 2 | 1 | 2 | 1 | 8 | 1 |
| 6\% | 5\% | 8\% | - | 23\% | 6\% | 6\% | 8\% | - | 11\% | 6\% | 4\% | 5\% | 12\% | 3\% | 3\% | 8\% | 8\% | 9\% | 14\% | - | 22\% | 9\% | 6\% | 8\% | 2\% | 7\% | 5\% |

Unweighted Total Weighted Total Strongly agree

|  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \text { \& NI } \end{aligned}$ | London | South | Mids | North | $\begin{aligned} & \text { Pre- } \\ & 1950 \end{aligned}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{gathered} 0.1- \\ 9.9 \% \end{gathered}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{\|r} 1987- \\ \hline 1991 \\ \hline \end{array}$ | $\begin{array}{r} 1992- \\ 1996 \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{array}{r} 2001- \\ 2004 \\ \hline \end{array}$ | $\begin{array}{\|r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{r} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| 151 | 71 | 60 | 13 | 7 | 124 | 9 | 18 | 17 | 32 | 38 | 37 | 24 | 46 | 81 | 46 | 52 | 29 | 23 | 9 | 7 | 11 | 24 | 21 | 22 | 57 | 124 | 27 |
| 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\% | 100\% | 100\% | 100\% |
| 29 | 6 | 16 | 4 | 2 | 23 | 2 | 4 | 5 | 4 | 5 | 9 | 7 | 11 | 11 | 9 | 12 | 6 | 3 | , | 2 | 3 | 7 | 4 | 5 | 7 | 23 | 6 |
| 19\% | 9\% | 27\% | 32\% | 37\% | 18\% | 23\% | 24\% | 27\% | 11\% | 14\% | 24\% | 30\% | 23\% | 14\% | 19\% | 22\% | 21\% | 11\% | 16\% | 24\% | 25\% | 30\% | 20\% | 23\% | 12\% | 18\% | 23\% |
| 98 | 52 | 34 | 8 | 4 | 82 | 5 | 11 | 9 | 22 | 28 | 23 | 14 | 26 | 58 | 31 | 35 | 19 | 13 | 析 | 5 | 6 | 12 | 12 | 16 | 42 | 80 | 18 |
| 65\% | 73\% | 57\% | 64\% | 56\% | 66\% | 57\% | 61\% | 55\% | 67\% | 73\% | 64\% | 60\% | 57\% | 71\% | 67\% | 67\% | 64\% | 58\% | 64\% | 65\% | 53\% | 52\% | 56\% | 72\% | 74\% | 64\% | 68\% |
| 11 | 6 | 4 | - | * | 9 | - | 2 | 1 | 4 | 1 | 3 | 1 | 6 | 4 | - | 5 | 2 | 4 | 1 | - | 1 | 3 | 3 | * | 2 | 11 | - |
| 7\% | 9\% | 7\% | - | 7\% | 8\% | - | 9\% | 7\% | 13\% | 3\% | 8\% | 5\% | 13\% | 5\% | - | 9\% | 8\% | 17\% | 14\% | - | 11\% | 14\% | 14\% | 2\% | 3\% | 9\% | - |
| 1 | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | - |
| 1\% | - | 2\% | - | - | 1\% | - | - | - |  | 3\% | - | - | 3\% | - | - | - | 4\% | - | - | - | 11\% | - | - | - | - | 1\% | - |
| 8 | 6 | 2 | - | - | 5 | 1 | 1 | - | 3 | 1 | 1 | - | , | 7 | 4 | 1 | - | 3 | - | - | - | 1 | 1 | 1 | 4 | 7 | 1 |
| 5\% | 8\% | 3\% | - | - | 4\% | 14\% | 6\% | - | 9\% | 4\% | 2\% | - | 2\% | 8\% | 8\% | 2\% | - | 11\% | - | - | - | 5\% | 7\% | 3\% | 8\% | 6\% | 2\% |
| 4 | 1 | 2 | 1 | - | 3 | 1 | - | 2 | - | 1 | 1 | 1 | 1 | 2 | 3 | - | 1 | 1 | , | 1 | - | - | 1 | - | 2 | 2 | 2 |
| 3\% | 2\% | 4\% | 4\% | - | 3\% | 6\% | - | 11\% | - | 2\% | 1\% | 5\% | 2\% | 2\% | 6\% | - | 3\% | 3\% | 6\% | 11\% | - | - | 3\% | - | 4\% | 2\% | 6\% |
| 127 | 58 | 51 | 13 | 6 | 105 | 7 | 15 | 14 | 25 | 33 | 32 | 21 | 37 | 69 | 40 | 47 | 25 | 16 | 7 | 7 | 8 | 20 | 16 | 21 | 49 | 103 | 24 |
| 84\% | 81\% | 84\% | 96\% | 93\% | 84\% | 80\% | 85\% | 82\% | 78\% | 87\% | 88\% | 90\% | 79\% | 85\% | 86\% | 89\% | 85\% | 69\% | 80\% | 89\% | 78\% | 82\% | 76\% | 95\% | 85\% | 83\% | 91\% |
| 12 | 6 | 5 | - | * | 11 | - | 2 | 1 | 4 | 2 | 3 | 1 | 7 | 4 | - | 5 | 4 | 4 | 1 | - | 2 | 3 | 3 | * | 2 | 12 | - |
| 8\% | 9\% | 9\% | - | 7\% | 9\% | - | 9\% | 7\% | 13\% | 6\% | 8\% | 5\% | 16\% | 5\% | - | 9\% | 12\% | 17\% | 14\% | - | 22\% | 14\% | 14\% | 2\% | 3\% | 10\% | - |

Developing long term strategies is as important as meeting short and medium term goals
Base: All Respondents

|  |  | PARTY |  |  |  | COUNTRY |  |  | REGION |  |  |  | DATE OF BIRTH |  |  | MARGINALITY |  |  |  | LENGTH OF SERVICE |  |  |  |  |  |  | GENDER |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Con | Lab | $\begin{array}{r} \text { Lib } \\ \text { Dems } \end{array}$ | Other | $\begin{gathered} \text { Eng } \\ \text {-land } \end{gathered}$ | Wales | $\begin{aligned} & \text { Scot } \\ & \text { land } \\ & \& \mathrm{NI} \end{aligned}$ | $\begin{aligned} & \text { Lon- } \\ & \text { don } \\ & \hline \end{aligned}$ | South | Mids | North | $\begin{gathered} \text { Pre- } \\ 1950 \\ \hline \end{gathered}$ | $\begin{array}{r} 1950- \\ 1959 \\ \hline \end{array}$ | 1960+ | $\begin{array}{r} 0.1-1 \\ 9.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 10.0 \\ 19.9 \% \\ \hline \end{array}$ | $\begin{array}{r} 20.0- \\ 29.9 \% \\ \hline \end{array}$ |  | $\begin{array}{r} 1986 \\ \text { or } \\ \text { before } \end{array}$ | $\begin{array}{r} 1987- \\ 1991 \\ \hline \end{array}$ | $\begin{array}{\|c} 1992- \\ 1996 \\ \hline \end{array}$ | $\begin{array}{\|c} 1997- \\ 2000 \\ \hline \end{array}$ | $\begin{gathered} 2001- \\ 2004 \\ \hline \end{gathered}$ | $\begin{array}{r} 2005- \\ 2009 \\ \hline \end{array}$ | 2010+ | Male | $\begin{array}{\|c} \mathrm{Fe}- \\ \text { male } \end{array}$ |
| Unweighted Total | 151 | 56 | 74 | 11 | 10 | 117 | 16 | 18 | 18 | 22 | 29 | 48 | 22 | 51 | 78 | 50 | 49 | 31 | 21 | 8 | 7 | 11 | 23 | 22 | 24 | 56 | 122 | 29 |
| Weighted Total | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{gathered} 13 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 18 \\ 100 \% \end{gathered}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{gathered} 32 \\ 100 \% \end{gathered}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 9 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{gathered} 24 \\ 100 \% \end{gathered}$ | $\begin{gathered} 21 \\ 100 \% \end{gathered}$ | $\begin{gathered} 22 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ |
| Strongly agree | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 6 \\ 42 \% \end{gathered}$ |  | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 2 \\ 26 \% \end{gathered}$ | $\begin{gathered} 3 \\ 19 \% \end{gathered}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ | $\begin{gathered} 8 \\ 23 \% \end{gathered}$ | $\begin{gathered} 8 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 9 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 7 \\ 23 \% \end{gathered}$ | $\begin{gathered} 3 \\ 13 \% \end{gathered}$ | $\begin{gathered} 2 \\ 26 \% \end{gathered}$ | $\begin{gathered} 5 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 4 \\ 17 \% \end{gathered}$ | $\begin{gathered} 6 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 8 \\ 30 \% \end{gathered}$ |
| Tend to agree | $\begin{aligned} & 95 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 6 \\ 42 \% \end{gathered}$ | $\begin{gathered} 6 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 6 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 87 \% \end{aligned}$ | $\begin{gathered} 5 \\ 55 \% \end{gathered}$ | $\begin{gathered} 3 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 67 \% \end{aligned}$ |
| Tend to disagree | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | $3 \%$ | - | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ |  | - |  | $\begin{aligned} & 1 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | - |
| Strongly disagree | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - |
| Don't know | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | - | - | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | - | - | - | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - |
| Not stated | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | - |  | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\stackrel{-}{-}$ | $\stackrel{-}{-}$ | $\stackrel{-}{-}$ |  | $\stackrel{-}{-}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ |
| Nets Agree | $\begin{aligned} & 132 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 6 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 8 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 17 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 23 \\ 100 \% \end{gathered}$ | $\begin{gathered} 7 \\ 80 \% \end{gathered}$ | $\begin{gathered} 7 \\ 100 \% \end{gathered}$ | $\begin{gathered} 11 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 95 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 96 \% \end{aligned}$ |
| Disagree | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 1 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 9 \% \end{aligned}$ |  | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ |  | $\begin{gathered} 1 \\ 14 \% \end{gathered}$ |  |  | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 9 \% \end{aligned}$ |  |

