



Centre for Policy Studies – Big Government vs Big Business Poll

METHODOLOGY NOTE

ComRes interviewed 2,060 British adults aged 18+ online between 23rd and 26th May 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

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

Trust Survey

ONLINE Fieldwork: 23rd-26th May 2014

Absolutes/col percents

Table 1

Q.1 To what extent would you say that you trust each of the following? Big Government**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2060	980	1080	239	327	323	372	334	465	580	611	363	506	255	817
Weighted base	2060	1010	1050	245	347	347	367	306	448	551	571	449	489	280	874
NET: Trust a great deal/a little	421 20%	230 23%	191 18%	68 28%	67 19%	64 18%	63 17%	51 17%	107 24%	153 28%	112 20%	81 18%	75 15%	47 17%	185 21%
Trust a great deal (+2)	54 3%	30 3%	24 2%	5 2%	12 4%	14 4%	6 2%	8 2%	9 2%	24 4%	13 2%	7 2%	9 2%	6 2%	28 3%
Trust a little (+1)	367 18%	200 20%	167 16%	64 26%	55 16%	50 14%	56 15%	44 14%	98 22%	129 23%	98 17%	74 16%	66 14%	41 15%	157 18%
Do not trust very much (-1)	729 35%	382 38%	348 33%	74 30%	116 33%	120 35%	116 32%	122 40%	182 41%	195 35%	185 32%	177 40%	172 35%	104 37%	304 35%
Do not trust at all (-2)	727 35%	347 34%	380 36%	62 25%	110 32%	133 38%	161 44%	121 40%	140 31%	162 30%	214 37%	147 33%	203 42%	99 35%	303 35%
NET: Do not trust very much/at all	1456 71%	729 72%	728 69%	135 55%	226 65%	253 73%	277 75%	243 79%	321 72%	358 65%	399 70%	324 72%	375 77%	203 72%	607 69%
Don't know (0)	183 9%	51 5%	132 13%	41 17%	53 15%	30 9%	27 7%	12 4%	20 4%	40 7%	60 11%	44 10%	39 8%	30 11%	81 9%
Mean	-0.83	-0.81	-0.85	-0.51	-0.74	-0.89	-1.00	-1.00	-0.77	-0.62	-0.85	-0.86	-1.01	-0.88	-0.80
Standard deviation	1.17	1.19	1.14	1.18	1.17	1.18	1.13	1.11	1.17	1.25	1.17	1.10	1.10	1.12	1.19
Standard error	0.03	0.04	0.03	0.08	0.06	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.07	0.04

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	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2060	173	96	1791	85	244	196	176	154	196	265	297	178
Weighted base	2060	185	103	1772	82	227	185	185	144	206	268	288	185
NET: Trust a great deal/a little	421 20%	24 13%	15 14%	382 22%	9 11%	41 18%	34 18%	46 25%	42 29%	49 24%	75 28%	56 20%	31 17%
Trust a great deal	(+2) 54 3%	3 1%	-	51 3%	-	4 2%	3 2%	11 6%	6 4%	5 2%	14 5%	3 1%	5 3%
Trust a little	(+1) 367 18%	21 12%	15 14%	331 19%	9 11%	36 16%	30 16%	35 19%	36 25%	44 22%	61 23%	54 19%	25 14%
Do not trust very much	(-1) 729 35%	75 40%	38 37%	616 35%	34 41%	91 40%	64 35%	46 25%	47 33%	62 30%	84 31%	112 39%	77 41%
Do not trust at all	(-2) 727 35%	70 38%	41 40%	616 35%	31 37%	80 35%	73 39%	70 38%	39 27%	82 40%	84 31%	93 32%	65 35%
NET: Do not trust very much/at all	1456 71%	145 78%	79 77%	1232 70%	65 78%	172 76%	137 74%	116 62%	86 59%	143 70%	168 63%	205 71%	142 76%
Don't know	(0) 183 9%	17 9%	9 9%	157 9%	9 11%	14 6%	15 8%	24 13%	17 12%	14 7%	25 9%	27 10%	13 7%
Mean	-0.83	-1.01	-1.03	-0.80	-1.05	-0.91	-0.93	-0.69	-0.54	-0.83	-0.60	-0.83	-0.92
Standard deviation	1.17	1.03	1.03	1.18	0.96	1.11	1.14	1.31	1.24	1.23	1.28	1.10	1.11
Standard error	0.03	0.08	0.11	0.03	0.10	0.07	0.08	0.10	0.10	0.09	0.08	0.06	0.08

Trust Survey

ONLINE Fieldwork: 23rd-26th May 2014

Absolutes/col percents

Table 2
Q.1 To what extent would you say that you trust each of the following? Big Business
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2060	980	1080	239	327	323	372	334	465	580	611	363	506	255	817
Weighted base	2060	1010	1050	245	347	347	367	306	448	551	571	449	489	280	874
NET: Trust a great deal/a little	431 21%	234 23%	197 19%	75 31%	74 21%	60 17%	70 19%	52 17%	101 22%	137 25%	115 20%	99 22%	80 16%	63 23%	192 22%
Trust a great deal (+2)	47 2%	32 3%	15 1%	8 3%	14 4%	8 2%	4 1%	4 1%	8 2%	24 4%	9 2%	6 1%	8 2%	12 4%	23 3%
Trust a little (+1)	384 19%	203 20%	182 17%	67 27%	59 17%	52 15%	66 18%	48 16%	93 21%	113 21%	106 18%	93 21%	72 15%	51 18%	170 19%
Do not trust very much (-1)	803 39%	400 40%	402 38%	78 32%	125 36%	143 41%	139 38%	131 43%	187 42%	206 37%	215 38%	174 39%	207 42%	100 36%	349 40%
Do not trust at all (-2)	611 30%	314 31%	297 28%	47 19%	85 24%	111 32%	122 33%	107 35%	140 31%	162 29%	181 32%	120 27%	148 30%	82 29%	239 27%
NET: Do not trust very much/at all	1414 69%	714 71%	699 67%	125 51%	210 60%	253 73%	261 71%	238 78%	327 73%	368 67%	397 69%	295 66%	355 72%	182 65%	588 67%
Don't know (0)	215 10%	61 6%	154 15%	45 18%	63 18%	33 10%	37 10%	16 5%	21 5%	46 8%	60 10%	55 12%	55 11%	35 12%	93 11%
Mean	-0.75	-0.75	-0.75	-0.36	-0.59	-0.85	-0.84	-0.94	-0.80	-0.67	-0.80	-0.69	-0.85	-0.68	-0.70
Standard deviation	1.14	1.18	1.09	1.17	1.15	1.10	1.11	1.08	1.14	1.22	1.12	1.12	1.06	1.20	1.14
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.04

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Weighted base	2060	185	103	1772	82	227	185	185	144	206	268	288	185
NET: Trust a great deal/a little	431 21%	36 19%	9 8%	387 22%	14 17%	49 22%	30 16%	40 22%	40 28%	47 23%	68 25%	56 19%	42 23%
Trust a great deal	(+2) 47 2%	1 1%	-	46 3%	2 3%	2 1%	3 1%	11 6%	3 2%	3 2%	14 5%	3 1%	4 2%
Trust a little	(+1) 384 19%	34 18%	9 8%	341 19%	12 14%	46 21%	27 15%	29 16%	37 26%	44 21%	54 20%	53 18%	39 21%
Do not trust very much	(-1) 803 39%	72 39%	47 46%	683 39%	35 42%	92 41%	75 41%	68 36%	49 34%	79 38%	102 38%	119 41%	64 35%
Do not trust at all	(-2) 611 30%	61 33%	36 35%	515 29%	26 31%	71 31%	62 34%	50 27%	39 27%	66 32%	65 24%	78 27%	57 31%
NET: Do not trust very much/at all	1414 69%	133 72%	83 81%	1198 68%	61 74%	163 72%	137 74%	118 64%	88 61%	145 70%	167 62%	197 68%	122 66%
Don't know	(0) 215 10%	17 9%	11 11%	187 11%	8 9%	15 7%	18 10%	27 15%	16 11%	14 7%	32 12%	35 12%	21 11%
Mean	-0.75	-0.84	-1.07	-0.72	-0.85	-0.80	-0.90	-0.63	-0.59	-0.78	-0.56	-0.75	-0.72
Standard deviation	1.14	1.10	0.89	1.15	1.10	1.12	1.07	1.21	1.19	1.16	1.21	1.08	1.17
Standard error	0.03	0.08	0.09	0.03	0.12	0.07	0.08	0.09	0.10	0.08	0.07	0.06	0.09