



University of Greenwich

WHISTLEBLOWING POLL

METHODOLOGY NOTE

ComRes interviewed 2,000 adults online from 26th to 28th October 2012. Data were weighted to be demographically representative of all British 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.

Insider Information Survey

ONLINE Fieldwork : 26th - 28th October 2012

Absolutes/col percents

Table 1

Q1. 'Inside information' is information that someone has because of their role in an organisation - for example, as an employee of a government department or a business, or as a member of an education, religious or community organisation. Often inside information is secret or confidential, for good reason. However, often it is also about important things going on within the organisation. Which one of the following comes closest to your view?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
In Britain, too much information is kept secret in organisations	1067 53%	541 55%	526 52%	84 35%	137 43%	193 51%	197 58%	187 62%	269 64%	284 53%	287 50%	221 53%	275 60%	227 45%	277 53%	298 59%	169 58%	96 55%
In Britain, about the right amount of information is kept secret in organisations	448 22%	232 24%	217 21%	73 30%	92 29%	87 23%	79 23%	53 18%	64 15%	143 27%	146 25%	90 21%	69 15%	134 26%	130 25%	89 18%	69 24%	27 15%
In Britain, not enough information is kept secret in organisations	162 8%	86 9%	75 7%	33 14%	30 10%	30 8%	19 6%	17 6%	33 8%	42 8%	41 7%	44 11%	34 7%	58 11%	49 9%	28 6%	9 3%	18 11%
Don't know	323 16%	121 12%	202 20%	50 21%	61 19%	70 18%	46 13%	44 15%	54 13%	71 13%	105 18%	65 16%	82 18%	90 18%	72 14%	86 17%	42 15%	33 19%

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Q1. 'Inside information' is information that someone has because of their role in an organisation - for example, as an employee of a government department or a business, or as a member of an education, religious or community organisation. Often inside information is secret or confidential, for good reason. However, often it is also about important things going on within the organisation. Which one of the following comes closest to your view?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
In Britain, too much information is kept secret in organisations	1067 53%	96 55%	46 50%	152 65%	101 57%	97 52%	67 63%	90 48%	105 42%	122 48%	101 56%	91 58%
In Britain, about the right amount of information is kept secret in organisations	448 22%	27 15%	18 20%	39 17%	32 18%	51 27%	19 18%	43 23%	70 28%	64 25%	50 28%	36 23%
In Britain, not enough information is kept secret in organisations	162 8%	18 11%	9 10%	13 5%	7 4%	13 7%	2 2%	25 13%	27 11%	30 12%	6 3%	11 7%
Don't know	323 16%	33 19%	18 19%	31 13%	37 21%	24 13%	18 17%	30 16%	49 20%	40 16%	24 13%	17 11%

Insider Information Survey

ONLINE Fieldwork : 26th - 28th October 2012

Absolutes/col percents

Table 2

Q2. Sometimes, inside information can be about serious wrongdoing . This is when a person or organisation does things that are unlawful, unjust, dangerous or dishonest enough to harm the interests of individuals, the organisation or wider society. Which of the following comes closest to your view?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
In British society it is generally unacceptable for people to speak up about serious wrongdoing, if inside information would have to be revealed	630 32%	293 30%	337 33%	61 25%	87 27%	107 28%	127 37%	105 35%	144 34%	169 31%	175 30%	118 28%	168 36%	172 34%	153 29%	149 30%	90 31%	66 38%
In British society it is generally acceptable for people to speak up about serious wrongdoing, even if it means revealing inside information	933 47%	499 51%	433 42%	108 45%	155 48%	188 49%	145 43%	135 45%	202 48%	281 52%	268 46%	204 48%	180 39%	220 43%	262 50%	238 47%	140 48%	72 41%
Neither	156 8%	74 8%	82 8%	18 7%	27 9%	31 8%	26 8%	24 8%	31 7%	32 6%	50 9%	35 8%	38 8%	40 8%	35 7%	42 8%	32 11%	8 5%
Don't know	281 14%	113 12%	168 16%	54 22%	51 16%	54 14%	42 12%	37 12%	44 10%	58 11%	87 15%	63 15%	74 16%	76 15%	78 15%	73 15%	27 9%	28 16%

Insider Information Survey

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Q2. Sometimes, inside information can be about serious wrongdoing . This is when a person or organisation does things that are unlawful, unjust, dangerous or dishonest enough to harm the interests of individuals, the organisation or wider society. Which of the following comes closest to your view?

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	Total	Region										
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Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
In British society it is generally unacceptable for people to speak up about serious wrongdoing, if inside information would have to be revealed	630 32%	66 38%	26 29%	66 28%	56 32%	61 33%	32 30%	48 26%	86 34%	87 34%	58 32%	45 29%
In British society it is generally acceptable for people to speak up about serious wrongdoing, even if it means revealing inside information	933 47%	72 41%	41 46%	108 46%	89 50%	94 51%	52 49%	94 50%	101 40%	119 47%	88 48%	75 48%
Neither	156 8%	8 5%	7 8%	25 10%	10 5%	11 6%	13 12%	11 6%	24 10%	16 6%	19 10%	13 8%
Don't know	281 14%	28 16%	15 17%	36 15%	22 12%	20 11%	9 9%	35 19%	41 16%	35 14%	17 9%	23 15%

Insider Information Survey

ONLINE Fieldwork : 26th - 28th October 2012

Absolutes/col percents

Table 3

Q3. Which of the following best describes what you think should happen in British society?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
People should be supported for revealing serious wrongdoing, even if it means revealing inside information	1624 81%	807 82%	817 80%	156 65%	239 75%	302 79%	291 86%	261 87%	374 89%	457 85%	464 80%	340 81%	363 79%	394 78%	418 79%	420 84%	256 89%	136 78%
People who reveal inside information should be punished, even if they are revealing serious wrongdoing	119 6%	66 7%	53 5%	28 12%	23 7%	26 7%	12 4%	11 4%	19 4%	24 4%	32 5%	37 9%	27 6%	37 7%	22 4%	31 6%	11 4%	19 11%
Neither	90 5%	40 4%	50 5%	24 10%	18 6%	14 4%	12 3%	9 3%	13 3%	25 5%	29 5%	17 4%	19 4%	29 6%	37 7%	10 2%	10 4%	4 2%
Don't know	167 8%	67 7%	100 10%	31 13%	40 12%	38 10%	25 7%	19 6%	14 3%	34 6%	55 9%	26 6%	51 11%	48 9%	51 10%	41 8%	12 4%	15 9%

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	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
People should be supported for revealing serious wrongdoing, even if it means revealing inside information	1624 81%	136 78%	74 82%	199 85%	147 83%	154 83%	94 89%	147 78%	188 75%	206 80%	162 89%	118 76%
People who reveal inside information should be punished , even if they are revealing serious wrongdoing	119 6%	19 11%	3 3%	13 6%	15 8%	5 3%	4 4%	5 3%	19 8%	18 7%	7 4%	11 7%
Neither	90 5%	4 2%	6 6%	3 1%	1 1%	8 4%	2 2%	15 8%	14 5%	16 6%	8 4%	14 9%
Don't know	167 8%	15 9%	8 9%	20 9%	14 8%	19 10%	5 5%	20 11%	31 12%	17 7%	6 3%	13 8%

Insider Information Survey

ONLINE Fieldwork : 26th - 28th October 2012

Absolutes/col percents

Table 4

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Summary table

		Serious wrongdoing by people in charge of an organisation	Serious wrongdoing by other staff or workers in an organisation	Serious wrongdoing by a family member or personal friend working in the organisation
Unweighted base		2000	2000	2000
Weighted base		2000	2000	2000
NET: Acceptable		1421 71%	1392 70%	1168 58%
Highly acceptable	(5)	1112 56%	884 44%	647 32%
Fairly acceptable	(4)	309 15%	508 25%	521 26%
Neither	(3)	159 8%	174 9%	304 15%
Fairly unacceptable	(2)	71 4%	123 6%	160 8%
Highly unacceptable	(1)	251 13%	208 10%	206 10%
NET: Unacceptable		322 16%	331 17%	366 18%
Don't know		99 5%	103 5%	162 8%
Mean		4.03	3.92	3.68
Standard deviation		1.42	1.34	1.33
Standard error		0.03	0.03	0.03

Insider Information Survey

ONLINE Fieldwork : 26th - 28th October 2012

Absolutes/col percents

Table 5

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Serious wrongdoing by people in charge of an organisation

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121	
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174	
NET: Acceptable	1421 71%	696 71%	725 71%	144 60%	205 64%	258 68%	252 74%	232 77%	332 79%	419 78%	406 70%	277 66%	319 69%	350 69%	363 69%	374 75%	216 75%	117 68%	
Highly acceptable	(5) 56%	1112 56%	550 55%	563 39%	94 43%	139 51%	196 60%	205 63%	188 69%	291 62%	335 53%	306 51%	216 55%	255 54%	272 56%	296 59%	294 58%	168 47%	82
Fairly acceptable	(4) 15%	309 15%	147 16%	162 21%	50 21%	66 16%	62 14%	47 15%	44 10%	41 15%	84 17%	100 15%	62 14%	64 15%	78 13%	68 16%	80 17%	48 17%	35 20%
Neither	(3) 8%	159 8%	88 9%	70 7%	42 17%	35 11%	33 9%	24 7%	8 3%	16 4%	30 6%	61 11%	35 8%	32 7%	44 9%	45 9%	29 6%	22 7%	19 11%
Fairly unacceptable	(2) 4%	71 4%	37 4%	34 3%	6 2%	18 6%	18 5%	12 4%	7 2%	10 2%	15 3%	16 3%	21 5%	19 4%	23 4%	19 4%	16 3%	10 4%	2 1%
Highly unacceptable	(1) 13%	251 13%	126 13%	125 12%	23 10%	37 12%	47 12%	44 13%	45 15%	53 13%	51 9%	65 11%	65 15%	70 15%	58 11%	70 13%	62 12%	32 11%	28 16%
NET: Unacceptable	322 16%	162 17%	159 16%	29 12%	55 17%	65 17%	56 17%	52 17%	63 15%	66 12%	81 14%	86 20%	89 19%	81 16%	90 17%	79 16%	42 15%	30 17%	
Don't know	99 5%	33 3%	66 6%	25 11%	25 8%	24 6%	8 2%	8 3%	8 2%	25 5%	32 6%	22 5%	20 4%	34 7%	30 6%	20 4%	8 3%	7 4%	
Mean	4.03	4.01	4.05	3.86	3.85	3.96	4.07	4.10	4.23	4.24	4.03	3.86	3.95	4.02	4.00	4.09	4.11	3.85	
Standard deviation	1.42	1.42	1.41	1.31	1.40	1.43	1.43	1.47	1.40	1.29	1.36	1.51	1.50	1.40	1.45	1.40	1.36	1.47	
Standard error	0.03	0.05	0.04	0.12	0.08	0.07	0.08	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.06	0.06	0.09	0.14	

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Base: All respondents

Serious wrongdoing by people in charge of an organisation

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Acceptable	1421 71%	117 68%	65 72%	175 75%	134 76%	131 71%	79 74%	125 66%	167 66%	183 71%	137 75%	108 69%
Highly acceptable	(5) 1112 56%	82 47%	52 57%	140 60%	102 58%	103 56%	60 56%	108 58%	120 48%	152 59%	108 59%	84 54%
Fairly acceptable	(4) 309 15%	35 20%	13 15%	36 15%	31 18%	28 15%	19 18%	16 9%	46 18%	32 12%	29 16%	23 15%
Neither	(3) 159 8%	19 11%	8 9%	12 5%	9 5%	17 9%	11 10%	16 9%	21 8%	23 9%	11 6%	12 7%
Fairly unacceptable	(2) 71 4%	2 1%	3 3%	6 3%	7 4%	8 5%	4 4%	8 5%	14 6%	9 3%	6 3%	3 2%
Highly unacceptable	(1) 251 13%	28 16%	11 12%	31 13%	21 12%	22 12%	7 7%	21 11%	24 10%	34 13%	25 14%	28 18%
NET: Unacceptable	322 16%	30 17%	14 15%	37 16%	28 16%	30 16%	12 11%	29 15%	38 15%	43 17%	31 17%	30 19%
Don't know	99 5%	7 4%	3 4%	11 5%	6 3%	6 3%	5 4%	18 9%	27 11%	7 3%	4 2%	6 4%
Mean	4.03	3.85	4.06	4.10	4.10	4.02	4.18	4.08	4.00	4.03	4.07	3.90
Standard deviation	1.42	1.47	1.40	1.42	1.38	1.40	1.22	1.42	1.36	1.44	1.43	1.54
Standard error	0.03	0.14	0.14	0.09	0.10	0.10	0.15	0.11	0.09	0.08	0.11	0.12

Insider Information Survey

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Absolutes/col percents

Table 6

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Serious wrongdoing by other staff or workers in an organisation

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
NET: Acceptable	1392 70%	676 69%	715 70%	141 59%	203 63%	254 67%	245 72%	221 74%	328 78%	408 75%	398 69%	275 65%	312 68%	351 69%	355 67%	356 71%	212 73%	118 68%
Highly acceptable	(5) 44%	884 43%	418 46%	74 31%	99 31%	156 41%	163 48%	148 49%	244 58%	262 49%	248 43%	175 42%	199 43%	226 44%	223 42%	231 46%	136 47%	69 39%
Fairly acceptable	(4) 25%	508 26%	258 24%	66 28%	104 32%	98 26%	82 24%	74 25%	84 20%	145 27%	150 26%	100 24%	113 24%	125 25%	132 25%	125 25%	76 26%	50 29%
Neither	(3) 9%	174 10%	96 8%	42 18%	39 12%	36 9%	29 9%	12 4%	17 4%	35 6%	61 11%	35 8%	43 9%	42 8%	47 9%	44 9%	26 9%	16 9%
Fairly unacceptable	(2) 6%	123 7%	68 5%	16 7%	25 8%	25 7%	16 5%	18 6%	22 5%	25 5%	33 6%	39 9%	25 6%	42 8%	35 7%	26 5%	13 4%	8 4%
Highly unacceptable	(1) 10%	208 11%	104 10%	15 6%	28 9%	40 11%	41 12%	39 13%	44 10%	45 8%	53 9%	51 12%	59 13%	43 8%	58 11%	55 11%	29 10%	23 13%
NET: Unacceptable	331 17%	173 18%	158 16%	31 13%	53 16%	66 17%	57 17%	58 19%	66 16%	70 13%	86 15%	90 22%	85 18%	84 17%	94 18%	81 16%	42 14%	30 17%
Don't know	103 5%	35 4%	68 7%	26 11%	26 8%	25 6%	9 3%	9 3%	9 2%	27 5%	35 6%	20 5%	21 4%	31 6%	32 6%	21 4%	9 3%	9 5%
Mean	3.92	3.87	3.97	3.79	3.75	3.86	3.93	3.93	4.12	4.08	3.93	3.77	3.84	3.94	3.86	3.94	3.99	3.81
Standard deviation	1.34	1.35	1.34	1.20	1.27	1.35	1.38	1.42	1.34	1.25	1.30	1.42	1.40	1.31	1.37	1.35	1.30	1.39
Standard error	0.03	0.05	0.04	0.11	0.07	0.07	0.07	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.06	0.06	0.08	0.13

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Table 6

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Serious wrongdoing by other staff or workers in an organisation

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Acceptable	1392 70%	118 68%	58 64%	173 74%	125 71%	130 70%	75 71%	124 66%	168 67%	183 71%	136 75%	101 65%
Highly acceptable	(5) 884 44%	69 39%	38 42%	113 48%	80 45%	78 42%	48 46%	78 41%	105 42%	121 47%	88 48%	68 43%
Fairly acceptable	(4) 508 25%	50 29%	20 22%	60 26%	45 25%	52 28%	27 26%	46 25%	63 25%	62 24%	49 27%	33 21%
Neither	(3) 174 9%	16 9%	7 8%	15 6%	22 12%	16 9%	14 13%	18 9%	20 8%	22 9%	12 7%	13 8%
Fairly unacceptable	(2) 123 6%	8 4%	8 9%	11 5%	7 4%	10 6%	4 4%	13 7%	22 9%	20 8%	9 5%	12 8%
Highly unacceptable	(1) 208 10%	23 13%	12 13%	26 11%	17 10%	21 11%	7 7%	15 8%	18 7%	25 10%	22 12%	23 15%
NET: Unacceptable	331 17%	30 17%	20 22%	37 16%	24 14%	31 17%	11 11%	28 15%	40 16%	45 17%	30 17%	35 22%
Don't know	103 5%	9 5%	5 5%	11 5%	6 3%	7 4%	5 5%	18 9%	24 9%	7 3%	4 2%	7 5%
Mean	3.92	3.81	3.75	4.00	3.96	3.88	4.04	3.93	3.94	3.94	3.96	3.75
Standard deviation	1.34	1.39	1.46	1.34	1.30	1.35	1.20	1.29	1.28	1.34	1.36	1.48
Standard error	0.03	0.13	0.15	0.09	0.09	0.10	0.15	0.10	0.09	0.08	0.10	0.12

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Absolutes/col percents

Table 7

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Serious wrongdoing by a family member or personal friend working in the organisation

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121	
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174	
NET: Acceptable	1168	574	594	101	163	219	215	186	284	338	323	229	277	297	287	300	177	107	
	58%	59%	58%	42%	51%	58%	63%	62%	68%	63%	56%	55%	60%	58%	54%	60%	61%	62%	
Highly acceptable	(5)	647	315	332	44	71	122	117	110	193	175	127	151	158	159	177	106	47	
		32%	32%	33%	18%	22%	32%	34%	37%	44%	36%	30%	30%	33%	31%	30%	35%	37%	27%
Fairly acceptable	(4)	521	259	262	57	92	97	98	76	145	148	102	126	139	128	123	71	61	
		26%	26%	26%	24%	29%	25%	29%	25%	24%	27%	25%	24%	27%	24%	25%	25%	35%	
Neither	(3)	304	171	133	54	64	60	46	35	78	106	61	59	79	85	70	41	29	
		15%	17%	13%	22%	20%	16%	13%	12%	14%	18%	15%	13%	16%	16%	14%	14%	17%	
Fairly unacceptable	(2)	160	75	85	31	32	28	20	24	36	45	51	29	35	52	42	25	6	
		8%	8%	8%	13%	10%	7%	6%	8%	7%	8%	12%	6%	7%	10%	8%	9%	3%	
Highly unacceptable	(1)	206	105	101	16	30	40	40	36	38	58	52	58	48	61	52	27	19	
		10%	11%	10%	6%	9%	11%	12%	10%	7%	10%	12%	13%	9%	12%	10%	9%	11%	
NET: Unacceptable		366	180	186	47	62	69	60	61	74	103	103	86	83	113	94	52	25	
		18%	18%	18%	19%	19%	18%	18%	20%	14%	18%	25%	19%	16%	21%	19%	18%	14%	
Don't know		162	55	107	38	31	32	19	18	49	48	27	37	50	43	38	19	12	
		8%	6%	10%	16%	10%	8%	6%	6%	9%	8%	6%	8%	10%	8%	8%	7%	7%	
Mean		3.68	3.65	3.70	3.41	3.49	3.67	3.72	3.70	3.86	3.63	3.51	3.67	3.71	3.56	3.71	3.76	3.68	
Standard deviation		1.33	1.32	1.34	1.21	1.26	1.34	1.35	1.39	1.24	1.31	1.40	1.38	1.29	1.37	1.35	1.33	1.26	
Standard error		0.03	0.05	0.04	0.11	0.07	0.07	0.07	0.08	0.05	0.06	0.09	0.07	0.06	0.06	0.06	0.09	0.12	

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Table 7

Q4. And how acceptable do you personally think it is for someone to reveal inside information about serious wrongdoing by each of these different types of people? To reveal inside information about ...

Base: All respondents

Serious wrongdoing by a family member or personal friend working in the organisation

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
NET: Acceptable	1168 58%	107 62%	45 49%	147 62%	108 61%	97 52%	63 59%	106 56%	136 54%	161 63%	114 62%	84 54%
Highly acceptable	(5) 647 32%	47 27%	29 32%	89 38%	59 34%	51 28%	40 38%	59 31%	65 26%	93 36%	65 36%	50 32%
Fairly acceptable	(4) 521 26%	61 35%	16 18%	58 25%	49 28%	46 25%	23 21%	47 25%	71 28%	68 26%	48 26%	35 22%
Neither	(3) 304 15%	29 17%	16 18%	29 13%	25 14%	35 19%	19 18%	31 16%	39 15%	40 16%	22 12%	19 12%
Fairly unacceptable	(2) 160 8%	6 3%	9 10%	19 8%	15 8%	20 11%	4 4%	17 9%	19 7%	16 6%	21 12%	15 9%
Highly unacceptable	(1) 206 10%	19 11%	13 14%	24 10%	15 9%	19 10%	8 8%	15 8%	21 8%	27 10%	18 10%	27 18%
NET: Unacceptable	366 18%	25 14%	21 23%	43 18%	30 17%	40 21%	12 11%	32 17%	40 16%	43 17%	40 22%	42 27%
Don't know	162 8%	12 7%	9 9%	16 7%	13 8%	13 7%	12 11%	19 10%	37 15%	12 5%	7 4%	11 7%
Mean	3.68	3.68	3.48	3.77	3.75	3.52	3.89	3.70	3.65	3.76	3.69	3.45
Standard deviation	1.33	1.26	1.45	1.35	1.29	1.33	1.26	1.29	1.26	1.32	1.36	1.51
Standard error	0.03	0.12	0.15	0.09	0.10	0.10	0.16	0.10	0.09	0.08	0.10	0.12

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Table 8

Q5. Are you currently a member of an organisation? Choose the answer that best describes your present role, if any.

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
Manager or director of an organisation	79 4%	62 6%	17 2%	7 3%	17 5%	22 6%	13 4%	13 4%	6 1%	46 8%	24 4%	7 2%	2 *	30 6%	21 4%	17 3%	5 2%	6 4%
Employee of an organisation	690 35%	329 34%	361 35%	93 39%	172 54%	184 48%	148 43%	77 26%	17 4%	214 40%	246 42%	153 36%	78 17%	176 35%	197 37%	158 31%	90 31%	69 40%
Self-employed or contractor	124 6%	86 9%	38 4%	6 2%	13 4%	29 8%	32 9%	26 9%	18 4%	32 6%	41 7%	41 10%	10 2%	44 9%	30 6%	26 5%	20 7%	4 3%
Volunteer or unpaid worker	109 5%	49 5%	61 6%	9 4%	7 2%	6 2%	16 5%	17 6%	54 13%	41 8%	26 4%	14 3%	28 6%	27 5%	29 5%	33 6%	16 6%	5 3%
Other type of organisation member (including student or other community group member)	80 4%	39 4%	41 4%	32 13%	8 2%	1 *	4 1%	11 4%	24 6%	33 6%	22 4%	12 3%	12 3%	30 6%	17 3%	13 3%	14 5%	6 4%
None\ not a member of any organisation	917 46%	416 42%	501 49%	94 39%	103 32%	137 36%	127 37%	156 52%	300 71%	174 32%	221 38%	192 46%	330 72%	201 40%	233 44%	256 51%	144 50%	83 48%

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Table 8

Q5. Are you currently a member of an organisation? Choose the answer that best describes your present role, if any.

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
Manager or director of an organisation	79 4%	6 4%	4 4%	7 3%	5 3%	6 3%	1 *	12 6%	16 6%	14 5%	4 2%	4 2%
Employee of an organisation	690 35%	69 40%	25 27%	76 32%	57 32%	68 37%	22 21%	80 43%	87 35%	89 35%	68 37%	49 32%
Self-employed or contractor	124 6%	4 3%	2 2%	12 5%	12 7%	14 8%	9 9%	10 5%	28 11%	16 6%	11 6%	6 4%
Volunteer or unpaid worker	109 5%	5 3%	4 4%	11 5%	18 10%	14 8%	5 5%	5 3%	13 5%	14 6%	11 6%	10 6%
Other type of organisation member (including student or other community group member)	80 4%	6 4%	5 6%	4 2%	4 2%	7 4%	7 7%	5 3%	14 6%	16 6%	7 4%	5 3%
None\ not a member of any organisation	917 46%	83 48%	52 57%	124 53%	80 45%	76 41%	63 59%	76 41%	93 37%	108 42%	81 44%	82 53%

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Table 9

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

Summary table

		If I observed wrongdoing, I would feel personally obliged to report it to someone in my organisation	If I reported wrongdoing to someone in my organisation, I am confident something appropriate would be done about it	Management in my organisation is serious about protecting people who report wrongdoing
Unweighted base		1114	1114	1114
Weighted base		1083	1083	1083
NET: Agree		814 75%	630 58%	495 46%
Agree strongly	(5)	471 44%	288 27%	243 22%
Agree slightly	(4)	343 32%	342 32%	253 23%
Neither	(3)	134 12%	155 14%	222 21%
Disagree slightly	(2)	43 4%	121 11%	90 8%
Disagree strongly	(1)	17 2%	76 7%	51 5%
NET: Disagree		60 6%	197 18%	141 13%
Don't know		74 7%	101 9%	225 21%
Mean		4.20	3.66	3.64
Standard deviation		0.94	1.23	1.17
Standard error		0.03	0.04	0.04

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Absolutes/col percents

Table 10

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

If I observed wrongdoing, I would feel personally obliged to report it to someone in my organisation

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1114	534	580	85	227	288	232	166	116	506	333	138	137	334	303	282	131	64	
Weighted base	1083	564	519	146	217	243	213	144	120	366	358	228	130	307	295	246	145	91	
NET: Agree	814	428	387	96	144	183	161	114	116	289	268	155	103	223	221	191	114	65	
	75%	76%	75%	66%	66%	75%	76%	79%	96%	79%	75%	68%	79%	73%	75%	78%	79%	72%	
Agree strongly	(5)	471	248	223	56	56	99	103	75	83	173	153	86	60	133	129	117	70	22
	44%	44%	43%	38%	26%	41%	48%	52%	69%	47%	43%	38%	46%	43%	44%	47%	49%	24%	
Agree slightly	(4)	343	180	163	40	88	84	58	40	33	117	115	68	43	90	92	74	44	43
	32%	32%	31%	27%	41%	34%	27%	27%	27%	32%	32%	30%	33%	29%	31%	30%	30%	47%	
Neither	(3)	134	69	65	18	42	28	32	14	2	39	49	36	11	49	26	30	21	8
	12%	12%	13%	12%	19%	11%	15%	9%	2%	11%	14%	16%	8%	16%	9%	12%	15%	8%	
Disagree slightly	(2)	43	22	21	16	11	11	4	2	-	10	11	14	8	10	18	6	2	7
	4%	4%	4%	11%	5%	4%	2%	1%	-	3%	3%	6%	6%	3%	6%	2%	2%	8%	
Disagree strongly	(1)	17	13	4	2	3	7	2	1	1	5	4	6	2	5	5	4	1	2
	2%	2%	1%	2%	2%	3%	1%	1%	1%	1%	1%	3%	2%	2%	2%	2%	1%	2%	
NET: Disagree	60	34	26	19	14	17	6	3	1	15	16	19	10	15	24	10	3	9	
	6%	6%	5%	13%	6%	7%	3%	2%	1%	4%	4%	8%	8%	5%	8%	4%	2%	10%	
Don't know	74	33	41	14	17	15	14	13	1	23	26	18	7	20	23	16	6	9	
	7%	6%	8%	10%	8%	6%	7%	9%	1%	6%	7%	8%	6%	6%	8%	6%	4%	10%	
Mean	4.20	4.18	4.21	3.99	3.91	4.13	4.29	4.41	4.65	4.29	4.21	4.03	4.22	4.17	4.18	4.28	4.30	3.94	
Standard deviation	0.94	0.97	0.91	1.10	0.92	1.00	0.88	0.82	0.62	0.89	0.91	1.05	0.96	0.95	1.00	0.90	0.84	0.95	
Standard error	0.03	0.04	0.04	0.12	0.06	0.06	0.06	0.07	0.06	0.04	0.05	0.09	0.08	0.05	0.06	0.06	0.08	0.13	

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Table 10

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

If I observed wrongdoing, I would feel personally obliged to report it to someone in my organisation

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1114	64	48	123	111	118	31	106	150	184	100	79
Weighted base	1083	91	39	111	96	109	43	111	158	149	101	74
NET: Agree	814 75%	65 72%	29 76%	86 78%	75 78%	70 64%	31 71%	83 74%	110 70%	113 76%	83 82%	68 92%
Agree strongly (5)	471 44%	22 24%	19 48%	51 46%	47 49%	37 34%	25 58%	49 44%	61 39%	72 48%	45 45%	43 58%
Agree slightly (4)	343 32%	43 47%	11 28%	35 31%	29 30%	33 30%	6 13%	34 30%	49 31%	41 27%	38 38%	25 34%
Neither (3)	134 12%	8 8%	5 14%	14 13%	10 11%	18 17%	6 14%	5 5%	25 16%	24 16%	15 15%	3 4%
Disagree slightly (2)	43 4%	7 8%	- -	3 2%	3 3%	11 10%	2 4%	8 7%	7 4%	3 2%	1 1%	- -
Disagree strongly (1)	17 2%	2 2%	1 2%	3 3%	- -	2 1%	1 2%	1 1%	4 2%	1 1%	- -	3 4%
NET: Disagree	60 6%	9 10%	1 2%	6 5%	3 3%	12 11%	3 6%	9 8%	10 6%	4 3%	1 1%	3 4%
Don't know	74 7%	9 10%	3 8%	5 4%	8 8%	9 8%	4 9%	14 13%	13 8%	7 5%	2 2%	1 1%
Mean	4.20	3.94	4.30	4.21	4.34	3.93	4.33	4.25	4.08	4.26	4.29	4.44
Standard deviation	0.94	0.95	0.90	0.98	0.82	1.06	1.04	0.97	0.99	0.89	0.75	0.88
Standard error	0.03	0.13	0.13	0.09	0.08	0.10	0.20	0.10	0.08	0.07	0.08	0.10

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Table 11

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

If I reported wrongdoing to someone in my organisation, I am confident something appropriate would be done about it

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1114	534	580	85	227	288	232	166	116	506	333	138	137	334	303	282	131	64
Weighted base	1083	564	519	146	217	243	213	144	120	366	358	228	130	307	295	246	145	91
NET: Agree	630	329	301	92	123	129	112	79	96	233	203	122	72	183	167	151	87	42
	58%	58%	58%	63%	57%	53%	53%	55%	80%	64%	57%	54%	55%	60%	57%	62%	60%	46%
Agree strongly	(5)	288	162	126	35	36	57	52	50	109	97	49	33	72	88	76	42	11
		27%	29%	24%	24%	17%	23%	25%	35%	30%	27%	21%	25%	23%	30%	31%	29%	12%
Agree slightly	(4)	342	168	175	57	87	72	60	29	124	106	73	39	111	80	76	45	31
		32%	30%	34%	39%	40%	30%	28%	20%	34%	30%	32%	30%	36%	27%	31%	31%	34%
Neither	(3)	155	87	68	15	35	38	42	19	43	55	43	14	40	45	33	27	9
		14%	15%	13%	10%	16%	16%	20%	13%	12%	15%	19%	10%	13%	15%	13%	19%	10%
Disagree slightly	(2)	121	57	64	15	31	24	26	14	40	41	22	19	29	37	27	14	14
		11%	10%	12%	10%	14%	10%	12%	10%	11%	11%	9%	14%	9%	13%	11%	10%	15%
Disagree strongly	(1)	76	37	38	8	12	29	15	11	19	26	17	13	25	17	14	7	13
		7%	7%	7%	5%	5%	12%	7%	7%	5%	7%	7%	10%	8%	6%	6%	5%	14%
NET: Disagree		197	94	103	22	43	53	41	25	60	67	38	32	53	54	41	22	27
		18%	17%	20%	15%	20%	22%	19%	17%	16%	19%	17%	24%	17%	18%	17%	15%	29%
Don't know		101	54	47	18	16	23	18	21	31	33	24	13	31	28	21	9	13
		9%	10%	9%	12%	7%	10%	8%	15%	8%	9%	11%	10%	10%	9%	8%	6%	14%
Mean		3.66	3.70	3.61	3.75	3.52	3.47	3.56	3.76	3.78	3.64	3.57	3.51	3.64	3.69	3.76	3.73	3.17
Standard deviation		1.23	1.23	1.24	1.15	1.13	1.34	1.23	1.33	1.19	1.25	1.20	1.35	1.22	1.24	1.22	1.16	1.34
Standard error		0.04	0.06	0.05	0.13	0.08	0.08	0.08	0.11	0.05	0.07	0.11	0.12	0.07	0.07	0.08	0.11	0.18

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Table 11

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

If I reported wrongdoing to someone in my organisation, I am confident something appropriate would be done about it

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1114	64	48	123	111	118	31	106	150	184	100	79
Weighted base	1083	91	39	111	96	109	43	111	158	149	101	74
NET: Agree	630 58%	42 46%	24 61%	69 62%	59 61%	59 54%	27 63%	54 49%	89 57%	93 63%	60 59%	54 73%
Agree strongly	(5) 288 27%	11 12%	10 26%	36 33%	29 30%	27 25%	17 38%	34 30%	39 24%	33 22%	25 25%	27 36%
Agree slightly	(4) 342 32%	31 34%	13 34%	33 29%	30 31%	32 29%	11 25%	21 19%	51 32%	60 40%	35 34%	27 37%
Neither	(3) 155 14%	9 10%	5 13%	14 12%	14 14%	23 21%	9 20%	13 11%	18 12%	22 15%	19 18%	9 13%
Disagree slightly	(2) 121 11%	14 15%	4 11%	14 13%	9 9%	15 13%	2 5%	20 18%	15 9%	14 9%	12 12%	2 3%
Disagree strongly	(1) 76 7%	13 14%	3 8%	7 6%	5 5%	4 4%	2 6%	7 7%	15 9%	10 7%	5 5%	6 8%
NET: Disagree	197 18%	27 29%	7 19%	21 19%	13 14%	18 17%	5 11%	28 25%	29 19%	24 16%	17 17%	8 11%
Don't know	101 9%	13 14%	3 8%	7 6%	11 11%	9 8%	3 6%	17 15%	21 13%	10 7%	6 6%	2 3%
Mean	3.66	3.17	3.66	3.75	3.82	3.63	3.90	3.56	3.61	3.67	3.66	3.94
Standard deviation	1.23	1.34	1.25	1.25	1.17	1.14	1.19	1.37	1.29	1.16	1.15	1.17
Standard error	0.04	0.18	0.19	0.12	0.12	0.11	0.22	0.14	0.11	0.09	0.12	0.13

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Table 12

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

Management in my organisation is serious about protecting people who report wrongdoing

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1114	534	580	85	227	288	232	166	116	506	333	138	137	334	303	282	131	64	
Weighted base	1083	564	519	146	217	243	213	144	120	366	358	228	130	307	295	246	145	91	
NET: Agree	495 46%	268 48%	227 44%	70 48%	97 45%	112 46%	82 39%	55 38%	79 66%	196 54%	152 42%	92 40%	55 42%	139 45%	140 48%	118 48%	66 46%	32 35%	
Agree strongly	(5) 22%	243 24%	135 21%	107 22%	33 16%	35 19%	46 20%	42 22%	32 45%	55 26%	96 20%	73 21%	47 20%	27 19%	58 27%	79 25%	61 24%	35 24%	8 9%
Agree slightly	(4) 23%	253 24%	133 23%	119 26%	38 29%	62 27%	66 19%	40 19%	22 15%	25 21%	100 27%	79 22%	45 20%	28 22%	81 26%	61 21%	57 23%	31 21%	23 26%
Neither	(3) 21%	222 21%	119 21%	103 20%	22 15%	59 27%	45 19%	56 26%	26 18%	15 13%	63 17%	81 23%	51 23%	27 20%	68 22%	58 20%	42 17%	34 24%	21 23%
Disagree slightly	(2) 8%	90 8%	46 9%	44 9%	14 9%	18 8%	24 10%	16 8%	12 9%	6 5%	37 10%	31 9%	14 6%	8 6%	26 9%	19 7%	22 9%	16 11%	6 7%
Disagree strongly	(1) 5%	51 5%	27 5%	24 5%	4 2%	6 3%	21 9%	9 4%	10 7%	2 1%	9 2%	18 5%	13 6%	11 8%	12 4%	18 6%	9 4%	3 2%	9 10%
NET: Disagree	141 13%	73 13%	68 13%	17 12%	24 11%	45 19%	25 12%	22 15%	7 6%	46 13%	49 14%	27 12%	19 15%	38 12%	38 13%	31 13%	18 13%	15 17%	
Don't know	225 21%	104 18%	121 23%	38 26%	37 17%	41 17%	49 23%	42 29%	18 15%	61 17%	76 21%	58 25%	30 23%	62 20%	59 20%	55 22%	26 18%	23 25%	
Mean	3.64	3.66	3.61	3.75	3.57	3.45	3.54	3.54	4.23	3.78	3.56	3.59	3.51	3.60	3.69	3.73	3.67	3.23	
Standard deviation	1.17	1.17	1.17	1.11	1.02	1.26	1.14	1.30	1.01	1.11	1.17	1.19	1.27	1.11	1.23	1.17	1.11	1.20	
Standard error	0.04	0.06	0.05	0.14	0.07	0.08	0.09	0.12	0.10	0.05	0.07	0.12	0.12	0.07	0.08	0.08	0.11	0.17	

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Absolutes/col percents

Table 12

Q6. Thinking about your role in the organisation you mentioned – how much do you agree or disagree with the following statements?

Base: All respondents who are a members of an organisation

Management in my organisation is serious about protecting people who report wrongdoing

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1114	64	48	123	111	118	31	106	150	184	100	79
Weighted base	1083	91	39	111	96	109	43	111	158	149	101	74
NET: Agree	495 46%	32 35%	20 51%	56 51%	43 44%	48 44%	24 55%	49 44%	76 48%	63 42%	42 42%	43 59%
Agree strongly	(5) 243 22%	8 9%	7 18%	32 29%	22 23%	26 24%	16 38%	30 27%	29 18%	29 20%	19 19%	24 32%
Agree slightly	(4) 253 23%	23 26%	13 33%	24 21%	20 21%	22 20%	7 17%	20 18%	46 29%	34 23%	24 23%	20 27%
Neither	(3) 222 21%	21 23%	7 17%	17 16%	18 18%	27 24%	8 19%	18 16%	29 18%	39 26%	26 26%	13 18%
Disagree slightly	(2) 90 8%	6 7%	3 6%	12 10%	8 9%	12 11%	3 7%	6 5%	14 9%	12 8%	12 12%	2 2%
Disagree strongly	(1) 51 5%	9 10%	1 2%	5 5%	3 3%	7 6%	- -	7 6%	7 4%	5 4%	3 3%	4 6%
NET: Disagree	141 13%	15 17%	3 9%	17 15%	11 12%	19 17%	3 7%	13 11%	21 13%	18 12%	15 15%	6 8%
Don't know	225 21%	23 25%	9 23%	21 19%	25 26%	16 15%	8 19%	32 29%	33 21%	29 20%	18 17%	11 15%
Mean	3.64	3.23	3.75	3.74	3.71	3.51	4.05	3.74	3.62	3.58	3.51	3.90
Standard deviation	1.17	1.20	1.01	1.24	1.15	1.23	1.05	1.28	1.12	1.10	1.10	1.16
Standard error	0.04	0.17	0.17	0.12	0.12	0.12	0.21	0.14	0.10	0.09	0.12	0.14

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Table 13

Q7. In different societies, there are different views on the most effective way to get action to stop serious wrongdoing. Which one of these do you think is the most effective way in British society?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
By reporting the serious wrongdoing to people in authority , via official channels	1029 51%	484 49%	545 53%	118 49%	170 53%	186 49%	172 51%	168 56%	215 51%	286 53%	299 51%	225 54%	219 48%	264 52%	262 50%	267 53%	167 58%	69 40%
By reporting the serious wrongdoing to journalists or news organisations	371 19%	205 21%	166 16%	31 13%	41 13%	79 21%	73 21%	56 19%	91 22%	113 21%	98 17%	76 18%	84 18%	92 18%	95 18%	93 19%	59 20%	32 19%
By reporting the serious wrongdoing directly to the general public, via the internet, Twitter, Facebook or on online blogs	147 7%	87 9%	60 6%	20 8%	34 11%	30 8%	17 5%	24 8%	22 5%	42 8%	44 8%	30 7%	31 7%	36 7%	31 6%	41 8%	18 6%	20 12%
Some other way	43 2%	19 2%	24 2%	13 5%	8 2%	5 1%	6 2%	2 1%	9 2%	6 1%	14 2%	7 2%	15 3%	20 4%	10 2%	6 1%	4 1%	3 2%
None of the above - in British society, there is no effective way to get action to stop serious wrongdoing	232 12%	119 12%	113 11%	22 9%	29 9%	43 11%	45 13%	37 12%	57 14%	52 10%	67 12%	49 12%	63 14%	60 12%	65 12%	54 11%	21 7%	32 19%
Don't know	179 9%	67 7%	112 11%	36 15%	39 12%	38 10%	28 8%	13 4%	26 6%	40 7%	58 10%	33 8%	47 10%	36 7%	65 12%	41 8%	20 7%	17 10%

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Absolutes/col percents

Table 13

Q7. In different societies, there are different views on the most effective way to get action to stop serious wrongdoing. Which one of these do you think is the most effective way in British society?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
By reporting the serious wrongdoing to people in authority , via official channels	1029 51%	69 40%	45 50%	115 49%	106 60%	102 55%	58 55%	83 44%	117 47%	147 57%	109 60%	77 50%
By reporting the serious wrongdoing to journalists or news organisations	371 19%	32 19%	15 17%	51 22%	27 16%	32 17%	22 20%	37 20%	52 21%	40 16%	37 20%	26 16%
By reporting the serious wrongdoing directly to the general public, via the internet, Twitter, Facebook or on online blogs	147 7%	20 12%	9 10%	20 8%	12 7%	15 8%	9 9%	8 4%	19 8%	17 7%	9 5%	9 6%
Some other way	43 2%	3 2%	2 2%	3 1%	2 1%	2 1%	- -	5 2%	12 5%	8 3%	4 2%	3 2%
None of the above - in British society, there is no effective way to get action to stop serious wrongdoing	232 12%	32 19%	9 10%	27 11%	17 10%	20 11%	5 5%	23 12%	28 11%	32 12%	16 9%	22 14%
Don't know	179 9%	17 10%	11 12%	19 8%	11 6%	14 8%	12 12%	32 17%	23 9%	12 5%	8 4%	19 12%

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Table 14

Q8. If someone in an organisation has inside information about serious wrongdoing, when do you think they should be able to use a journalist, the media , or the internet to draw attention to it?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2000	896	1104	133	340	428	369	348	382	741	525	269	465	526	556	547	250	121
Weighted base	2000	980	1020	240	320	380	340	300	420	540	580	420	460	508	528	502	288	174
As a first option , in any situation	191 10%	104 11%	87 9%	18 8%	23 7%	32 9%	31 9%	27 9%	58 14%	42 8%	44 8%	56 13%	50 11%	39 8%	51 10%	55 11%	28 10%	18 10%
Whenever there become specific reasons to do so	675 34%	359 37%	316 31%	76 32%	121 38%	126 33%	138 41%	85 28%	129 31%	197 36%	205 35%	119 28%	155 34%	190 37%	170 32%	172 34%	93 32%	51 29%
Only as a last resort , if all else fails	886 44%	422 43%	464 46%	94 39%	129 40%	169 44%	134 39%	166 55%	195 46%	251 47%	256 44%	186 44%	193 42%	217 43%	232 44%	220 44%	136 47%	82 47%
Never	93 5%	37 4%	56 5%	20 9%	16 5%	15 4%	15 4%	10 3%	17 4%	22 4%	30 5%	21 5%	19 4%	30 6%	22 4%	18 4%	19 7%	4 2%
Don't know	154 8%	58 6%	97 9%	31 13%	31 10%	38 10%	21 6%	13 4%	21 5%	28 5%	45 8%	38 9%	44 10%	31 6%	53 10%	37 7%	13 5%	20 11%

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Table 14

Q8. If someone in an organisation has inside information about serious wrongdoing, when do you think they should be able to use a journalist, the media , or the internet to draw attention to it?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2000	121	99	253	195	202	71	186	228	298	179	168
Weighted base	2000	174	90	235	176	185	106	187	252	257	182	155
As a first option , in any situation	191 10%	18 10%	15 17%	31 13%	10 5%	14 8%	6 6%	13 7%	15 6%	24 9%	22 12%	23 15%
Whenever there become specific reasons to do so	675 34%	51 29%	27 30%	84 36%	60 34%	57 31%	44 41%	64 34%	107 42%	84 33%	49 27%	49 31%
Only as a last resort , if all else fails	886 44%	82 47%	38 42%	93 40%	89 50%	98 53%	41 38%	73 39%	100 40%	117 46%	95 52%	61 39%
Never	93 5%	4 2%	1 1%	9 4%	8 5%	4 2%	9 8%	9 5%	8 3%	22 9%	10 5%	10 6%
Don't know	154 8%	20 11%	9 10%	18 8%	10 6%	12 6%	7 6%	28 15%	21 8%	10 4%	7 4%	13 8%