

CAF – Corporate Responsibility

METHODOLOGY NOTE

ComRes interviewed 2,066 GB adults online between 26th and 27th March 2014. Data were weighted to be representative of all GB adults aged 18+.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 1

Q.1 What proportion, if any, of the UK's 100 largest businesses (according to the FTSE 100 Index) do you think donate to charitable causes in a typical year?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891
None	42 2%	22 2%	20 2%	4 2%	7 2%	14 4%	8 2%	5 2%	4 1%	2 *	10 2%	16 4%	15 3%	9 5%	1 1%	5 2%	2 1%	3 1%	2 2%	3 3%	7 3%	4 1%	4 2%	1 *	6 2%	23 3%
1%-10%	273 13%	153 15%	119 11%	42 17%	54 16%	51 15%	45 12%	39 13%	41 9%	73 13%	78 14%	52 12%	69 14%	29 15%	10 12%	37 16%	22 12%	22 12%	14 10%	10 10%	35 17%	28 10%	43 15%	23 12%	25 9%	148 17%
11%-20%	255 12%	98 10%	157 15%	45 18%	64 18%	43 12%	30 8%	33 11%	40 9%	68 12%	75 13%	47 11%	64 13%	25 13%	10 12%	43 19%	25 14%	26 14%	12 8%	11 10%	22 11%	33 12%	27 9%	22 12%	28 11%	97 11%
21%-30%	204 10%	87 9%	117 11%	21 9%	46 13%	28 8%	47 13%	23 8%	39 9%	52 9%	58 10%	58 13%	38 8%	24 13%	10 12%	18 8%	19 10%	22 12%	16 11%	13 12%	19 9%	24 9%	28 10%	11 6%	31 12%	94 11%
31%-40%	164 8%	70 7%	94 9%	26 10%	23 7%	26 8%	28 8%	17 5%	44 10%	65 12%	39 7%	25 6%	36 7%	9 5%	6 7%	21 9%	14 7%	12 7%	16 11%	7 6%	19 9%	23 8%	25 9%	13 7%	27 10%	60 7%
41%-50%	113 5%	49 5%	64 6%	10 4%	13 4%	15 4%	18 5%	22 7%	35 8%	37 7%	27 5%	22 5%	27 5%	10 5%	* *	8 3%	10 5%	13 7%	8 6%	6 6%	7 3%	18 7%	16 5%	16 9%	16 6%	42 5%
51%-60%	128 6%	64 6%	64 6%	19 8%	11 3%	22 6%	25 7%	24 8%	28 6%	30 5%	35 6%	35 8%	28 6%	6 3%	6 7%	8 4%	16 8%	15 8%	11 8%	17 16%	8 4%	11 4%	22 8%	8 4%	25 9%	53 6%
61%-70%	89 4%	55 5%	34 3%	10 4%	10 3%	14 4%	15 4%	16 5%	24 5%	21 4%	29 5%	20 4%	19 4%	3 2%	5 6%	8 3%	10 5%	4 2%	8 5%	3 3%	5 2%	15 6%	11 4%	17 9%	10 4%	33 4%
71%-80%	85 4%	49 5%	36 3%	8 3%	7 2%	14 4%	14 4%	18 6%	24 5%	29 5%	27 5%	12 3%	17 4%	3 2%	1 1%	5 2%	10 6%	10 6%	4 3%	2 2%	8 4%	12 4%	17 6%	11 6%	6 2%	38 4%
81%-90%	59 3%	38 4%	21 2%	5 2%	7 2%	3 1%	15 4%	12 4%	17 4%	20 4%	17 3%	12 3%	10 2%	3 1%	6 7%	2 1%	6 3%	7 4%	2 1%	2 1%	7 4%	3 1%	15 5%	7 4%	15 6%	21 2%
91%-100%	81 4%	63 6%	18 2%	4 2%	10 3%	9 3%	22 6%	16 5%	19 4%	26 5%	24 4%	20 4%	12 2%	11 6%	2 2%	14 6%	6 3%	4 2%	1 1%	1 1%	8 4%	8 3%	16 5%	10 5%	8 3%	40 4%
Don't know	574 28%	264 26%	310 29%	53 22%	95 27%	109 31%	101 27%	82 27%	134 30%	131 24%	157 27%	130 29%	156 32%	55 29%	27 33%	57 25%	45 24%	46 25%	50 35%	29 28%	61 30%	92 34%	65 23%	46 25%	69 26%	243 27%
NET: Three in ten or less	773 37%	360 36%	413 39%	112 46%	172 49%	136 39%	130 35%	100 33%	124 27%	194 35%	219 38%	174 39%	187 38%	86 46%	30 37%	103 46%	69 37%	73 39%	44 31%	37 35%	82 40%	88 33%	103 36%	57 31%	90 34%	361 41%

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 1

Q.1 What proportion, if any, of the UK's 100 largest businesses (according to the FTSE 100 Index) do you think donate to charitable causes in a typical year?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891
NET: Half or less	1050	479	571	147	208	178	176	138	203	295	285	221	249	105	37	133	93	99	69	49	108	129	143	86	133	464
	51%	47%	54%	60%	60%	51%	48%	45%	45%	53%	50%	49%	51%	57%	44%	58%	50%	53%	48%	48%	52%	48%	49%	46%	50%	52%
NET: More than half	442	270	172	45	45	62	91	86	113	125	131	99	86	26	19	37	48	41	26	25	37	48	81	53	64	184
	21%	27%	16%	18%	13%	18%	25%	28%	25%	23%	23%	22%	18%	14%	23%	16%	26%	22%	18%	24%	18%	18%	28%	29%	24%	21%
Mean	35.53	38.87	32.16	30.06	28.04	31.26	39.02	40.58	41.53	37.85	36.01	35.42	32.12	29.79	36.13	30.87	37.51	35.74	34.46	34.79	32.82	35.43	39.53	41.79	38.01	33.93
Standard deviation	27.60	30.22	24.25	24.46	24.83	26.30	29.32	29.38	27.33	27.63	28.22	27.77	26.41	28.21	28.04	27.90	27.23	26.39	22.82	23.58	28.83	26.02	29.51	28.97	26.52	28.39
Standard error	0.72	1.12	0.89	1.66	1.88	1.77	1.75	1.90	1.46	1.39	1.35	1.69	1.35	2.59	3.62	2.26	2.25	2.22	2.41	2.62	2.45	2.02	1.91	2.37	2.05	1.18

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 2

Q.2 From which of the following sectors do you think businesses donate the most money to charitable causes in the UK in a typical year?

Please choose up to three sectors from which you think businesses donate the most to charitable causes in the UK.

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891
Consumer services (including supermarkets, retail, travel and leisure)	1047	501	545	109	126	158	189	173	292	282	296	239	229	94	45	114	86	92	88	51	112	108	145	111	121	416
	51%	50%	52%	44%	36%	45%	51%	56%	65%	51%	52%	53%	47%	51%	54%	50%	46%	50%	61%	49%	54%	40%	50%	60%	46%	47%
Consumer goods (including food and beverage manufacturers; producers of personal and household goods)	685	322	363	70	103	105	106	110	191	197	175	137	176	45	30	74	51	67	47	36	77	95	103	58	70	246
	33%	32%	34%	29%	30%	30%	29%	36%	42%	36%	31%	30%	36%	24%	36%	33%	28%	36%	33%	35%	37%	35%	36%	31%	26%	28%
Financial	456	256	200	42	84	66	90	69	107	135	149	95	77	28	13	53	42	36	28	28	50	70	60	48	68	193
	22%	25%	19%	17%	24%	19%	24%	22%	24%	24%	26%	21%	16%	15%	16%	23%	22%	20%	19%	27%	24%	26%	21%	26%	25%	22%
Healthcare (including healthcare equipment and pharmaceutical companies)	443	204	239	78	85	67	62	61	91	129	122	93	99	42	14	56	49	43	27	18	34	59	59	42	51	186
	21%	20%	23%	32%	24%	19%	17%	20%	20%	23%	21%	21%	20%	22%	17%	25%	26%	23%	19%	18%	16%	22%	21%	22%	19%	21%
Technology	375	191	184	52	61	53	70	52	87	95	98	91	91	28	21	36	33	32	23	15	40	56	56	36	57	154
	18%	19%	17%	21%	18%	15%	19%	17%	19%	17%	17%	20%	19%	15%	25%	16%	18%	17%	16%	15%	19%	21%	20%	19%	22%	17%
Telecommunications	298	151	147	29	44	46	57	48	75	91	78	63	66	16	8	38	28	19	18	15	28	52	42	34	45	117
	14%	15%	14%	12%	13%	13%	15%	16%	17%	17%	14%	14%	13%	9%	10%	17%	15%	10%	12%	15%	14%	19%	15%	18%	17%	13%
Utilities (gas and electric)	241	111	130	23	44	40	32	35	68	54	73	53	62	19	14	26	18	23	21	8	20	32	30	30	41	93
	12%	11%	12%	10%	13%	11%	9%	11%	15%	10%	13%	12%	13%	10%	17%	11%	10%	12%	15%	7%	10%	12%	10%	16%	16%	10%
Industrials (including construction, aerospace and defence companies)	237	107	130	13	28	26	42	49	79	68	50	53	65	24	13	35	25	23	14	16	20	24	28	14	20	97
	11%	11%	12%	5%	8%	8%	11%	16%	18%	12%	9%	12%	13%	13%	16%	15%	13%	12%	9%	16%	10%	9%	10%	8%	8%	11%
Oil and gas (extraction & processing)	206	114	93	29	40	33	31	33	40	55	45	47	60	30	14	17	14	22	13	9	14	31	23	19	26	92
	10%	11%	9%	12%	12%	10%	8%	11%	9%	10%	8%	10%	12%	16%	17%	7%	8%	12%	9%	9%	7%	11%	8%	10%	10%	10%

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Q.2 From which of the following sectors do you think businesses donate the most money to charitable causes in the UK in a typical year?

Please choose up to three sectors from which you think businesses donate the most to charitable causes in the UK.

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	East-ern	Wales	London	South East	South West	Public	Pri-vate
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891
Basic materials (including mining and paper manufacturers)	105	43	63	19	23	17	17	15	14	15	40	20	30	13	3	11	10	9	11	6	11	17	11	3	11	44
	5%	4%	6%	8%	7%	5%	5%	5%	3%	3%	7%	4%	6%	7%	4%	5%	6%	5%	7%	6%	5%	6%	4%	2%	4%	5%

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 3

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

Summary Table

Base: All respondents

	Statements					
	Corporate responsibility is just a PR exercise for businesses	Businesses have an obligation to support the local communities in which they operate	Businesses have an obligation to donate to charitable causes	I would be more inclined to buy a product or use a service from a business that donates to charitable causes	I would be more inclined to work for a business if it donates to charitable causes	Businesses should be more open and transparent about their charitable giving
Unweighted base	2066	2066	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066	2066	2066
NET: Agree	1256 61%	1415 69%	913 44%	1064 51%	925 45%	1506 73%
Strongly agree (4)	334 16%	428 21%	251 12%	248 12%	210 10%	558 27%
Tend to agree (3)	922 45%	987 48%	662 32%	816 39%	716 35%	948 46%
Tend to disagree (2)	311 15%	318 15%	612 30%	449 22%	452 22%	213 10%
Strongly disagree (1)	69 3%	75 4%	204 10%	157 8%	182 9%	45 2%
NET: Disagree	380 18%	393 19%	816 40%	606 29%	633 31%	258 12%
Don't know	430 21%	258 12%	336 16%	396 19%	507 25%	302 15%
Mean	2.93	2.98	2.56	2.69	2.61	3.14
Standard deviation	0.75	0.76	0.88	0.84	0.86	0.72
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 4

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

Corporate responsibility is just a PR exercise for businesses

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	1256	674	581	129	203	221	226	186	291	330	353	287	285	131	46	132	112	106	86	64	130	172	180	97	149	577	
	61%	67%	55%	52%	58%	64%	61%	61%	65%	60%	62%	64%	58%	71%	55%	58%	60%	57%	60%	62%	63%	64%	62%	52%	56%	65%	
Strongly agree	(4)	334	188	146	32	62	54	62	50	75	83	88	79	84	37	15	32	24	28	28	14	38	53	37	26	50	150
		16%	19%	14%	13%	18%	16%	17%	16%	17%	15%	15%	18%	17%	20%	19%	14%	13%	15%	20%	14%	19%	20%	13%	14%	19%	17%
Tend to agree	(3)	922	486	436	97	141	167	164	136	215	247	265	208	201	94	30	100	87	78	58	50	91	119	143	70	99	427
		45%	48%	41%	40%	41%	48%	45%	44%	48%	45%	46%	46%	41%	50%	37%	44%	47%	42%	40%	49%	44%	44%	50%	38%	37%	48%
Tend to disagree	(2)	311	149	163	46	45	46	55	46	74	103	90	58	61	19	15	37	31	27	17	13	28	33	46	45	56	114
		15%	15%	15%	19%	13%	13%	15%	15%	16%	19%	16%	13%	12%	10%	18%	16%	17%	14%	12%	13%	13%	12%	16%	24%	21%	13%
Strongly disagree	(1)	69	34	35	10	8	5	14	15	18	26	26	5	12	3	1	6	5	10	4	4	7	9	14	5	10	24
		3%	3%	3%	4%	2%	1%	4%	5%	4%	5%	4%	1%	2%	2%	1%	3%	3%	5%	3%	4%	3%	3%	5%	3%	4%	3%
NET: Disagree		380	183	197	56	53	50	69	61	91	129	116	63	73	22	16	44	36	37	21	17	34	43	60	50	67	138
		18%	18%	19%	23%	15%	14%	19%	20%	20%	23%	20%	14%	15%	12%	20%	19%	19%	20%	15%	17%	17%	16%	21%	27%	25%	15%
Don't know		430	155	275	61	92	76	74	60	68	93	104	100	133	33	21	52	38	43	37	22	43	54	49	39	50	177
		21%	15%	26%	25%	26%	22%	20%	19%	15%	17%	18%	22%	27%	18%	25%	23%	21%	23%	26%	21%	21%	20%	17%	21%	19%	20%
Mean		2.93	2.97	2.89	2.82	3.00	3.00	2.93	2.90	2.91	2.84	2.89	3.03	3.00	3.08	2.97	2.90	2.89	2.87	3.03	2.91	2.98	3.00	2.85	2.80	2.88	2.98
Standard deviation		0.75	0.74	0.75	0.78	0.74	0.66	0.76	0.79	0.75	0.78	0.77	0.67	0.74	0.66	0.76	0.73	0.71	0.80	0.76	0.74	0.75	0.76	0.75	0.77	0.82	0.71
Standard error		0.02	0.03	0.03	0.05	0.06	0.04	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.06	0.09	0.06	0.06	0.07	0.08	0.08	0.06	0.05	0.05	0.06	0.06	0.03

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 5

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

Businesses have an obligation to support the local communities in which they operate

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	1415	688	727	174	233	216	243	221	328	384	395	299	337	127	60	157	116	126	82	73	140	209	197	128	180	590	
	69%	68%	69%	71%	67%	62%	66%	72%	73%	70%	69%	66%	69%	68%	73%	69%	62%	68%	57%	71%	68%	78%	68%	69%	68%	66%	
Strongly agree	(4)	428	213	215	59	70	63	73	77	85	116	105	94	112	38	24	53	31	31	25	25	34	67	60	40	61	181
		21%	21%	20%	24%	20%	18%	20%	25%	19%	21%	18%	21%	23%	20%	29%	23%	17%	17%	17%	25%	16%	25%	21%	21%	23%	20%
Tend to agree	(3)	987	476	512	115	163	153	170	144	243	268	290	205	225	89	36	103	85	95	57	48	106	142	137	89	119	409
		48%	47%	49%	47%	47%	44%	46%	47%	54%	49%	51%	45%	46%	48%	44%	45%	46%	51%	40%	46%	51%	53%	47%	48%	45%	46%
Tend to disagree	(2)	318	180	138	32	45	61	63	43	75	82	90	72	73	35	10	33	36	26	26	20	32	21	43	36	49	134
		15%	18%	13%	13%	13%	18%	17%	14%	17%	15%	16%	16%	15%	19%	12%	15%	19%	14%	18%	19%	15%	8%	15%	19%	18%	15%
Strongly disagree	(1)	75	48	27	7	10	16	16	15	11	25	21	12	17	2	4	7	6	7	17	2	7	4	16	4	12	40
		4%	5%	3%	3%	3%	5%	4%	5%	2%	5%	4%	3%	3%	1%	5%	3%	3%	4%	12%	2%	3%	2%	5%	2%	4%	4%
NET: Disagree		393	228	165	38	55	77	79	58	86	107	111	84	90	37	14	40	42	33	43	22	38	25	59	39	60	174
		19%	22%	16%	16%	16%	22%	21%	19%	19%	19%	19%	19%	18%	20%	17%	18%	23%	18%	30%	21%	19%	9%	20%	21%	23%	19%
Don't know		258	97	161	33	60	55	47	28	36	61	67	66	64	22	8	31	28	27	19	8	28	35	33	19	25	127
		12%	10%	15%	13%	17%	16%	13%	9%	8%	11%	12%	15%	13%	12%	10%	14%	15%	14%	13%	8%	14%	13%	12%	10%	9%	14%
Mean		2.98	2.93	3.03	3.07	3.02	2.90	2.93	3.02	2.97	2.97	2.95	2.99	3.01	2.99	3.08	3.04	2.89	2.94	2.72	3.02	2.94	3.16	2.94	2.98	2.96	2.96
Standard deviation		0.76	0.80	0.72	0.74	0.74	0.80	0.78	0.81	0.70	0.78	0.74	0.75	0.77	0.71	0.83	0.76	0.75	0.73	0.93	0.75	0.72	0.65	0.81	0.73	0.81	0.79
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.04	0.03	0.04	0.03	0.06	0.09	0.06	0.06	0.06	0.08	0.07	0.05	0.04	0.05	0.05	0.06	0.03

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 6

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

Businesses have an obligation to donate to charitable causes

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	913 44%	428 42%	485 46%	121 49%	166 48%	133 38%	149 41%	147 48%	198 44%	253 46%	253 44%	194 43%	213 43%	79 43%	39 48%	95 42%	69 37%	87 47%	55 38%	45 43%	97 47%	147 55%	125 43%	75 40%	112 42%	382 43%	
Strongly agree	(4) 12%	251 13%	129 12%	122 14%	33 16%	57 12%	40 10%	35 13%	39 10%	46 12%	65 12%	70 13%	58 12%	59 11%	21 17%	14 14%	32 14%	14 8%	23 12%	22 15%	8 8%	26 13%	43 16%	32 11%	17 9%	37 14%	115 13%
Tend to agree	(3) 32%	662 30%	299 30%	363 34%	88 36%	109 31%	93 27%	114 31%	108 35%	151 34%	188 34%	183 32%	136 30%	154 31%	58 30%	25 30%	63 28%	55 30%	64 35%	33 23%	36 35%	71 34%	104 39%	93 32%	57 31%	74 28%	267 30%
Tend to disagree	(2) 30%	612 30%	326 32%	287 27%	63 26%	94 27%	111 32%	122 33%	84 27%	138 31%	165 30%	161 28%	139 31%	146 30%	53 28%	21 25%	75 33%	66 35%	53 28%	42 29%	33 32%	61 29%	66 25%	82 29%	60 32%	91 34%	269 30%
Strongly disagree	(1) 10%	204 10%	131 13%	73 7%	21 9%	24 7%	37 11%	35 10%	38 12%	49 11%	60 11%	69 12%	33 7%	41 8%	22 12%	7 9%	19 8%	18 10%	19 10%	22 15%	7 7%	21 10%	12 4%	34 12%	23 12%	20 8%	94 11%
NET: Disagree	816 40%	457 45%	359 34%	84 34%	118 34%	148 42%	157 43%	122 40%	188 42%	226 41%	230 40%	173 38%	188 38%	75 40%	28 34%	94 41%	83 45%	72 39%	64 45%	40 39%	82 40%	78 29%	116 40%	82 44%	111 42%	363 41%	
Don't know	336 16%	128 13%	209 20%	40 16%	64 18%	67 19%	62 17%	38 12%	65 14%	74 13%	89 16%	83 19%	90 18%	32 17%	15 18%	38 17%	33 18%	27 15%	25 17%	18 17%	28 13%	44 16%	48 16%	29 16%	43 16%	146 16%	
Mean	2.56	2.48	2.63	2.65	2.70	2.49	2.49	2.55	2.50	2.54	2.53	2.60	2.58	2.51	2.69	2.57	2.43	2.57	2.46	2.54	2.57	2.79	2.51	2.44	2.58	2.54	
Standard deviation	0.88	0.92	0.83	0.87	0.88	0.90	0.85	0.91	0.86	0.88	0.91	0.86	0.86	0.90	0.93	0.89	0.82	0.88	0.99	0.79	0.88	0.81	0.89	0.87	0.87	0.90	
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.07	0.06	0.07	0.09	0.08	0.07	0.06	0.05	0.07	0.06	0.03	

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

I would be more inclined to buy a product or use a service from a business that donates to charitable causes

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	1064 51%	464 46%	599 57%	159 65%	199 57%	158 46%	172 47%	159 52%	217 48%	290 53%	268 47%	249 55%	256 52%	104 56%	38 47%	118 52%	80 43%	88 47%	67 47%	56 54%	103 50%	152 57%	162 56%	95 51%	151 57%	427 48%	
Strongly agree	(4) 12%	248 11%	107 13%	141 21%	51 16%	56 10%	33 9%	32 11%	35 9%	41 13%	69 10%	56 10%	59 13%	63 13%	25 13%	10 12%	30 13%	13 7%	28 15%	14 10%	9 9%	24 12%	33 12%	39 13%	24 13%	30 11%	104 12%
Tend to agree	(3) 39%	816 35%	357 44%	458 44%	108 41%	143 36%	125 38%	140 40%	123 39%	176 40%	221 37%	213 42%	189 42%	193 42%	79 35%	29 39%	89 36%	67 32%	60 37%	53 45%	47 38%	78 44%	124 43%	71 38%	120 45%	323 36%	
Tend to disagree	(2) 22%	449 22%	272 27%	177 17%	33 13%	65 19%	81 23%	87 24%	66 22%	118 26%	118 21%	143 25%	86 19%	102 21%	35 19%	18 22%	39 17%	54 29%	49 26%	30 21%	20 20%	51 25%	57 21%	58 20%	38 21%	51 19%	205 23%
Strongly disagree	(1) 8%	157 8%	107 11%	50 5%	13 5%	20 6%	26 7%	35 10%	28 9%	36 8%	46 8%	54 9%	23 5%	34 7%	6 7%	25 11%	7 4%	12 7%	22 15%	2 2%	18 9%	16 6%	19 6%	16 9%	20 7%	80 9%	
NET: Disagree	606 29%	379 37%	227 22%	45 19%	85 24%	106 31%	123 33%	94 31%	153 34%	164 30%	197 34%	109 24%	136 28%	47 26%	24 29%	64 28%	61 33%	62 33%	52 36%	23 22%	70 34%	73 27%	76 26%	55 29%	71 27%	284 32%	
Don't know	396 19%	169 17%	227 22%	41 17%	64 18%	83 24%	74 20%	54 18%	79 18%	98 18%	107 19%	92 20%	98 20%	35 19%	20 25%	45 20%	45 24%	36 19%	25 17%	25 24%	34 17%	43 16%	51 18%	36 19%	44 16%	180 20%	
Mean	2.69	2.55	2.84	2.96	2.83	2.63	2.57	2.66	2.60	2.69	2.58	2.80	2.73	2.77	2.68	2.67	2.61	2.69	2.50	2.80	2.63	2.75	2.77	2.69	2.73	2.64	
Standard deviation	0.84	0.87	0.77	0.81	0.82	0.83	0.84	0.85	0.81	0.85	0.85	0.79	0.83	0.82	0.85	0.91	0.73	0.87	0.93	0.68	0.86	0.79	0.81	0.87	0.81	0.87	
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.07	0.06	0.07	0.09	0.07	0.07	0.06	0.05	0.07	0.06	0.03	

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 8

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

I would be more inclined to work for a business if it donates to charitable causes

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	925 45%	414 41%	511 49%	149 61%	183 53%	139 40%	141 38%	129 42%	185 41%	258 47%	242 42%	211 47%	215 44%	94 51%	33 40%	102 45%	62 33%	83 45%	56 39%	47 45%	83 40%	136 51%	150 52%	79 42%	128 48%	385 43%	
Strongly agree	(4) 10%	210 9%	91 11%	119 20%	49 12%	43 9%	32 7%	25 8%	26 8%	35 11%	58 10%	56 10%	43 10%	52 11%	25 13%	9 11%	23 10%	10 5%	17 9%	16 11%	5 5%	22 11%	25 9%	36 12%	22 12%	32 12%	94 11%
Tend to agree	(3) 35%	716 32%	323 37%	393 41%	100 40%	140 31%	107 31%	116 34%	103 33%	150 36%	200 32%	185 37%	163 33%	69 37%	25 30%	79 35%	52 28%	66 35%	40 28%	42 40%	60 29%	110 41%	114 40%	57 31%	97 36%	292 33%	
Tend to disagree	(2) 22%	452 22%	250 25%	202 19%	37 15%	50 14%	78 22%	95 26%	68 22%	124 28%	127 23%	141 25%	90 20%	94 19%	37 20%	17 21%	45 20%	58 31%	41 22%	32 22%	21 21%	54 26%	49 18%	58 20%	40 21%	59 22%	202 23%
Strongly disagree	(1) 9%	182 9%	120 12%	62 6%	12 5%	27 8%	30 9%	39 11%	30 10%	44 10%	43 8%	60 10%	32 7%	47 10%	14 8%	7 8%	23 10%	14 8%	17 9%	18 13%	6 5%	24 12%	23 9%	21 7%	14 8%	21 8%	84 9%
NET: Disagree	633 31%	369 36%	264 25%	49 20%	76 22%	108 31%	134 36%	98 32%	168 37%	169 31%	201 35%	122 27%	142 29%	51 27%	24 29%	68 30%	72 39%	59 31%	50 35%	27 26%	78 38%	72 27%	79 27%	54 29%	80 30%	286 32%	
Don't know	507 25%	229 23%	278 26%	47 19%	89 26%	100 29%	93 25%	80 26%	97 22%	125 23%	130 23%	117 26%	135 27%	41 22%	26 31%	57 25%	51 28%	45 24%	38 27%	30 29%	46 22%	61 23%	60 21%	53 29%	57 22%	220 25%	
Mean	2.61	2.49	2.73	2.94	2.77	2.57	2.46	2.55	2.50	2.64	2.54	2.67	2.62	2.72	2.62	2.60	2.43	2.58	2.51	2.63	2.50	2.67	2.72	2.65	2.67	2.59	
Standard deviation	0.86	0.89	0.81	0.82	0.85	0.87	0.85	0.86	0.84	0.84	0.88	0.82	0.89	0.86	0.89	0.88	0.78	0.86	0.95	0.73	0.91	0.83	0.84	0.88	0.85	0.88	
Standard error	0.02	0.03	0.03	0.05	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.07	0.07	0.07	0.09	0.08	0.07	0.06	0.05	0.07	0.06	0.04	

Corporate Giving Survey

ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 9

Q.3 To what extent do you agree or disagree with the following statements regarding businesses and corporate responsibility?

Businesses should be more open and transparent about their charitable giving

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891	
NET: Agree	1506	728	778	173	249	234	252	239	358	420	399	333	355	141	54	170	123	134	99	70	150	206	218	141	196	605	
	73%	72%	74%	71%	72%	67%	69%	78%	80%	76%	70%	74%	72%	76%	65%	75%	66%	72%	69%	68%	73%	77%	75%	76%	74%	68%	
Strongly agree	(4)	558	261	297	64	79	90	86	98	141	141	130	146	141	57	24	68	38	40	38	27	52	79	77	57	66	225
		27%	26%	28%	26%	23%	26%	23%	32%	31%	25%	23%	32%	29%	31%	29%	30%	21%	22%	26%	26%	25%	29%	27%	31%	25%	25%
Tend to agree	(3)	948	467	481	109	170	143	167	141	217	279	269	187	213	84	30	102	85	94	61	43	98	127	141	85	129	380
		46%	46%	46%	45%	49%	41%	45%	46%	48%	50%	47%	41%	43%	45%	36%	45%	46%	50%	42%	42%	47%	47%	49%	45%	49%	43%
Tend to disagree	(2)	213	130	83	32	28	41	50	21	42	56	65	40	51	15	8	23	27	16	18	18	25	26	20	30	113	
		10%	13%	8%	13%	8%	12%	14%	7%	9%	10%	11%	9%	10%	8%	10%	10%	14%	9%	12%	17%	9%	9%	11%	11%	13%	
Strongly disagree	(1)	45	29	16	2	13	8	10	8	5	16	20	4	5	3	2	3	3	5	2	8	4	5	5	6	28	
		2%	3%	2%	1%	4%	2%	3%	2%	1%	3%	3%	1%	1%	3%	3%	1%	2%	2%	3%	2%	4%	2%	2%	3%	2%	
NET: Disagree		258	160	99	34	40	49	59	28	47	72	85	44	56	20	11	26	30	19	22	20	26	29	31	25	37	141
		12%	16%	9%	14%	12%	14%	16%	9%	10%	13%	15%	10%	11%	11%	14%	11%	16%	10%	15%	20%	13%	11%	11%	13%	14%	16%
Don't know		302	125	177	38	58	65	56	40	45	60	88	73	80	25	18	32	33	33	23	13	30	34	41	20	33	145
		15%	12%	17%	16%	17%	19%	15%	13%	10%	11%	15%	16%	16%	14%	21%	14%	18%	18%	16%	13%	15%	13%	14%	11%	12%	16%
Mean		3.14	3.08	3.21	3.13	3.09	3.12	3.05	3.23	3.22	3.11	3.05	3.26	3.19	3.20	3.16	3.20	3.04	3.12	3.09	3.05	3.10	3.20	3.17	3.16	3.10	3.07
Standard deviation		0.72	0.75	0.68	0.70	0.73	0.75	0.75	0.71	0.67	0.72	0.75	0.69	0.69	0.74	0.81	0.69	0.71	0.66	0.78	0.78	0.75	0.69	0.69	0.75	0.72	0.77
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.10	0.05	0.06	0.05	0.07	0.08	0.06	0.05	0.04	0.06	0.05	0.03