

Table 1

12/09/2011

S1 How old are you?

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
	Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
18-24 (21)	19	19	0	0	0	0	13	6	8	10	1	0	0
	3.70%	100.00%	-	-	-	-	3.90%	3.30%	47.10%	10.20%	1.10%	-	-
25-34 (29.5)	163	0	163	0	0	0	92	71	5	72	54	30	2
	31.70%	-	100.00%	-	-	-	27.50%	39.20%	29.40%	73.50%	56.80%	24.00%	1.10%
35-44 (39.5)	183	0	0	183	0	0	123	60	3	13	28	79	60
	35.50%	-	-	100.00%	-	-	36.80%	33.10%	17.60%	13.30%	29.50%	63.20%	33.30%
45-54 (49.5)	109	0	0	0	109	0	76	33	1	2	11	12	83
	21.20%	-	-	-	100.00%	-	22.80%	18.20%	5.90%	2.00%	11.60%	9.60%	46.10%
55-64 (59.5)	39	0	0	0	0	39	28	11	0	1	1	4	33
	7.60%	-	-	-	-	95.10%	8.40%	6.10%	-	1.00%	1.10%	3.20%	18.30%
65+ (70)	2	0	0	0	0	2	2	0	0	0	0	0	2
	0.40%	-	-	-	-	4.90%	0.60%	-	-	-	-	-	1.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	39.4	21	29.5	39.5	49.5	60.01	40.16	38	28.44	30.67	34.99	38.7	48.01
Standard Deviation	10	0	0	0	0	2.3	10.1	9.6	8.9	6.1	7.5	6.8	7.7
Standard Error	0.4	0	0	0	0	0.4	0.6	0.7	2.2	0.6	0.8	0.6	0.6

Table 11

12/09/2011

Q.1s_1 Please rank each of the following in terms of how important they are in motivating you to work in the financial sector?
 - Salary and bonuses -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Ranked #1	330	13	105	133	63	16	217	113	12	67	60	86	105
	64.10%	68.40%	64.40%	72.70%	57.80%	39.00%	65.00%	62.40%	70.60%	68.40%	63.20%	68.80%	58.30%
Ranked #2	107	1	42	31	26	7	68	39	2	21	26	22	36
	20.80%	5.30%	25.80%	16.90%	23.90%	17.10%	20.40%	21.50%	11.80%	21.40%	27.40%	17.60%	20.00%
Ranked #3	59	3	13	16	15	12	36	23	2	7	8	14	28
	11.50%	15.80%	8.00%	8.70%	13.80%	29.30%	10.80%	12.70%	11.80%	7.10%	8.40%	11.20%	15.60%
Ranked #4	14	1	1	2	4	6	10	4	1	1	0	2	10
	2.70%	5.30%	0.60%	1.10%	3.70%	14.60%	3.00%	2.20%	5.90%	1.00%	-	1.60%	5.60%
Ranked #5	5	1	2	1	1	0	3	2	0	2	1	1	1
	1.00%	5.30%	1.20%	0.50%	0.90%	-	0.90%	1.10%	-	2.00%	1.10%	0.80%	0.60%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	1.56	1.74	1.48	1.4	1.66	2.2	1.54	1.58	1.53	1.47	1.48	1.48	1.7
Standard Deviation	0.9	1.2	0.8	0.7	0.9	1.1	0.9	0.9	0.9	0.8	0.7	0.8	1
Standard Error	0	0.3	0.1	0.1	0.1	0.2	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 12

12/09/2011

Q.1s_2 Please rank each of the following in terms of how important they are in motivating you to work in the financial sector?
 - The work ethos -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Ranked #1	20	0	11	5	4	0	12	8	1	4	6	8	1
	3.90%	-	6.70%	2.70%	3.70%	-	3.60%	4.40%	5.90%	4.10%	6.30%	6.40%	0.60%
Ranked #2	71	4	17	24	16	10	42	29	4	15	10	11	31
	13.80%	21.10%	10.40%	13.10%	14.70%	24.40%	12.60%	16.00%	23.50%	15.30%	10.50%	8.80%	17.20%
Ranked #3	165	6	45	64	38	12	99	66	5	32	24	42	62
	32.00%	31.60%	27.60%	35.00%	34.90%	29.30%	29.60%	36.50%	29.40%	32.70%	25.30%	33.60%	34.40%
Ranked #4	168	5	51	59	40	13	112	56	5	29	36	37	61
	32.60%	26.30%	31.30%	32.20%	36.70%	31.70%	33.50%	30.90%	29.40%	29.60%	37.90%	29.60%	33.90%
Ranked #5	91	4	39	31	11	6	69	22	2	18	19	27	25
	17.70%	21.10%	23.90%	16.90%	10.10%	14.60%	20.70%	12.20%	11.80%	18.40%	20.00%	21.60%	13.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.46	3.47	3.55	3.48	3.35	3.37	3.55	3.3	3.18	3.43	3.55	3.51	3.43
Standard Deviation	1.1	1.1	1.2	1	1	1	1.1	1	1.1	1.1	1.1	1.1	1
Standard Error	0	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.1

Table 13

12/09/2011

Q.1s_3 Please rank each of the following in terms of how important they are in motivating you to work in the financial sector?
- Enjoyment of the work -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Ranked #1	146	4	43	39	40	20	93	53	4	23	27	26	66
	28.30%	21.10%	26.40%	21.30%	36.70%	48.80%	27.80%	29.30%	23.50%	23.50%	28.40%	20.80%	36.70%
Ranked #2	240	9	65	96	55	15	160	80	10	42	36	64	88
	46.60%	47.40%	39.90%	52.50%	50.50%	36.60%	47.90%	44.20%	58.80%	42.90%	37.90%	51.20%	48.90%
Ranked #3	67	2	30	21	9	5	46	21	1	20	13	15	18
	13.00%	10.50%	18.40%	11.50%	8.30%	12.20%	13.80%	11.60%	5.90%	20.40%	13.70%	12.00%	10.00%
Ranked #4	44	4	14	20	5	1	23	21	2	8	13	14	7
	8.50%	21.10%	8.60%	10.90%	4.60%	2.40%	6.90%	11.60%	11.80%	8.20%	13.70%	11.20%	3.90%
Ranked #5	18	0	11	7	0	0	12	6	0	5	6	6	1
	3.50%	-	6.70%	3.80%	-	-	3.60%	3.30%	-	5.10%	6.30%	4.80%	0.60%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.12	2.32	2.29	2.23	1.81	1.68	2.1	2.15	2.06	2.29	2.32	2.28	1.83
Standard Deviation	1	1.1	1.1	1	0.8	0.8	1	1.1	0.9	1.1	1.2	1.1	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1

Table 14

12/09/2011

Q.1s_4 Please rank each of the following in terms of how important they are in motivating you to work in the financial sector?
 - Power and prestige -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Ranked #1	4	1	0	2	0	1	3	1	0	1	0	1	2
	0.80%	5.30%	-	1.10%	-	2.40%	0.90%	0.60%	-	1.00%	-	0.80%	1.10%
Ranked #2	57	4	28	18	4	3	39	18	0	16	14	19	8
	11.10%	21.10%	17.20%	9.80%	3.70%	7.30%	11.70%	9.90%	-	16.30%	14.70%	15.20%	4.40%
Ranked #3	67	3	34	19	9	2	43	24	3	21	17	10	16
	13.00%	15.80%	20.90%	10.40%	8.30%	4.90%	12.90%	13.30%	17.60%	21.40%	17.90%	8.00%	8.90%
Ranked #4	85	6	26	31	17	5	60	25	5	18	14	22	26
	16.50%	31.60%	16.00%	16.90%	15.60%	12.20%	18.00%	13.80%	29.40%	18.40%	14.70%	17.60%	14.40%
Ranked #5	302	5	75	113	79	30	189	113	9	42	50	73	128
	58.60%	26.30%	46.00%	61.70%	72.50%	73.20%	56.60%	62.40%	52.90%	42.90%	52.60%	58.40%	71.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	4.21	3.53	3.91	4.28	4.57	4.46	4.18	4.28	4.35	3.86	4.05	4.18	4.5
Standard Deviation	1.1	1.3	1.2	1.1	0.8	1.1	1.1	1.1	0.8	1.2	1.1	1.2	0.9
Standard Error	0	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1

Table 15

12/09/2011

Q.1s_5 Please rank each of the following in terms of how important they are in motivating you to work in the financial sector?
 he financial sector?
 - Contributing to the business -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Ranked #1	15	1	4	4	2	4	9	6	0	3	2	4	6
	2.90%	5.30%	2.50%	2.20%	1.80%	9.80%	2.70%	3.30%	-	3.10%	2.10%	3.20%	3.30%
Ranked #2	40	1	11	14	8	6	25	15	1	4	9	9	17
	7.80%	5.30%	6.70%	7.70%	7.30%	14.60%	7.50%	8.30%	5.90%	4.10%	9.50%	7.20%	9.40%
Ranked #3	157	5	41	63	38	10	110	47	6	18	33	44	56
	30.50%	26.30%	25.20%	34.40%	34.90%	24.40%	32.90%	26.00%	35.30%	18.40%	34.70%	35.20%	31.10%
Ranked #4	204	3	71	71	43	16	129	75	4	42	32	50	76
	39.60%	15.80%	43.60%	38.80%	39.40%	39.00%	38.60%	41.40%	23.50%	42.90%	33.70%	40.00%	42.20%
Ranked #5	99	9	36	31	18	5	61	38	6	31	19	18	25
	19.20%	47.40%	22.10%	16.90%	16.50%	12.20%	18.30%	21.00%	35.30%	31.60%	20.00%	14.40%	13.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.64	3.95	3.76	3.61	3.61	3.29	3.62	3.69	3.88	3.96	3.6	3.55	3.54
Standard Deviation	1	1.2	1	0.9	0.9	1.2	1	1	1	1	1	0.9	1
Standard Error	0	0.3	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1

Table 25

12/09/2011

Q.5 In which years, since 1980, do you think the UK economy has been in recession?

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
	Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
1980	143	8	48	49	29	9	103	40	6	24	28	35	50
	27.80%	42.10%	29.40%	26.80%	26.60%	22.00%	30.80%	22.10%	35.30%	24.50%	29.50%	28.00%	27.80%
1981	149	7	43	57	34	8	112	37	5	23	32	36	53
	28.90%	36.80%	26.40%	31.10%	31.20%	19.50%	33.50%	20.40%	29.40%	23.50%	33.70%	28.80%	29.40%
1982	107	5	32	39	26	5	74	33	5	21	24	26	31
	20.80%	26.30%	19.60%	21.30%	23.90%	12.20%	22.20%	18.20%	29.40%	21.40%	25.30%	20.80%	17.20%
1983	61	1	17	23	17	3	40	21	2	8	16	16	19
	11.80%	5.30%	10.40%	12.60%	15.60%	7.30%	12.00%	11.60%	11.80%	8.20%	16.80%	12.80%	10.60%
1984	48	4	18	15	8	3	26	22	3	11	12	11	11
	9.30%	21.10%	11.00%	8.20%	7.30%	7.30%	7.80%	12.20%	17.60%	11.20%	12.60%	8.80%	6.10%
1985	50	4	18	17	6	5	27	23	4	14	10	12	10
	9.70%	21.10%	11.00%	9.30%	5.50%	12.20%	8.10%	12.70%	23.50%	14.30%	10.50%	9.60%	5.60%
1986	50	3	23	15	7	2	29	21	4	16	10	9	11
	9.70%	15.80%	14.10%	8.20%	6.40%	4.90%	8.70%	11.60%	23.50%	16.30%	10.50%	7.20%	6.10%
1987	76	3	32	22	14	5	49	27	2	21	13	17	23
	14.80%	15.80%	19.60%	12.00%	12.80%	12.20%	14.70%	14.90%	11.80%	21.40%	13.70%	13.60%	12.80%
1988	76	2	28	23	16	7	51	25	0	21	15	11	29
	14.80%	10.50%	17.20%	12.60%	14.70%	17.10%	15.30%	13.80%	-	21.40%	15.80%	8.80%	16.10%
1989	81	1	31	25	18	6	55	26	2	14	18	21	26
	15.70%	5.30%	19.00%	13.70%	16.50%	14.60%	16.50%	14.40%	11.80%	14.30%	18.90%	16.80%	14.40%
1990	174	5	55	65	42	7	122	52	5	32	34	40	63
	33.80%	26.30%	33.70%	35.50%	38.50%	17.10%	36.50%	28.70%	29.40%	32.70%	35.80%	32.00%	35.00%
1991	191	7	61	66	50	7	130	61	5	36	32	45	73
	37.10%	36.80%	37.40%	36.10%	45.90%	17.10%	38.90%	33.70%	29.40%	36.70%	33.70%	36.00%	40.60%
1992	158	7	55	56	34	6	117	41	5	34	24	41	54
	30.70%	36.80%	33.70%	30.60%	31.20%	14.60%	35.00%	22.70%	29.40%	34.70%	25.30%	32.80%	30.00%
1993	66	3	23	21	16	3	41	25	1	17	10	14	24
	12.80%	15.80%	14.10%	11.50%	14.70%	7.30%	12.30%	13.80%	5.90%	17.30%	10.50%	11.20%	13.30%
1994	45	1	13	19	10	2	25	20	1	8	9	7	20

Table 37

12/09/2011

Q.7 In what year did the financial .Big Bang., in the UK happen?

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
1567	1	1	0	0	0	0	0	1	1	0	0	0	0
	0.20%	5.30%	-	-	-	-	-	0.60%	5.90%	-	-	-	-
1756	1	0	1	0	0	0	1	0	0	0	1	0	0
	0.20%	-	0.60%	-	-	-	0.30%	-	-	-	1.10%	-	-
1889	1	0	0	1	0	0	1	0	0	0	0	0	1
	0.20%	-	-	0.50%	-	-	0.30%	-	-	-	-	-	0.60%
1891	1	0	0	1	0	0	1	0	0	0	0	1	0
	0.20%	-	-	0.50%	-	-	0.30%	-	-	-	-	0.80%	-
1898	1	0	1	0	0	0	1	0	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	0.30%	-	-	1.00%	-	-	-
1929	1	0	1	0	0	0	0	1	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	-	0.60%	-	1.00%	-	-	-
1930	2	0	1	1	0	0	2	0	0	1	0	1	0
	0.40%	-	0.60%	0.50%	-	-	0.60%	-	-	1.00%	-	0.80%	-
1934	1	0	0	0	1	0	1	0	0	0	0	1	0
	0.20%	-	-	-	0.90%	-	0.30%	-	-	-	-	0.80%	-
1949	1	0	0	1	0	0	0	1	0	0	1	0	0
	0.20%	-	-	0.50%	-	-	-	0.60%	-	-	1.10%	-	-
1965	1	0	1	0	0	0	0	1	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	-	0.60%	-	1.00%	-	-	-
1970	1	0	1	0	0	0	1	0	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	0.30%	-	-	1.00%	-	-	-
1972	1	0	1	0	0	0	0	1	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	-	0.60%	-	1.00%	-	-	-
1976	1	0	1	0	0	0	0	1	0	1	0	0	0
	0.20%	-	0.60%	-	-	-	-	0.60%	-	1.00%	-	-	-
1980	16	1	6	7	2	0	10	6	0	5	5	4	2
	3.10%	5.30%	3.70%	3.80%	1.80%	-	3.00%	3.30%	-	5.10%	5.30%	3.20%	1.10%
1981	12	1	2	7	2	0	9	3	0	2	3	2	5

Table 37

12/09/2011

Q.7 In what year did the financial .Big Bang., in the UK happen?

	AGE						GENDER		LENGTH OF WORKING IN FS SECTOR				
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
	2.30%	5.30%	1.20%	3.80%	1.80%	-	2.70%	1.70%	-	2.00%	3.20%	1.60%	2.80%
1982	5	0	2	2	1	0	3	2	0	1	0	4	0
	1.00%	-	1.20%	1.10%	0.90%	-	0.90%	1.10%	-	1.00%	-	3.20%	-
1983	3	0	2	0	1	0	2	1	0	0	3	0	0
	0.60%	-	1.20%	-	0.90%	-	0.60%	0.60%	-	-	3.20%	-	-
1984	15	0	4	4	3	4	12	3	0	1	4	4	6
	2.90%	-	2.50%	2.20%	2.80%	9.80%	3.60%	1.70%	-	1.00%	4.20%	3.20%	3.30%
1985	20	1	7	10	1	1	15	5	0	4	4	7	5
	3.90%	5.30%	4.30%	5.50%	0.90%	2.40%	4.50%	2.80%	-	4.10%	4.20%	5.60%	2.80%
1986	159	6	44	51	40	18	101	58	5	26	26	35	67
	30.90%	31.60%	27.00%	27.90%	36.70%	43.90%	30.20%	32.00%	29.40%	26.50%	27.40%	28.00%	37.20%
1987	46	1	7	17	16	5	37	9	0	5	1	11	29
	8.90%	5.30%	4.30%	9.30%	14.70%	12.20%	11.10%	5.00%	-	5.10%	1.10%	8.80%	16.10%
1988	15	0	4	6	2	3	12	3	1	3	3	2	6
	2.90%	-	2.50%	3.30%	1.80%	7.30%	3.60%	1.70%	5.90%	3.10%	3.20%	1.60%	3.30%
1989	14	0	6	2	5	1	11	3	2	2	1	3	6
	2.70%	-	3.70%	1.10%	4.60%	2.40%	3.30%	1.70%	11.80%	2.00%	1.10%	2.40%	3.30%
1990	28	3	3	14	7	1	16	12	2	3	4	6	13
	5.40%	15.80%	1.80%	7.70%	6.40%	2.40%	4.80%	6.60%	11.80%	3.10%	4.20%	4.80%	7.20%
1991	10	1	2	3	4	0	8	2	1	0	4	1	4
	1.90%	5.30%	1.20%	1.60%	3.70%	-	2.40%	1.10%	5.90%	-	4.20%	0.80%	2.20%
1992	11	0	3	6	2	0	7	4	0	2	2	4	3
	2.10%	-	1.80%	3.30%	1.80%	-	2.10%	2.20%	-	2.00%	2.10%	3.20%	1.70%
1993	3	0	1	1	0	1	2	1	0	1	0	1	1
	0.60%	-	0.60%	0.50%	-	2.40%	0.60%	0.60%	-	1.00%	-	0.80%	0.60%
1994	3	0	0	3	0	0	2	1	0	1	1	1	0
	0.60%	-	-	1.60%	-	-	0.60%	0.60%	-	1.00%	1.10%	0.80%	-
1995	5	0	1	2	2	0	4	1	0	0	1	0	4
	1.00%	-	0.60%	1.10%	1.80%	-	1.20%	0.60%	-	-	1.10%	-	2.20%
1996	3	0	0	2	1	0	2	1	0	0	0	2	1
	0.60%	-	-	1.10%	0.90%	-	0.60%	0.60%	-	-	-	1.60%	0.60%
1997	9	0	3	4	2	0	9	0	0	2	4	1	2

Table 39

12/09/2011

Q.9_1 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- Corporate ethics are regularly discussed in my workplace. -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	340	12	102	126	72	28	213	127	10	58	66	77	129
	66.00%	63.20%	62.60%	68.90%	66.10%	68.30%	63.80%	70.20%	58.80%	59.20%	69.50%	61.60%	71.70%
Agree strongly (4)	106	2	27	40	25	12	63	43	1	16	16	27	46
	20.60%	10.50%	16.60%	21.90%	22.90%	29.30%	18.90%	23.80%	5.90%	16.30%	16.80%	21.60%	25.60%
Agree (3)	234	10	75	86	47	16	150	84	9	42	50	50	83
	45.40%	52.60%	46.00%	47.00%	43.10%	39.00%	44.90%	46.40%	52.90%	42.90%	52.60%	40.00%	46.10%
Bottom 2 Box (Net)	144	5	49	48	30	12	107	37	4	34	20	42	44
	28.00%	26.30%	30.10%	26.20%	27.50%	29.30%	32.00%	20.40%	23.50%	34.70%	21.10%	33.60%	24.40%
Disagree (2)	109	5	34	38	23	9	84	25	4	27	13	30	35
	21.20%	26.30%	20.90%	20.80%	21.10%	22.00%	25.10%	13.80%	23.50%	27.60%	13.70%	24.00%	19.40%
Disagree strongly (1)	35	0	15	10	7	3	23	12	0	7	7	12	9
	6.80%	-	9.20%	5.50%	6.40%	7.30%	6.90%	6.60%	-	7.10%	7.40%	9.60%	5.00%
Don't know	31	2	12	9	7	1	14	17	3	6	9	6	7
	6.00%	10.50%	7.40%	4.90%	6.40%	2.40%	4.20%	9.40%	17.60%	6.10%	9.50%	4.80%	3.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.85	2.82	2.75	2.9	2.88	2.92	2.79	2.96	2.79	2.73	2.87	2.77	2.96
Standard Deviation	0.8	0.6	0.9	0.8	0.9	0.9	0.8	0.8	0.6	0.8	0.8	0.9	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 40

12/09/2011

Q.9_2 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- Corporate Social Responsibility has a negative effect on shareholder value. -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	85	3	34	28	11	9	66	19	1	23	12	21	28
	16.50%	15.80%	20.90%	15.30%	10.10%	22.00%	19.80%	10.50%	5.90%	23.50%	12.60%	16.80%	15.60%
Agree strongly (4)	13	0	5	6	2	0	10	3	0	3	1	3	6
	2.50%	-	3.10%	3.30%	1.80%	-	3.00%	1.70%	-	3.10%	1.10%	2.40%	3.30%
Agree (3)	72	3	29	22	9	9	56	16	1	20	11	18	22
	14.00%	15.80%	17.80%	12.00%	8.30%	22.00%	16.80%	8.80%	5.90%	20.40%	11.60%	14.40%	12.20%
Bottom 2 Box (Net)	365	12	110	135	82	26	238	127	10	65	68	90	132
	70.90%	63.20%	67.50%	73.80%	75.20%	63.40%	71.30%	70.20%	58.80%	66.30%	71.60%	72.00%	73.30%
Disagree (2)	281	10	80	103	65	23	182	99	9	50	49	66	107
	54.60%	52.60%	49.10%	56.30%	59.60%	56.10%	54.50%	54.70%	52.90%	51.00%	51.60%	52.80%	59.40%
Disagree strongly (1)	84	2	30	32	17	3	56	28	1	15	19	24	25
	16.30%	10.50%	18.40%	17.50%	15.60%	7.30%	16.80%	15.50%	5.90%	15.30%	20.00%	19.20%	13.90%
Don't know	65	4	19	20	16	6	30	35	6	10	15	14	20
	12.60%	21.10%	11.70%	10.90%	14.70%	14.60%	9.00%	19.30%	35.30%	10.20%	15.80%	11.20%	11.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.03	2.07	2.06	2.01	1.96	2.17	2.07	1.96	2	2.13	1.92	2	2.06
Standard Deviation	0.7	0.6	0.7	0.7	0.6	0.6	0.7	0.6	0.4	0.7	0.7	0.7	0.7
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1

Table 41

12/09/2011

Q.9_3 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- My company maintains high ethical standards in its business practices. -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	422	14	130	149	92	37	278	144	10	76	81	98	157
	81.90%	73.70%	79.80%	81.40%	84.40%	90.20%	83.20%	79.60%	58.80%	77.60%	85.30%	78.40%	87.20%
Agree strongly (4)	155	5	38	54	39	19	103	52	2	24	27	35	67
	30.10%	26.30%	23.30%	29.50%	35.80%	46.30%	30.80%	28.70%	11.80%	24.50%	28.40%	28.00%	37.20%
Agree (3)	267	9	92	95	53	18	175	92	8	52	54	63	90
	51.80%	47.40%	56.40%	51.90%	48.60%	43.90%	52.40%	50.80%	47.10%	53.10%	56.80%	50.40%	50.00%
Bottom 2 Box (Net)	55	1	20	24	8	2	36	19	1	11	8	20	15
	10.70%	5.30%	12.30%	13.10%	7.30%	4.90%	10.80%	10.50%	5.90%	11.20%	8.40%	16.00%	8.30%
Disagree (2)	47	1	16	20	8	2	31	16	1	8	7	17	14
	9.10%	5.30%	9.80%	10.90%	7.30%	4.90%	9.30%	8.80%	5.90%	8.20%	7.40%	13.60%	7.80%
Disagree strongly (1)	8	0	4	4	0	0	5	3	0	3	1	3	1
	1.60%	-	2.50%	2.20%	-	-	1.50%	1.70%	-	3.10%	1.10%	2.40%	0.60%
Don't know	38	4	13	10	9	2	20	18	6	11	6	7	8
	7.40%	21.10%	8.00%	5.50%	8.30%	4.90%	6.00%	9.90%	35.30%	11.20%	6.30%	5.60%	4.40%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.19	3.27	3.09	3.15	3.31	3.44	3.2	3.18	3.09	3.11	3.2	3.1	3.3
Standard Deviation	0.7	0.6	0.7	0.7	0.6	0.6	0.7	0.7	0.5	0.7	0.6	0.7	0.6
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0

Table 42

12/09/2011

Q.9_4 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- Ethical behaviour is incentivised in my workplace. -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	273	11	82	91	62	27	179	94	8	54	48	59	104
	53.00%	57.90%	50.30%	49.70%	56.90%	65.90%	53.60%	51.90%	47.10%	55.10%	50.50%	47.20%	57.80%
Agree strongly (4)	86	2	26	30	20	8	53	33	2	16	16	22	30
	16.70%	10.50%	16.00%	16.40%	18.30%	19.50%	15.90%	18.20%	11.80%	16.30%	16.80%	17.60%	16.70%
Agree (3)	187	9	56	61	42	19	126	61	6	38	32	37	74
	36.30%	47.40%	34.40%	33.30%	38.50%	46.30%	37.70%	33.70%	35.30%	38.80%	33.70%	29.60%	41.10%
Bottom 2 Box (Net)	173	5	54	70	32	12	123	50	5	31	31	45	61
	33.60%	26.30%	33.10%	38.30%	29.40%	29.30%	36.80%	27.60%	29.40%	31.60%	32.60%	36.00%	33.90%
Disagree (2)	146	5	46	59	26	10	106	40	4	27	27	37	51
	28.30%	26.30%	28.20%	32.20%	23.90%	24.40%	31.70%	22.10%	23.50%	27.60%	28.40%	29.60%	28.30%
Disagree strongly (1)	27	0	8	11	6	2	17	10	1	4	4	8	10
	5.20%	-	4.90%	6.00%	5.50%	4.90%	5.10%	5.50%	5.90%	4.10%	4.20%	6.40%	5.60%
Don't know	69	3	27	22	15	2	32	37	4	13	16	21	15
	13.40%	15.80%	16.60%	12.00%	13.80%	4.90%	9.60%	20.40%	23.50%	13.30%	16.80%	16.80%	8.30%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.74	2.81	2.74	2.68	2.81	2.85	2.71	2.81	2.69	2.78	2.76	2.7	2.75
Standard Deviation	0.8	0.7	0.8	0.9	0.8	0.8	0.8	0.9	0.9	0.8	0.8	0.9	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 43

12/09/2011

Q.9_5 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- The ethics of my company are broadly aligned with my own personal moral standards. -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	355	11	109	126	76	33	236	119	10	63	65	79	138
	68.90%	57.90%	66.90%	68.90%	69.70%	80.50%	70.70%	65.70%	58.80%	64.30%	68.40%	63.20%	76.70%
Agree strongly (4)	92	2	29	25	21	15	61	31	2	12	16	26	36
	17.90%	10.50%	17.80%	13.70%	19.30%	36.60%	18.30%	17.10%	11.80%	12.20%	16.80%	20.80%	20.00%
Agree (3)	263	9	80	101	55	18	175	88	8	51	49	53	102
	51.10%	47.40%	49.10%	55.20%	50.50%	43.90%	52.40%	48.60%	47.10%	52.00%	51.60%	42.40%	56.70%
Bottom 2 Box (Net)	104	6	34	38	20	6	71	33	4	21	16	32	31
	20.20%	31.60%	20.90%	20.80%	18.30%	14.60%	21.30%	18.20%	23.50%	21.40%	16.80%	25.60%	17.20%
Disagree (2)	85	6	25	32	17	5	59	26	4	16	14	23	28
	16.50%	31.60%	15.30%	17.50%	15.60%	12.20%	17.70%	14.40%	23.50%	16.30%	14.70%	18.40%	15.60%
Disagree strongly (1)	19	0	9	6	3	1	12	7	0	5	2	9	3
	3.70%	-	5.50%	3.30%	2.80%	2.40%	3.60%	3.90%	-	5.10%	2.10%	7.20%	1.70%
Don't know	56	2	20	19	13	2	27	29	3	14	14	14	11
	10.90%	10.50%	12.30%	10.40%	11.90%	4.90%	8.10%	16.00%	17.60%	14.30%	14.70%	11.20%	6.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.93	2.76	2.9	2.88	2.98	3.21	2.93	2.94	2.86	2.83	2.98	2.86	3.01
Standard Deviation	0.7	0.7	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.9	0.7
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 44

12/09/2011

Q.9s_1 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- Top 2 Box Summary -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Corporate ethics are regularly discussed in my workplace.	340	12	102	126	72	28	213	127	10	58	66	77	129
	66.00%	63.20%	62.60%	68.90%	66.10%	68.30%	63.80%	70.20%	58.80%	59.20%	69.50%	61.60%	71.70%
Corporate Social Responsibility has a negative effect on shareholder value.	85	3	34	28	11	9	66	19	1	23	12	21	28
	16.50%	15.80%	20.90%	15.30%	10.10%	22.00%	19.80%	10.50%	5.90%	23.50%	12.60%	16.80%	15.60%
My company maintains high ethical standards in its business practices.	422	14	130	149	92	37	278	144	10	76	81	98	157
	81.90%	73.70%	79.80%	81.40%	84.40%	90.20%	83.20%	79.60%	58.80%	77.60%	85.30%	78.40%	87.20%
Ethical behaviour is incentivised in my workplace.	273	11	82	91	62	27	179	94	8	54	48	59	104
	53.00%	57.90%	50.30%	49.70%	56.90%	65.90%	53.60%	51.90%	47.10%	55.10%	50.50%	47.20%	57.80%
The ethics of my company are broadly aligned with my own personal moral standards.	355	11	109	126	76	33	236	119	10	63	65	79	138
	68.90%	57.90%	66.90%	68.90%	69.70%	80.50%	70.70%	65.70%	58.80%	64.30%	68.40%	63.20%	76.70%
Sigma	1475	51	457	520	313	134	972	503	39	274	272	334	556
	286.40%	268.40%	280.40%	284.20%	287.20%	326.80%	291.00%	277.90%	229.40%	279.60%	286.30%	267.20%	308.90%

Table 45

12/09/2011

Q.9s_2 How strongly do you agree or disagree with each of the following statements about Corporate Social Responsibility and ethics?

- Bottom 2 Box Summary -

	TOTAL	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR				
		18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Corporate ethics are regularly discussed in my workplace.	144	5	49	48	30	12	107	37	4	34	20	42	44
	28.00%	26.30%	30.10%	26.20%	27.50%	29.30%	32.00%	20.40%	23.50%	34.70%	21.10%	33.60%	24.40%
Corporate Social Responsibility has a negative effect on shareholder value.	365	12	110	135	82	26	238	127	10	65	68	90	132
	70.90%	63.20%	67.50%	73.80%	75.20%	63.40%	71.30%	70.20%	58.80%	66.30%	71.60%	72.00%	73.30%
My company maintains high ethical standards in its business practices.	55	1	20	24	8	2	36	19	1	11	8	20	15
	10.70%	5.30%	12.30%	13.10%	7.30%	4.90%	10.80%	10.50%	5.90%	11.20%	8.40%	16.00%	8.30%
Ethical behaviour is incentivised in my workplace.	173	5	54	70	32	12	123	50	5	31	31	45	61
	33.60%	26.30%	33.10%	38.30%	29.40%	29.30%	36.80%	27.60%	29.40%	31.60%	32.60%	36.00%	33.90%
The ethics of my company are broadly aligned with my own personal moral standards.	104	6	34	38	20	6	71	33	4	21	16	32	31
	20.20%	31.60%	20.90%	20.80%	18.30%	14.60%	21.30%	18.20%	23.50%	21.40%	16.80%	25.60%	17.20%
Sigma	841	29	267	315	172	58	575	266	24	162	143	229	283
	163.30%	152.60%	163.80%	172.10%	157.80%	141.50%	172.20%	147.00%	141.20%	165.30%	150.50%	183.20%	157.20%

Table 46

12/09/2011

Q.10_1 How strongly do you agree or disagree with each of the following statements?

- There is too great a gap between rich and poor in this country -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	384	14	114	137	85	34	244	140	12	68	70	102	132
	74.60%	73.70%	69.90%	74.90%	78.00%	82.90%	73.10%	77.30%	70.60%	69.40%	73.70%	81.60%	73.30%
Agree strongly (4)	129	2	37	48	34	8	82	47	6	18	27	36	42
	25.00%	10.50%	22.70%	26.20%	31.20%	19.50%	24.60%	26.00%	35.30%	18.40%	28.40%	28.80%	23.30%
Agree (3)	255	12	77	89	51	26	162	93	6	50	43	66	90
	49.50%	63.20%	47.20%	48.60%	46.80%	63.40%	48.50%	51.40%	35.30%	51.00%	45.30%	52.80%	50.00%
Bottom 2 Box (Net)	109	3	41	39	19	7	76	33	2	23	22	18	44
	21.20%	15.80%	25.20%	21.30%	17.40%	17.10%	22.80%	18.20%	11.80%	23.50%	23.20%	14.40%	24.40%
Disagree (2)	97	3	35	35	17	7	65	32	2	20	21	14	40
	18.80%	15.80%	21.50%	19.10%	15.60%	17.10%	19.50%	17.70%	11.80%	20.40%	22.10%	11.20%	22.20%
Disagree strongly (1)	12	0	6	4	2	0	11	1	0	3	1	4	4
	2.30%	-	3.70%	2.20%	1.80%	-	3.30%	0.60%	-	3.10%	1.10%	3.20%	2.20%
Don't know	22	2	8	7	5	0	14	8	3	7	3	5	4
	4.30%	10.50%	4.90%	3.80%	4.60%	-	4.20%	4.40%	17.60%	7.10%	3.20%	4.00%	2.20%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.02	2.94	2.94	3.03	3.13	3.02	2.98	3.08	3.29	2.91	3.04	3.12	2.97
Standard Deviation	0.7	0.6	0.8	0.8	0.7	0.6	0.8	0.7	0.7	0.7	0.8	0.7	0.7
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 47

12/09/2011

Q.10_2 How strongly do you agree or disagree with each of the following statements?

- Companies should invest directly in deprived communities -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	300	11	94	112	67	16	191	109	8	59	59	76	98
	58.30%	57.90%	57.70%	61.20%	61.50%	39.00%	57.20%	60.20%	47.10%	60.20%	62.10%	60.80%	54.40%
Agree strongly (4)	66	0	23	22	16	5	38	28	1	13	15	20	17
	12.80%	-	14.10%	12.00%	14.70%	12.20%	11.40%	15.50%	5.90%	13.30%	15.80%	16.00%	9.40%
Agree (3)	234	11	71	90	51	11	153	81	7	46	44	56	81
	45.40%	57.90%	43.60%	49.20%	46.80%	26.80%	45.80%	44.80%	41.20%	46.90%	46.30%	44.80%	45.00%
Bottom 2 Box (Net)	169	6	48	62	31	22	125	44	5	27	26	40	71
	32.80%	31.60%	29.40%	33.90%	28.40%	53.70%	37.40%	24.30%	29.40%	27.60%	27.40%	32.00%	39.40%
Disagree (2)	146	6	40	54	30	16	106	40	5	24	22	34	61
	28.30%	31.60%	24.50%	29.50%	27.50%	39.00%	31.70%	22.10%	29.40%	24.50%	23.20%	27.20%	33.90%
Disagree strongly (1)	23	0	8	8	1	6	19	4	0	3	4	6	10
	4.50%	-	4.90%	4.40%	0.90%	14.60%	5.70%	2.20%	-	3.10%	4.20%	4.80%	5.60%
Don't know	46	2	21	9	11	3	18	28	4	12	10	9	11
	8.90%	10.50%	12.90%	4.90%	10.10%	7.30%	5.40%	15.50%	23.50%	12.20%	10.50%	7.20%	6.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.73	2.65	2.77	2.72	2.84	2.39	2.66	2.87	2.69	2.8	2.82	2.78	2.62
Standard Deviation	0.8	0.5	0.8	0.7	0.7	0.9	0.8	0.7	0.6	0.7	0.8	0.8	0.7
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 48

12/09/2011

Q.10_3 How strongly do you agree or disagree with each of the following statements?

- The extent to which the City of London is subsidising other parts of the UK is unfair. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	217	8	73	88	34	14	154	63	8	41	39	47	82
	42.10%	42.10%	44.80%	48.10%	31.20%	34.10%	46.10%	34.80%	47.10%	41.80%	41.10%	37.60%	45.60%
Agree strongly (4)	66	2	23	28	9	4	48	18	3	13	8	15	27
	12.80%	10.50%	14.10%	15.30%	8.30%	9.80%	14.40%	9.90%	17.60%	13.30%	8.40%	12.00%	15.00%
Agree (3)	151	6	50	60	25	10	106	45	5	28	31	32	55
	29.30%	31.60%	30.70%	32.80%	22.90%	24.40%	31.70%	24.90%	29.40%	28.60%	32.60%	25.60%	30.60%
Bottom 2 Box (Net)	224	8	62	75	57	22	149	75	5	39	35	63	82
	43.50%	42.10%	38.00%	41.00%	52.30%	53.70%	44.60%	41.40%	29.40%	39.80%	36.80%	50.40%	45.60%
Disagree (2)	205	7	56	70	52	20	134	71	4	34	34	57	76
	39.80%	36.80%	34.40%	38.30%	47.70%	48.80%	40.10%	39.20%	23.50%	34.70%	35.80%	45.60%	42.20%
Disagree strongly (1)	19	1	6	5	5	2	15	4	1	5	1	6	6
	3.70%	5.30%	3.70%	2.70%	4.60%	4.90%	4.50%	2.20%	5.90%	5.10%	1.10%	4.80%	3.30%
Don't know	74	3	28	20	18	5	31	43	4	18	21	15	16
	14.40%	15.80%	17.20%	10.90%	16.50%	12.20%	9.30%	23.80%	23.50%	18.40%	22.10%	12.00%	8.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.6	2.56	2.67	2.68	2.42	2.44	2.62	2.56	2.77	2.61	2.62	2.51	2.63
Standard Deviation	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.9	0.8	0.7	0.8	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.3	0.1	0.1	0.1	0.1

Table 49

12/09/2011

Q.10_4 How strongly do you agree or disagree with each of the following statements?

- The financial services sector is not valued for the role it plays in the wider UK economy. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	368	12	114	136	74	32	249	119	9	67	66	89	137
	71.50%	63.20%	69.90%	74.30%	67.90%	78.00%	74.60%	65.70%	52.90%	68.40%	69.50%	71.20%	76.10%
Agree strongly (4)	130	5	44	47	29	5	98	32	2	24	24	30	50
	25.20%	26.30%	27.00%	25.70%	26.60%	12.20%	29.30%	17.70%	11.80%	24.50%	25.30%	24.00%	27.80%
Agree (3)	238	7	70	89	45	27	151	87	7	43	42	59	87
	46.20%	36.80%	42.90%	48.60%	41.30%	65.90%	45.20%	48.10%	41.20%	43.90%	44.20%	47.20%	48.30%
Bottom 2 Box (Net)	107	5	35	34	26	7	72	35	5	22	19	29	32
	20.80%	26.30%	21.50%	18.60%	23.90%	17.10%	21.60%	19.30%	29.40%	22.40%	20.00%	23.20%	17.80%
Disagree (2)	95	4	29	32	24	6	61	34	5	19	16	27	28
	18.40%	21.10%	17.80%	17.50%	22.00%	14.60%	18.30%	18.80%	29.40%	19.40%	16.80%	21.60%	15.60%
Disagree strongly (1)	12	1	6	2	2	1	11	1	0	3	3	2	4
	2.30%	5.30%	3.70%	1.10%	1.80%	2.40%	3.30%	0.60%	-	3.10%	3.20%	1.60%	2.20%
Don't know	40	2	14	13	9	2	13	27	3	9	10	7	11
	7.80%	10.50%	8.60%	7.10%	8.30%	4.90%	3.90%	14.90%	17.60%	9.20%	10.50%	5.60%	6.10%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.02	2.94	3.02	3.06	3.01	2.92	3.05	2.97	2.79	2.99	3.02	2.99	3.08
Standard Deviation	0.8	0.9	0.8	0.7	0.8	0.6	0.8	0.7	0.7	0.8	0.8	0.7	0.7
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 50

12/09/2011

Q.10_5 How strongly do you agree or disagree with each of the following statements?

- The City of London needs to listen more to the guidance of the Church -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	64	5	15	26	13	5	38	26	3	13	11	17	20
	12.40%	26.30%	9.20%	14.20%	11.90%	12.20%	11.40%	14.40%	17.60%	13.30%	11.60%	13.60%	11.10%
Agree strongly (4)	19	1	7	8	3	0	14	5	2	4	4	5	4
	3.70%	5.30%	4.30%	4.40%	2.80%	-	4.20%	2.80%	11.80%	4.10%	4.20%	4.00%	2.20%
Agree (3)	45	4	8	18	10	5	24	21	1	9	7	12	16
	8.70%	21.10%	4.90%	9.80%	9.20%	12.20%	7.20%	11.60%	5.90%	9.20%	7.40%	9.60%	8.90%
Bottom 2 Box (Net)	391	12	125	142	82	30	265	126	9	72	70	96	144
	75.90%	63.20%	76.70%	77.60%	75.20%	73.20%	79.30%	69.60%	52.90%	73.50%	73.70%	76.80%	80.00%
Disagree (2)	163	2	47	61	40	13	111	52	3	23	23	46	68
	31.70%	10.50%	28.80%	33.30%	36.70%	31.70%	33.20%	28.70%	17.60%	23.50%	24.20%	36.80%	37.80%
Disagree strongly (1)	228	10	78	81	42	17	154	74	6	49	47	50	76
	44.30%	52.60%	47.90%	44.30%	38.50%	41.50%	46.10%	40.90%	35.30%	50.00%	49.50%	40.00%	42.20%
Don't know	60	2	23	15	14	6	31	29	5	13	14	12	16
	11.70%	10.50%	14.10%	8.20%	12.80%	14.60%	9.30%	16.00%	29.40%	13.30%	14.70%	9.60%	8.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	1.68	1.76	1.6	1.72	1.73	1.66	1.66	1.72	1.92	1.62	1.6	1.75	1.68
Standard Deviation	0.8	1	0.8	0.8	0.8	0.7	0.8	0.8	1.2	0.9	0.8	0.8	0.7
Standard Error	0	0.3	0.1	0.1	0.1	0.1	0	0.1	0.3	0.1	0.1	0.1	0.1

Table 51

12/09/2011

Q.10s_1 How strongly do you agree or disagree with each of the following statements?

- Top 2 Box Summary -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
There is too great a gap between rich and poor in this country	384	14	114	137	85	34	244	140	12	68	70	102	132
	74.60%	73.70%	69.90%	74.90%	78.00%	82.90%	73.10%	77.30%	70.60%	69.40%	73.70%	81.60%	73.30%
Companies should invest directly in deprived communities	300	11	94	112	67	16	191	109	8	59	59	76	98
	58.30%	57.90%	57.70%	61.20%	61.50%	39.00%	57.20%	60.20%	47.10%	60.20%	62.10%	60.80%	54.40%
The extent to which the City of London is subsidising other parts of the UK is unfair.	217	8	73	88	34	14	154	63	8	41	39	47	82
	42.10%	42.10%	44.80%	48.10%	31.20%	34.10%	46.10%	34.80%	47.10%	41.80%	41.10%	37.60%	45.60%
The financial services sector is not valued for the role it plays in the wider UK economy.	368	12	114	136	74	32	249	119	9	67	66	89	137
	71.50%	63.20%	69.90%	74.30%	67.90%	78.00%	74.60%	65.70%	52.90%	68.40%	69.50%	71.20%	76.10%
The City of London needs to listen more to the guidance of the Church	64	5	15	26	13	5	38	26	3	13	11	17	20
	12.40%	26.30%	9.20%	14.20%	11.90%	12.20%	11.40%	14.40%	17.60%	13.30%	11.60%	13.60%	11.10%
Sigma	1333	50	410	499	273	101	876	457	40	248	245	331	469
	258.80%	263.20%	251.50%	272.70%	250.50%	246.30%	262.30%	252.50%	235.30%	253.10%	257.90%	264.80%	260.60%

Table 52

12/09/2011

Q.10s_2 How strongly do you agree or disagree with each of the following statements?

- Bottom 2 Box Summary -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
There is too great a gap between rich and poor in this country	109	3	41	39	19	7	76	33	2	23	22	18	44
	21.20%	15.80%	25.20%	21.30%	17.40%	17.10%	22.80%	18.20%	11.80%	23.50%	23.20%	14.40%	24.40%
Companies should invest directly in deprived communities	169	6	48	62	31	22	125	44	5	27	26	40	71
	32.80%	31.60%	29.40%	33.90%	28.40%	53.70%	37.40%	24.30%	29.40%	27.60%	27.40%	32.00%	39.40%
The extent to which the City of London is subsidising other parts of the UK is unfair.	224	8	62	75	57	22	149	75	5	39	35	63	82
	43.50%	42.10%	38.00%	41.00%	52.30%	53.70%	44.60%	41.40%	29.40%	39.80%	36.80%	50.40%	45.60%
The financial services sector is not valued for the role it plays in the wider UK economy.	107	5	35	34	26	7	72	35	5	22	19	29	32
	20.80%	26.30%	21.50%	18.60%	23.90%	17.10%	21.60%	19.30%	29.40%	22.40%	20.00%	23.20%	17.80%
The City of London needs to listen more to the guidance of the Church	391	12	125	142	82	30	265	126	9	72	70	96	144
	75.90%	63.20%	76.70%	77.60%	75.20%	73.20%	79.30%	69.60%	52.90%	73.50%	73.70%	76.80%	80.00%
Sigma	1000	34	311	352	215	88	687	313	26	183	172	246	373
	194.20%	178.90%	190.80%	192.30%	197.20%	214.60%	205.70%	172.90%	152.90%	186.70%	181.10%	196.80%	207.20%

Table 53

12/09/2011

Q.11_1 How strongly do you agree or disagree each of with the following statements?

- People who work in the City are too short-term in the way they think. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	301	14	85	103	74	25	225	76	10	56	46	72	117
	58.40%	73.70%	52.10%	56.30%	67.90%	61.00%	67.40%	42.00%	58.80%	57.10%	48.40%	57.60%	65.00%
Agree strongly (4)	85	2	18	30	28	7	63	22	2	9	15	24	35
	16.50%	10.50%	11.00%	16.40%	25.70%	17.10%	18.90%	12.20%	11.80%	9.20%	15.80%	19.20%	19.40%
Agree (3)	216	12	67	73	46	18	162	54	8	47	31	48	82
	41.90%	63.20%	41.10%	39.90%	42.20%	43.90%	48.50%	29.80%	47.10%	48.00%	32.60%	38.40%	45.60%
Bottom 2 Box (Net)	176	4	64	71	23	14	97	79	4	32	39	47	54
	34.20%	21.10%	39.30%	38.80%	21.10%	34.10%	29.00%	43.60%	23.50%	32.70%	41.10%	37.60%	30.00%
Disagree (2)	159	4	56	63	22	14	90	69	3	30	37	38	51
	30.90%	21.10%	34.40%	34.40%	20.20%	34.10%	26.90%	38.10%	17.60%	30.60%	38.90%	30.40%	28.30%
Disagree strongly (1)	17	0	8	8	1	0	7	10	1	2	2	9	3
	3.30%	-	4.90%	4.40%	0.90%	-	2.10%	5.50%	5.90%	2.00%	2.10%	7.20%	1.70%
Don't know	38	1	14	9	12	2	12	26	3	10	10	6	9
	7.40%	5.30%	8.60%	4.90%	11.00%	4.90%	3.60%	14.40%	17.60%	10.20%	10.50%	4.80%	5.00%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.77	2.89	2.64	2.72	3.04	2.82	2.87	2.57	2.79	2.72	2.69	2.73	2.87
Standard Deviation	0.8	0.6	0.8	0.8	0.7	0.7	0.7	0.8	0.8	0.7	0.8	0.9	0.7
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 54

12/09/2011

Q.11_2 How strongly do you agree or disagree each of with the following statements?

- Electronic trading has eroded the culture of 'my word is my bond'. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	207	10	58	59	56	24	133	74	7	33	34	44	89
	40.20%	52.60%	35.60%	32.20%	51.40%	58.50%	39.80%	40.90%	41.20%	33.70%	35.80%	35.20%	49.40%
Agree strongly (4)	55	1	11	17	17	9	41	14	0	7	6	11	31
	10.70%	5.30%	6.70%	9.30%	15.60%	22.00%	12.30%	7.70%	-	7.10%	6.30%	8.80%	17.20%
Agree (3)	152	9	47	42	39	15	92	60	7	26	28	33	58
	29.50%	47.40%	28.80%	23.00%	35.80%	36.60%	27.50%	33.10%	41.20%	26.50%	29.50%	26.40%	32.20%
Bottom 2 Box (Net)	235	6	77	100	38	14	164	71	4	46	47	63	75
	45.60%	31.60%	47.20%	54.60%	34.90%	34.10%	49.10%	39.20%	23.50%	46.90%	49.50%	50.40%	41.70%
Disagree (2)	201	5	62	86	34	14	138	63	3	40	41	52	65
	39.00%	26.30%	38.00%	47.00%	31.20%	34.10%	41.30%	34.80%	17.60%	40.80%	43.20%	41.60%	36.10%
Disagree strongly (1)	34	1	15	14	4	0	26	8	1	6	6	11	10
	6.60%	5.30%	9.20%	7.70%	3.70%	-	7.80%	4.40%	5.90%	6.10%	6.30%	8.80%	5.60%
Don't know	73	3	28	24	15	3	37	36	6	19	14	18	16
	14.20%	15.80%	17.20%	13.10%	13.80%	7.30%	11.10%	19.90%	35.30%	19.40%	14.70%	14.40%	8.90%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.52	2.63	2.4	2.39	2.73	2.87	2.5	2.55	2.55	2.43	2.42	2.41	2.67
Standard Deviation	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.8	0.7	0.8	0.9
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 55

12/09/2011

Q.11_3 How strongly do you agree or disagree each of with the following statements?

- Large bonuses in the financial services sector encourage people to take greater risks. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	361	10	106	125	85	35	237	124	9	68	56	91	137
	70.10%	52.60%	65.00%	68.30%	78.00%	85.40%	71.00%	68.50%	52.90%	69.40%	58.90%	72.80%	76.10%
Agree strongly (4)	151	4	38	51	41	17	105	46	4	26	16	39	66
	29.30%	21.10%	23.30%	27.90%	37.60%	41.50%	31.40%	25.40%	23.50%	26.50%	16.80%	31.20%	36.70%
Agree (3)	210	6	68	74	44	18	132	78	5	42	40	52	71
	40.80%	31.60%	41.70%	40.40%	40.40%	43.90%	39.50%	43.10%	29.40%	42.90%	42.10%	41.60%	39.40%
Bottom 2 Box (Net)	128	7	48	49	18	6	84	44	4	24	32	29	39
	24.90%	36.80%	29.40%	26.80%	16.50%	14.60%	25.10%	24.30%	23.50%	24.50%	33.70%	23.20%	21.70%
Disagree (2)	108	6	37	44	15	6	70	38	4	20	27	22	35
	21.00%	31.60%	22.70%	24.00%	13.80%	14.60%	21.00%	21.00%	23.50%	20.40%	28.40%	17.60%	19.40%
Disagree strongly (1)	20	1	11	5	3	0	14	6	0	4	5	7	4
	3.90%	5.30%	6.70%	2.70%	2.80%	-	4.20%	3.30%	-	4.10%	5.30%	5.60%	2.20%
Don't know	26	2	9	9	6	0	13	13	4	6	7	5	4
	5.00%	10.50%	5.50%	4.90%	5.50%	-	3.90%	7.20%	23.50%	6.10%	7.40%	4.00%	2.20%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.01	2.76	2.86	2.98	3.19	3.27	3.02	2.98	3	2.98	2.76	3.03	3.13
Standard Deviation	0.8	0.9	0.9	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.9	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 56

12/09/2011

Q.11_4 How strongly do you agree or disagree each of with the following statements?

- The return to shareholders should be the top priority in business decisions. -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	278	8	89	103	53	25	188	90	3	52	53	69	101
	54.00%	42.10%	54.60%	56.30%	48.60%	61.00%	56.30%	49.70%	17.60%	53.10%	55.80%	55.20%	56.10%
Agree strongly (4)	56	1	16	24	10	5	37	19	1	12	8	12	23
	10.90%	5.30%	9.80%	13.10%	9.20%	12.20%	11.10%	10.50%	5.90%	12.20%	8.40%	9.60%	12.80%
Agree (3)	222	7	73	79	43	20	151	71	2	40	45	57	78
	43.10%	36.80%	44.80%	43.20%	39.40%	48.80%	45.20%	39.20%	11.80%	40.80%	47.40%	45.60%	43.30%
Bottom 2 Box (Net)	200	8	57	72	47	16	130	70	9	36	34	50	71
	38.80%	42.10%	35.00%	39.30%	43.10%	39.00%	38.90%	38.70%	52.90%	36.70%	35.80%	40.00%	39.40%
Disagree (2)	167	6	46	59	40	16	110	57	7	30	25	41	64
	32.40%	31.60%	28.20%	32.20%	36.70%	39.00%	32.90%	31.50%	41.20%	30.60%	26.30%	32.80%	35.60%
Disagree strongly (1)	33	2	11	13	7	0	20	13	2	6	9	9	7
	6.40%	10.50%	6.70%	7.10%	6.40%	-	6.00%	7.20%	11.80%	6.10%	9.50%	7.20%	3.90%
Don't know	37	3	17	8	9	0	16	21	5	10	8	6	8
	7.20%	15.80%	10.40%	4.40%	8.30%	-	4.80%	11.60%	29.40%	10.20%	8.40%	4.80%	4.40%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	2.63	2.44	2.64	2.65	2.56	2.73	2.64	2.6	2.17	2.66	2.6	2.61	2.68
Standard Deviation	0.8	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 57

12/09/2011

Q.11_5 How strongly do you agree or disagree each of with the following statements?

- Bonuses and rewards for City workers should only reflect long term success, rather than short term performance -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Top 2 Box (Net)	402	12	114	144	93	39	264	138	12	72	65	100	153
	78.10%	63.20%	69.90%	78.70%	85.30%	95.10%	79.00%	76.20%	70.60%	73.50%	68.40%	80.00%	85.00%
Agree strongly (4)	140	6	28	51	36	19	89	51	3	23	16	39	59
	27.20%	31.60%	17.20%	27.90%	33.00%	46.30%	26.60%	28.20%	17.60%	23.50%	16.80%	31.20%	32.80%
Agree (3)	262	6	86	93	57	20	175	87	9	49	49	61	94
	50.90%	31.60%	52.80%	50.80%	52.30%	48.80%	52.40%	48.10%	52.90%	50.00%	51.60%	48.80%	52.20%
Bottom 2 Box (Net)	91	6	39	34	10	2	59	32	3	20	24	22	22
	17.70%	31.60%	23.90%	18.60%	9.20%	4.90%	17.70%	17.70%	17.60%	20.40%	25.30%	17.60%	12.20%
Disagree (2)	81	5	33	31	10	2	54	27	3	16	22	20	20
	15.70%	26.30%	20.20%	16.90%	9.20%	4.90%	16.20%	14.90%	17.60%	16.30%	23.20%	16.00%	11.10%
Disagree strongly (1)	10	1	6	3	0	0	5	5	0	4	2	2	2
	1.90%	5.30%	3.70%	1.60%	-	-	1.50%	2.80%	-	4.10%	2.10%	1.60%	1.10%
Don't know	22	1	10	5	6	0	11	11	2	6	6	3	5
	4.30%	5.30%	6.10%	2.70%	5.50%	-	3.30%	6.10%	11.80%	6.10%	6.30%	2.40%	2.80%
Sigma	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Mean	3.08	2.94	2.89	3.08	3.25	3.41	3.08	3.08	3	2.99	2.89	3.12	3.2
Standard Deviation	0.7	0.9	0.7	0.7	0.6	0.6	0.7	0.8	0.7	0.8	0.7	0.7	0.7
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0	0.1	0.2	0.1	0.1	0.1	0.1

Table 58

12/09/2011

Q.11s_1 How strongly do you agree or disagree each of with the following statements?

- Top 2 Box Summary -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
People who work in the City are too short-term in the way they think.	301	14	85	103	74	25	225	76	10	56	46	72	117
	58.40%	73.70%	52.10%	56.30%	67.90%	61.00%	67.40%	42.00%	58.80%	57.10%	48.40%	57.60%	65.00%
Electronic trading has eroded the culture of <91>my word is my bond<92>.	207	10	58	59	56	24	133	74	7	33	34	44	89
	40.20%	52.60%	35.60%	32.20%	51.40%	58.50%	39.80%	40.90%	41.20%	33.70%	35.80%	35.20%	49.40%
Large bonuses in the financial services sector encourage people to take greater risks.	361	10	106	125	85	35	237	124	9	68	56	91	137
	70.10%	52.60%	65.00%	68.30%	78.00%	85.40%	71.00%	68.50%	52.90%	69.40%	58.90%	72.80%	76.10%
The return to shareholders should be the top priority in business decisions.	278	8	89	103	53	25	188	90	3	52	53	69	101
	54.00%	42.10%	54.60%	56.30%	48.60%	61.00%	56.30%	49.70%	17.60%	53.10%	55.80%	55.20%	56.10%
Bonuses and rewards for City workers should only reflect long term success, rather than short term performance	402	12	114	144	93	39	264	138	12	72	65	100	153
	78.10%	63.20%	69.90%	78.70%	85.30%	95.10%	79.00%	76.20%	70.60%	73.50%	68.40%	80.00%	85.00%
Sigma	1549	54	452	534	361	148	1047	502	41	281	254	376	597
	300.80%	284.20%	277.30%	291.80%	331.20%	361.00%	313.50%	277.30%	241.20%	286.70%	267.40%	300.80%	331.70%

Table 59

12/09/2011

Q.11s_2 How strongly do you agree or disagree each of with the following statements?

- Bottom 2 Box Summary -

	AGE					GENDER		LENGTH OF WORKING IN FS SECTOR					
	TOTAL	18-24	25-34	35-44	45-54	55+	Male	Female	Less than 1 year	1-5 years	6-10 years	10-15 years	More than 15 years
Base: Total Respondents	515	19	163	183	109	41	334	181	17	98	95	125	180
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
People who work in the City are too short-term in the way they think.	176	4	64	71	23	14	97	79	4	32	39	47	54
	34.20%	21.10%	39.30%	38.80%	21.10%	34.10%	29.00%	43.60%	23.50%	32.70%	41.10%	37.60%	30.00%
Electronic trading has eroded the culture of <91>my word is my bond<92>.	235	6	77	100	38	14	164	71	4	46	47	63	75
	45.60%	31.60%	47.20%	54.60%	34.90%	34.10%	49.10%	39.20%	23.50%	46.90%	49.50%	50.40%	41.70%
Large bonuses in the financial services sector encourage people to take greater risks.	128	7	48	49	18	6	84	44	4	24	32	29	39
	24.90%	36.80%	29.40%	26.80%	16.50%	14.60%	25.10%	24.30%	23.50%	24.50%	33.70%	23.20%	21.70%
The return to shareholders should be the top priority in business decisions.	200	8	57	72	47	16	130	70	9	36	34	50	71
	38.80%	42.10%	35.00%	39.30%	43.10%	39.00%	38.90%	38.70%	52.90%	36.70%	35.80%	40.00%	39.40%
Bonuses and rewards for City workers should only reflect long term success, rather than short term performance	91	6	39	34	10	2	59	32	3	20	24	22	22
	17.70%	31.60%	23.90%	18.60%	9.20%	4.90%	17.70%	17.70%	17.60%	20.40%	25.30%	17.60%	12.20%
Sigma	830	31	285	326	136	52	534	296	24	158	176	211	261
	161.20%	163.20%	174.80%	178.10%	124.80%	126.80%	159.90%	163.50%	141.20%	161.20%	185.30%	168.80%	145.00%

