

Business Opinion Poll
ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 28
Q.4 To what extent do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

	Statements						
	Businesses that comply with the law, pay their taxes and make a profit are good businesses	Businesses that comply with the law, pay their taxes and make a profit are good businesses, whatever they produce	Companies' first priority should be their owners or shareholders	Companies first priority should be to their employees	Local businesses play an important role in my local community	The public sector is better than the private sector at delivering economic growth and jobs	Businesses make a fair contribution to supporting public services
Unweighted base	2050	2050	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050	2050	2050
NET: Agree	1689 82%	1334 65%	602 29%	1478 72%	1489 73%	639 31%	1101 54%
Agree strongly (4)	765 37%	437 21%	128 6%	486 24%	427 21%	168 8%	163 8%
Agree (3)	924 45%	897 44%	474 23%	993 48%	1063 52%	471 23%	938 46%
Disagree (2)	115 6%	364 18%	886 43%	325 16%	193 9%	571 28%	390 19%
Disagree strongly (1)	15 1%	65 3%	229 11%	22 1%	22 1%	246 12%	76 4%
NET: Disagree	131 6%	429 21%	1115 54%	347 17%	215 10%	817 40%	466 23%
Don't know	230 11%	287 14%	333 16%	225 11%	346 17%	594 29%	483 24%
Mean	3.34	2.97	2.29	3.06	3.11	2.39	2.76
Standard deviation	0.63	0.78	0.79	0.70	0.63	0.90	0.70
Standard error	0.01	0.02	0.02	0.02	0.02	0.02	0.02

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Table 29

Q.4 To what extent do you agree or disagree with each of the following statements?

Businesses that comply with the law, pay their taxes and make a profit are good businesses

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: Agree	1689	832	857	171	231	323	291	274	400	488	506	349	345	152	67	205	148	156	130	86	157	203	229	157	254	670	
	82%	83%	82%	69%	70%	83%	83%	89%	93%	88%	85%	81%	73%	85%	72%	85%	82%	82%	81%	79%	82%	79%	87%	84%	79%	81%	
Agree strongly	(4)	765	418	347	69	100	138	124	112	222	215	246	156	149	55	35	84	67	68	72	36	72	100	102	74	104	294
		37%	42%	33%	28%	30%	35%	36%	37%	52%	39%	41%	36%	32%	31%	38%	35%	37%	36%	45%	33%	37%	39%	39%	40%	32%	36%
Agree	(3)	924	414	510	102	131	186	167	161	177	273	260	194	197	97	31	121	81	88	58	50	85	103	127	82	150	376
		45%	41%	49%	41%	40%	48%	48%	52%	41%	49%	44%	45%	42%	54%	34%	50%	45%	46%	36%	46%	44%	40%	48%	44%	47%	46%
Disagree	(2)	115	62	54	19	38	11	21	11	15	21	28	24	42	10	15	14	7	9	3	9	10	16	13	10	27	44
		6%	6%	5%	8%	11%	3%	6%	4%	3%	4%	5%	6%	9%	5%	16%	6%	4%	5%	2%	9%	5%	6%	5%	5%	8%	5%
Disagree strongly	(1)	15	12	3	5	4	2	3	1	1	5	2	1	7	-	1	4	-	-	4	1	3	2	1	-	6	5
		1%	1%	*	2%	1%	1%	1%	*	*	1%	*	*	1%	-	1%	2%	-	-	2%	*	2%	1%	*	-	2%	1%
NET: Disagree		131	74	57	24	42	13	24	12	15	26	30	26	49	10	16	18	7	9	6	10	13	19	13	10	33	48
		6%	7%	5%	10%	13%	3%	7%	4%	4%	5%	5%	6%	10%	5%	18%	7%	4%	5%	4%	9%	7%	7%	5%	5%	10%	6%
Don't know		230	99	132	51	56	53	33	21	16	40	58	55	77	16	10	18	26	25	23	12	22	36	21	20	35	107
		11%	10%	13%	21%	17%	14%	10%	7%	4%	7%	10%	13%	16%	9%	11%	7%	14%	13%	15%	11%	12%	14%	8%	11%	11%	13%
Mean		3.34	3.37	3.31	3.21	3.20	3.36	3.31	3.35	3.50	3.36	3.40	3.34	3.24	3.28	3.21	3.28	3.39	3.36	3.45	3.27	3.33	3.36	3.37	3.39	3.23	3.34
Standard deviation		0.63	0.67	0.59	0.71	0.72	0.58	0.64	0.57	0.57	0.61	0.61	0.62	0.71	0.57	0.79	0.66	0.57	0.58	0.67	0.66	0.67	0.67	0.59	0.60	0.70	0.62
Standard error		0.01	0.02	0.02	0.07	0.04	0.03	0.04	0.03	0.03	0.02	0.03	0.04	0.04	0.08	0.04	0.05	0.04	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.02	

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Absolutes/col percents

Table 30

Q.4 To what extent do you agree or disagree with each of the following statements?

Businesses that comply with the law, pay their taxes and make a profit are good businesses, whatever they produce

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: Agree	1334	680	654	150	180	249	219	202	335	361	391	294	288	120	53	170	114	125	108	67	115	159	180	124	183	550	
	65%	68%	63%	61%	55%	64%	63%	66%	78%	65%	66%	68%	61%	68%	57%	70%	63%	66%	68%	62%	60%	61%	68%	66%	57%	67%	
Agree strongly	(4)	437	241	196	37	48	63	68	74	147	121	137	95	85	35	15	46	34	37	47	23	47	52	60	42	50	163
		21%	24%	19%	15%	15%	16%	19%	24%	34%	22%	23%	22%	18%	19%	16%	19%	19%	19%	29%	21%	24%	20%	23%	22%	16%	20%
Agree	(3)	897	439	458	112	132	186	151	127	188	240	254	199	203	86	38	123	80	89	61	44	68	107	120	82	132	387
		44%	44%	44%	46%	40%	48%	43%	41%	44%	43%	46%	43%	48%	41%	51%	44%	47%	38%	41%	35%	41%	46%	44%	41%	47%	
Disagree	(2)	364	171	193	41	64	73	63	71	52	119	101	57	87	29	23	33	34	31	29	23	36	49	49	29	70	133
		18%	17%	18%	17%	20%	19%	18%	23%	12%	22%	17%	13%	18%	16%	25%	14%	19%	16%	18%	21%	19%	19%	19%	16%	22%	16%
Disagree strongly	(1)	65	36	30	10	16	10	17	2	10	20	17	9	19	6	4	11	3	1	5	3	10	13	4	7	20	21
		3%	4%	3%	4%	5%	3%	5%	1%	2%	4%	3%	2%	4%	3%	4%	4%	2%	1%	3%	3%	5%	5%	2%	4%	6%	3%
NET: Disagree		429	206	223	50	80	83	81	73	62	139	117	66	106	35	26	43	37	32	33	25	46	62	53	36	90	154
		21%	21%	21%	21%	24%	21%	23%	24%	14%	25%	20%	15%	22%	19%	29%	18%	20%	17%	21%	23%	24%	24%	20%	19%	28%	19%
Don't know		287	118	169	46	68	58	49	32	33	53	86	70	77	23	13	28	30	32	18	16	32	37	30	27	49	122
		14%	12%	16%	19%	21%	15%	14%	11%	8%	10%	14%	16%	16%	13%	14%	12%	17%	17%	12%	15%	17%	14%	11%	15%	15%	15%
Mean		2.97	3.00	2.94	2.88	2.82	2.91	2.90	2.99	3.19	2.92	3.01	3.05	2.90	2.96	2.81	2.96	2.96	3.02	3.06	2.95	2.95	2.89	3.01	3.00	2.78	2.98
Standard deviation		0.78	0.79	0.76	0.76	0.80	0.72	0.81	0.75	0.75	0.80	0.77	0.72	0.79	0.75	0.79	0.76	0.73	0.68	0.82	0.79	0.87	0.83	0.73	0.79	0.83	0.73
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.06	0.05	0.07	0.08	0.07	0.06	0.05	0.06	0.05	0.03

Business Opinion Poll

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Absolutes/col percents

Table 31
Q.4 To what extent do you agree or disagree with each of the following statements?
Companies' first priority should be their owners or shareholders
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
NET: Agree	602	348	254	65	84	111	92	85	166	192	169	131	109	41	17	79	47	47	51	32	53	86	93	57	82	240
	29%	35%	24%	26%	26%	28%	26%	28%	38%	35%	28%	30%	23%	23%	18%	33%	26%	25%	32%	29%	27%	33%	35%	31%	26%	29%
Agree strongly	(4) 128	77	51	11	22	20	18	25	33	28	44	28	28	8	5	14	9	5	18	7	9	27	18	9	12	45
	6%	8%	5%	4%	7%	5%	5%	8%	8%	5%	7%	7%	6%	4%	5%	6%	5%	2%	11%	6%	5%	10%	7%	5%	4%	5%
Agree	(3) 474	271	203	54	62	91	74	60	133	164	126	103	82	34	12	65	37	43	33	25	44	59	75	48	70	195
	23%	27%	19%	22%	19%	23%	21%	20%	31%	30%	21%	24%	17%	19%	13%	27%	21%	23%	21%	23%	23%	23%	28%	26%	22%	24%
Disagree	(2) 886	412	474	84	134	170	166	148	185	243	281	160	201	84	56	107	88	85	69	52	74	101	106	65	152	350
	43%	41%	45%	34%	41%	44%	48%	48%	43%	44%	47%	37%	43%	47%	60%	44%	48%	45%	43%	47%	38%	39%	40%	35%	47%	42%
Disagree strongly	(1) 229	125	103	33	34	41	43	43	35	48	63	62	55	24	9	27	18	24	16	7	29	27	23	24	42	93
	11%	12%	10%	13%	10%	10%	12%	14%	8%	9%	11%	14%	12%	13%	10%	11%	10%	13%	10%	6%	15%	10%	9%	13%	13%	11%
NET: Disagree	1115	538	577	118	168	211	209	190	220	292	345	223	256	108	65	134	105	109	85	58	103	128	129	89	194	444
	54%	54%	55%	48%	51%	54%	60%	62%	51%	53%	58%	52%	54%	61%	70%	56%	58%	57%	54%	54%	54%	50%	49%	48%	60%	54%
Don't know	333	119	214	64	76	68	48	32	45	69	80	77	107	28	11	28	29	34	23	18	36	44	41	41	46	142
	16%	12%	21%	26%	23%	18%	14%	10%	10%	13%	14%	18%	23%	16%	12%	12%	16%	18%	15%	17%	19%	17%	16%	22%	14%	17%
Mean	2.29	2.34	2.24	2.23	2.29	2.28	2.22	2.24	2.43	2.36	2.29	2.27	2.23	2.17	2.15	2.31	2.25	2.18	2.38	2.35	2.20	2.40	2.40	2.29	2.19	2.28
Standard deviation	0.79	0.83	0.74	0.81	0.81	0.76	0.76	0.82	0.77	0.74	0.79	0.84	0.79	0.75	0.69	0.78	0.74	0.72	0.86	0.74	0.81	0.86	0.78	0.82	0.74	0.78
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.06	0.04	0.06	0.07	0.05	0.06	0.06	0.07	0.08	0.07	0.06	0.05	0.07	0.05	0.03

Business Opinion Poll

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Absolutes/col percents

Table 32

Q.4 To what extent do you agree or disagree with each of the following statements?

Companies first priority should be to their employees

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: Agree	1478	667	811	155	243	282	266	230	301	361	429	346	342	131	68	204	127	146	114	71	136	183	178	120	230	596	
	72%	66%	78%	63%	74%	72%	76%	75%	70%	65%	72%	80%	73%	74%	74%	85%	70%	77%	71%	65%	71%	71%	68%	64%	71%	72%	
Agree strongly	(4)	486	212	273	53	77	101	82	81	90	109	127	135	114	38	25	67	35	55	46	25	48	50	54	42	71	208
		24%	21%	26%	22%	24%	26%	24%	26%	21%	20%	21%	31%	24%	21%	27%	28%	19%	29%	29%	23%	25%	19%	21%	23%	22%	25%
Agree	(3)	993	455	538	102	166	181	184	149	210	252	302	211	228	94	43	137	92	91	68	46	88	133	124	78	160	387
		48%	45%	51%	42%	51%	46%	53%	49%	49%	45%	51%	49%	48%	53%	46%	57%	51%	48%	42%	42%	46%	51%	47%	42%	50%	47%
Disagree	(2)	325	223	103	27	29	60	51	58	100	132	97	33	63	30	17	24	31	22	22	20	32	34	59	33	59	113
		16%	22%	10%	11%	9%	15%	15%	19%	23%	24%	16%	8%	13%	17%	18%	10%	17%	12%	14%	19%	17%	13%	22%	18%	18%	14%
Disagree strongly	(1)	22	21	1	3	6	4	6	-	3	9	7	2	4	1	1	1	2	-	1	1	2	10	2	*	7	9
		1%	2%	*	1%	2%	1%	2%	-	1%	2%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	4%	1%	*	2%	1%
NET: Disagree		347	244	103	30	35	63	57	58	103	104	35	66	31	18	26	33	22	24	21	34	44	61	34	66	122	
		17%	24%	10%	12%	11%	16%	16%	19%	24%	25%	18%	8%	14%	17%	19%	11%	18%	12%	15%	20%	18%	17%	23%	18%	20%	15%
Don't know		225	94	131	61	50	44	25	19	26	52	62	49	63	16	7	11	21	21	22	17	22	32	24	33	26	108
		11%	9%	12%	25%	15%	11%	7%	6%	6%	9%	10%	11%	13%	9%	7%	5%	12%	11%	14%	15%	11%	12%	9%	18%	8%	13%
Mean		3.06	2.94	3.19	3.11	3.13	3.10	3.06	3.08	2.96	2.92	3.03	3.26	3.11	3.04	3.08	3.17	3.00	3.20	3.15	3.03	3.07	2.98	2.96	3.05	2.99	3.11
Standard deviation		0.70	0.75	0.62	0.70	0.67	0.71	0.70	0.69	0.71	0.74	0.69	0.63	0.68	0.66	0.72	0.63	0.68	0.65	0.72	0.73	0.72	0.74	0.71	0.71	0.73	0.70
Standard error		0.02	0.03	0.02	0.07	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.08	0.06	0.05	0.05	0.06	0.04	0.03

Business Opinion Poll

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Absolutes/col percents

Table 33

Q.4 To what extent do you agree or disagree with each of the following statements?

Local businesses play an important role in my local community

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: Agree	1489	715	774	158	221	293	250	229	339	443	443	292	311	138	68	190	137	130	115	73	136	173	195	135	241	580	
	73%	71%	74%	64%	67%	75%	72%	75%	79%	80%	74%	68%	66%	77%	73%	79%	76%	69%	72%	67%	71%	67%	74%	72%	75%	70%	
Agree strongly	(4)	427	208	219	46	65	91	61	71	94	134	117	96	80	39	22	41	36	47	37	21	38	56	52	39	54	182
		21%	21%	21%	19%	20%	23%	17%	23%	22%	24%	20%	22%	17%	22%	24%	17%	20%	25%	23%	19%	20%	22%	20%	21%	17%	22%
Agree	(3)	1063	507	556	112	156	202	189	159	246	310	326	197	230	98	46	149	101	83	78	52	98	117	144	96	187	398
		52%	50%	53%	45%	47%	52%	54%	52%	57%	56%	55%	46%	49%	55%	49%	62%	56%	44%	49%	48%	51%	45%	55%	52%	58%	48%
Disagree	(2)	193	115	78	18	27	40	44	35	29	38	55	53	47	10	7	24	16	27	18	15	16	28	16	16	36	88
		9%	11%	7%	8%	8%	10%	13%	11%	7%	7%	9%	12%	10%	6%	8%	10%	9%	14%	11%	13%	9%	11%	6%	8%	11%	11%
Disagree strongly	(1)	22	12	10	4	7	1	3	3	4	6	6	6	3	1	3	1	1	1	2	-	6	2	1	1	5	13
		1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%	2%	-	3%	1%	*	1%	1%	2%
NET: Disagree		215	127	88	22	34	41	47	38	33	44	61	59	51	11	11	26	18	28	20	15	22	30	18	17	41	100
		10%	13%	8%	9%	10%	11%	13%	12%	8%	8%	10%	14%	11%	6%	11%	11%	10%	15%	13%	13%	12%	12%	7%	9%	13%	12%
Don't know		346	163	183	66	74	55	52	40	58	66	91	79	110	29	14	25	26	31	24	21	34	55	50	35	40	145
		17%	16%	18%	27%	22%	14%	15%	13%	14%	12%	15%	18%	23%	16%	15%	11%	14%	17%	15%	20%	18%	21%	19%	19%	12%	18%
Mean		3.11	3.08	3.14	3.11	3.10	3.15	3.03	3.11	3.15	3.17	3.10	3.09	3.07	3.18	3.10	3.06	3.11	3.11	3.10	3.07	3.06	3.11	3.15	3.14	3.03	3.10
Standard deviation		0.63	0.66	0.61	0.65	0.68	0.62	0.63	0.66	0.59	0.61	0.62	0.70	0.62	0.57	0.73	0.57	0.60	0.70	0.68	0.64	0.70	0.67	0.57	0.61	0.62	0.68
Standard error		0.02	0.02	0.02	0.06	0.04	0.03	0.04	0.04	0.03	0.02	0.03	0.05	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.07	0.06	0.05	0.04	0.05	0.04	0.03

Business Opinion Poll

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Absolutes/col percents

Table 34

Q.4 To what extent do you agree or disagree with each of the following statements?
The public sector is better than the private sector at delivering economic growth and jobs
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
NET: Agree	639	312	327	95	119	140	100	78	107	163	195	135	146	55	41	91	56	60	39	31	49	78	81	57	139	248
	31%	31%	31%	39%	36%	36%	29%	25%	25%	29%	33%	31%	31%	31%	44%	38%	31%	32%	24%	29%	26%	30%	31%	30%	43%	30%
Agree strongly	(4) 168	96	72	24	39	38	20	22	25	40	49	38	42	11	16	26	9	20	12	5	18	21	18	11	44	67
	8%	10%	7%	10%	12%	10%	6%	7%	6%	7%	8%	9%	9%	6%	17%	11%	5%	10%	7%	5%	10%	8%	7%	6%	14%	8%
Agree	(3) 471	216	255	71	80	101	80	56	82	123	146	97	105	44	25	66	47	40	27	26	31	57	63	45	94	181
	23%	21%	24%	29%	24%	26%	23%	18%	19%	22%	25%	23%	22%	25%	27%	27%	26%	21%	17%	24%	16%	22%	24%	24%	29%	22%
Disagree	(2) 571	307	264	60	71	99	96	98	147	158	170	112	131	56	25	58	53	55	47	29	51	75	70	53	75	226
	28%	31%	25%	24%	22%	25%	27%	32%	34%	29%	29%	26%	28%	31%	27%	24%	29%	29%	29%	27%	27%	29%	27%	28%	23%	27%
Disagree strongly	(1) 246	176	70	14	20	35	50	47	79	110	64	37	34	18	4	24	17	22	22	9	29	38	42	21	27	110
	12%	17%	7%	6%	6%	9%	14%	15%	18%	20%	11%	9%	7%	10%	4%	10%	9%	12%	14%	8%	15%	15%	16%	11%	8%	13%
NET: Disagree	817	483	334	74	91	134	146	145	226	234	149	165	74	28	82	69	77	69	38	80	112	112	74	102	336	
	40%	48%	32%	30%	28%	35%	42%	47%	53%	48%	39%	35%	35%	42%	31%	34%	38%	41%	43%	35%	42%	43%	40%	32%	41%	
Don't know	594	210	384	77	118	116	103	84	96	122	165	146	160	49	23	67	56	53	51	39	62	68	69	56	82	242
	29%	21%	37%	31%	36%	30%	30%	27%	22%	22%	28%	34%	34%	27%	25%	28%	31%	28%	32%	36%	33%	26%	26%	30%	25%	29%
Mean	2.39	2.29	2.50	2.63	2.65	2.52	2.28	2.23	2.16	2.22	2.42	2.48	2.49	2.37	2.77	2.54	2.39	2.42	2.27	2.40	2.30	2.32	2.30	2.36	2.65	2.35
Standard deviation	0.90	0.94	0.82	0.83	0.89	0.89	0.88	0.90	0.87	0.93	0.88	0.88	0.86	0.84	0.86	0.91	0.81	0.93	0.91	0.81	0.97	0.92	0.92	0.86	0.91	0.91
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.07	0.10	0.07	0.07	0.08	0.09	0.10	0.09	0.07	0.06	0.08	0.06	0.04

Business Opinion Poll

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Absolutes/col percents

Table 35

Q.4 To what extent do you agree or disagree with each of the following statements?

Businesses make a fair contribution to supporting public services

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: Agree	1101	565	537	105	162	225	169	162	278	342	325	218	217	99	43	131	100	94	81	48	87	139	179	99	165	441	
	54%	56%	51%	43%	49%	58%	49%	53%	65%	62%	55%	51%	46%	56%	46%	54%	55%	50%	51%	44%	45%	54%	68%	53%	51%	53%	
Agree strongly	(4)	163	98	65	10	26	43	16	24	44	59	42	40	21	12	4	14	15	17	8	7	20	23	25	18	23	77
		8%	10%	6%	4%	8%	11%	5%	8%	10%	11%	7%	9%	5%	7%	5%	6%	8%	9%	5%	6%	10%	9%	9%	9%	7%	9%
Agree	(3)	938	467	472	95	136	183	153	138	234	283	177	196	87	39	116	85	77	73	42	67	116	155	82	142	364	
		46%	46%	45%	38%	41%	47%	44%	45%	54%	51%	48%	41%	42%	49%	42%	48%	47%	40%	46%	38%	35%	45%	59%	44%	44%	44%
Disagree	(2)	390	206	184	57	49	58	75	76	75	100	101	83	105	36	27	54	33	33	32	23	36	40	45	30	71	145
		19%	20%	18%	23%	15%	15%	21%	25%	17%	18%	17%	19%	22%	20%	29%	23%	18%	17%	20%	22%	19%	16%	17%	16%	22%	18%
Disagree strongly	(1)	76	50	27	8	12	13	17	17	9	15	22	19	21	5	3	8	6	11	4	2	12	15	4	6	19	28
		4%	5%	3%	3%	4%	3%	5%	5%	2%	3%	4%	4%	4%	3%	3%	3%	3%	6%	2%	2%	6%	6%	1%	3%	6%	3%
NET: Disagree		466	256	210	66	61	71	92	93	84	115	122	102	126	41	30	62	39	44	35	25	48	56	49	37	90	173
		23%	25%	20%	27%	19%	18%	26%	30%	19%	21%	21%	24%	27%	23%	32%	26%	22%	23%	22%	23%	25%	22%	19%	20%	28%	21%
Don't know		483	184	298	76	105	94	87	53	68	97	148	111	128	38	20	48	42	51	43	35	57	63	35	51	68	212
		24%	18%	29%	31%	32%	24%	25%	17%	16%	17%	25%	26%	27%	21%	21%	20%	23%	27%	27%	32%	30%	25%	13%	27%	21%	26%
Mean		2.76	2.75	2.77	2.63	2.79	2.86	2.64	2.66	2.87	2.84	2.77	2.75	2.63	2.75	2.61	2.71	2.79	2.72	2.74	2.72	2.70	2.75	2.88	2.81	2.66	2.80
Standard deviation		0.70	0.74	0.65	0.67	0.72	0.71	0.70	0.74	0.64	0.68	0.68	0.75	0.69	0.66	0.67	0.66	0.69	0.79	0.63	0.67	0.83	0.76	0.60	0.71	0.75	0.71
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.05	0.08	0.05	0.06	0.07	0.06	0.08	0.07	0.06	0.04	0.06	0.05	0.03

Business Opinion Poll

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Absolutes/col percents

Table 44

Q.6 Thinking about UK economic recovery, which one of the following do you think will be the most important force behind generating economic growth?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
New companies e.g. start-ups	479 23%	241 24%	238 23%	43 17%	60 18%	94 24%	95 27%	77 25%	112 26%	139 25%	123 21%	103 24%	114 24%	29 16%	20 22%	52 22%	55 30%	55 29%	36 22%	28 26%	42 22%	51 20%	73 28%	38 20%	65 20%	188 23%
International companies and investors	470 23%	243 24%	227 22%	48 20%	66 20%	74 19%	80 23%	83 27%	118 28%	146 26%	141 24%	85 20%	98 21%	58 33%	12 12%	51 21%	40 22%	47 25%	36 22%	30 27%	43 23%	59 23%	56 21%	39 21%	78 24%	169 20%
Central government	401 20%	213 21%	188 18%	47 19%	73 22%	77 20%	62 18%	64 21%	78 18%	103 19%	150 25%	88 20%	60 13%	33 19%	21 22%	50 21%	29 16%	32 17%	27 17%	22 21%	44 23%	58 22%	41 16%	44 24%	75 23%	165 20%
Family businesses	169 8%	86 9%	82 8%	16 7%	23 7%	35 9%	21 6%	29 10%	45 10%	47 8%	43 7%	41 10%	38 8%	14 8%	6 6%	21 9%	15 8%	14 8%	13 8%	4 4%	12 6%	17 7%	31 12%	21 11%	25 8%	67 8%
Co-operatives and mutuals	154 8%	70 7%	85 8%	22 9%	20 6%	35 9%	28 8%	17 6%	33 8%	43 8%	45 7%	35 8%	32 7%	13 7%	6 6%	23 10%	11 6%	14 7%	14 9%	7 7%	13 7%	21 8%	18 7%	14 8%	29 9%	69 8%
Local government	62 3%	24 2%	38 4%	21 9%	17 5%	11 3%	7 2%	2 1%	3 1%	16 3%	19 3%	9 2%	17 4%	7 4%	8 9%	6 3%	7 4%	2 1%	1 1%	2 2%	3 1%	11 4%	9 4%	4 2%	14 4%	29 4%
Charities	27 1%	10 1%	17 2%	8 3%	8 2%	5 1%	4 1%	- -	2 1%	6 1%	6 1%	4 1%	11 2%	2 1%	1 1%	6 3%	2 1%	4 2%	2 1%	2 2%	1 1%	6 2%	1 1%	1 *	5 2%	9 1%
None of these	288 14%	118 12%	170 16%	41 17%	62 19%	60 15%	52 15%	34 11%	38 9%	54 10%	68 11%	65 15%	101 21%	22 12%	19 21%	31 13%	23 13%	21 11%	31 19%	13 12%	33 17%	34 13%	34 13%	26 14%	32 10%	128 16%

Business Opinion Poll
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Absolutes/col percents

Table 72

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?

Summary**Base: All respondents**

	Aspects				
	<u>Economic growth</u>	Inflation (improve = fall / worsen = rise)	Interest rates (improve = fall / worsen = rise)	Unemployment in general	Youth unemployment
Unweighted base	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050
Improve	277 14%	281 14%	120 6%	149 7%	177 9%
Stay the same	740 36%	585 29%	962 47%	427 21%	403 20%
Get worse	876 43%	1002 49%	798 39%	1370 67%	1359 66%
Don't know	157 8%	183 9%	170 8%	104 5%	112 5%

Business Opinion Poll
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Absolutes/col percents

Table 73

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?

Economic growth

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
Improve	277	155	122	29	55	40	35	41	76	100	66	53	57	23	11	27	31	31	22	10	30	37	35	19	34	99
	14%	15%	12%	12%	17%	10%	10%	13%	18%	18%	11%	12%	12%	13%	12%	11%	17%	16%	14%	9%	16%	14%	13%	10%	11%	12%
Stay the same	740	385	355	82	124	131	124	104	175	213	248	142	137	66	43	68	52	70	70	33	68	90	105	75	111	319
	36%	38%	34%	33%	38%	34%	35%	34%	41%	38%	42%	33%	29%	37%	46%	28%	29%	37%	44%	30%	35%	35%	40%	40%	35%	39%
Get worse	876	397	479	93	112	185	169	150	167	206	240	198	231	74	31	128	82	78	54	60	73	119	105	73	151	332
	43%	40%	46%	38%	34%	47%	48%	49%	39%	37%	40%	46%	49%	41%	34%	53%	45%	41%	34%	56%	38%	46%	40%	39%	47%	40%
Don't know	157	67	90	42	36	34	21	12	12	34	40	37	46	15	7	18	15	11	14	6	21	11	18	21	25	76
	8%	7%	9%	17%	11%	9%	6%	4%	3%	6%	7%	9%	10%	9%	8%	8%	9%	6%	9%	6%	11%	4%	7%	11%	8%	9%

Business Opinion Poll

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Absolutes/col percents

Table 74

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?

Inflation (improve = fall / worsen = rise)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
Improve	281 14%	200 20%	80 8%	32 13%	41 13%	42 11%	40 12%	46 15%	78 18%	124 22%	78 13%	40 9%	40 8%	29 17%	17 18%	25 10%	27 15%	34 18%	27 17%	8 7%	28 14%	28 11%	39 15%	19 10%	40 13%	111 13%
Stay the same	585 29%	289 29%	296 28%	55 22%	93 28%	113 29%	97 28%	82 27%	145 34%	164 30%	177 30%	125 29%	119 25%	45 25%	28 31%	70 29%	47 26%	58 30%	45 28%	33 30%	50 26%	77 30%	72 27%	60 32%	89 28%	234 28%
Get worse	1002 49%	433 43%	568 54%	113 46%	149 45%	195 50%	186 53%	167 54%	192 45%	225 41%	297 50%	216 50%	263 56%	87 49%	40 43%	128 53%	92 51%	81 43%	72 45%	61 56%	95 49%	128 50%	134 51%	85 45%	162 50%	395 48%
Don't know	183 9%	82 8%	101 10%	46 19%	44 14%	39 10%	26 7%	13 4%	14 3%	41 7%	42 7%	49 11%	50 11%	17 10%	8 9%	17 7%	14 8%	17 9%	16 10%	7 7%	19 10%	24 9%	18 7%	24 13%	31 10%	86 10%

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Absolutes/col percents

Table 75

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?

Interest rates (improve = fall / worsen = rise)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
Improve	120 6%	63 6%	57 5%	20 8%	28 9%	18 5%	23 7%	12 4%	19 4%	39 7%	34 6%	23 5%	25 5%	12 7%	6 7%	12 5%	10 6%	13 7%	10 6%	6 6%	8 4%	20 8%	14 5%	8 5%	25 8%	48 6%
Stay the same	962 47%	519 52%	443 42%	80 32%	130 40%	163 42%	177 51%	169 55%	244 57%	294 53%	289 49%	194 45%	185 39%	85 48%	43 47%	110 46%	73 40%	93 49%	82 52%	54 50%	91 47%	102 40%	116 44%	112 60%	149 46%	378 46%
Get worse	798 39%	343 34%	455 44%	117 47%	129 39%	170 44%	121 35%	115 37%	147 34%	181 33%	231 39%	171 40%	214 45%	65 37%	33 35%	103 43%	86 48%	61 32%	50 32%	41 38%	78 41%	113 44%	116 44%	51 27%	120 37%	322 39%
Don't know	170 8%	80 8%	90 9%	30 12%	42 13%	38 10%	27 8%	12 4%	21 5%	40 7%	41 7%	42 10%	47 10%	16 9%	11 12%	16 7%	11 6%	22 12%	16 10%	7 6%	14 8%	23 9%	17 6%	16 8%	28 9%	78 9%

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Absolutes/col percents

Table 76

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?**Unemployment in general****Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
Improve	149 7%	81 8%	68 7%	23 9%	34 10%	25 7%	16 5%	17 6%	33 8%	51 9%	38 6%	28 7%	32 7%	14 8%	7 8%	13 6%	11 6%	16 8%	11 7%	7 7%	14 7%	14 5%	32 12%	10 5%	26 8%	56 7%
Stay the same	427 21%	226 23%	201 19%	65 27%	94 29%	66 17%	54 16%	44 14%	103 24%	129 23%	144 24%	83 19%	71 15%	30 17%	26 28%	37 15%	40 22%	46 24%	39 25%	18 17%	37 19%	56 22%	45 17%	53 28%	54 17%	197 24%
Get worse	1370 67%	644 64%	726 69%	134 54%	171 52%	278 71%	263 75%	237 77%	288 67%	351 63%	390 66%	296 69%	333 71%	123 69%	54 58%	184 76%	121 67%	119 63%	98 61%	81 74%	127 66%	176 68%	175 67%	113 60%	231 72%	511 62%
Don't know	104 5%	53 5%	51 5%	24 10%	29 9%	20 5%	16 4%	9 3%	7 2%	22 4%	22 4%	24 6%	36 8%	11 6%	5 6%	7 3%	9 5%	8 4%	11 7%	3 3%	14 7%	12 5%	12 4%	11 6%	12 4%	62 7%

Business Opinion Poll
ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 77

Q.16 Do you expect each of the following to improve, stay the same or get worse over the next twelve months?

Youth unemployment

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
Improve	177 9%	89 9%	88 8%	25 10%	35 11%	27 7%	16 5%	28 9%	46 11%	61 11%	43 7%	36 8%	37 8%	10 6%	10 11%	18 7%	12 7%	26 14%	8 5%	7 6%	15 8%	17 6%	41 16%	14 8%	30 9%	59 7%
Stay the same	403 20%	211 21%	191 18%	51 21%	84 26%	61 16%	64 18%	46 15%	95 22%	113 20%	129 22%	85 20%	75 16%	36 20%	26 29%	33 14%	47 26%	33 18%	36 23%	19 17%	38 20%	46 18%	42 16%	45 24%	54 17%	177 21%
Get worse	1359 66%	649 65%	709 68%	143 58%	180 55%	280 72%	250 72%	226 73%	280 65%	353 64%	397 67%	287 67%	322 68%	122 69%	52 56%	177 73%	115 64%	123 65%	103 65%	81 74%	123 64%	182 70%	166 63%	116 62%	223 69%	528 64%
Don't know	112 5%	55 5%	57 5%	27 11%	30 9%	22 6%	17 5%	7 2%	9 2%	26 5%	26 4%	23 5%	36 8%	10 6%	5 5%	13 6%	7 4%	7 4%	12 7%	3 3%	16 9%	13 5%	14 5%	11 6%	15 5%	61 7%

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 78

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Summary

Base: All respondents

		Aspects							
		Competing with similar companies overseas	Maintaining or growing their share of the market	Creating new jobs	Delivering good products or services to customers	Developing a reputation for being a good employer	Generating a profit for owners or shareholders	Playing a leading role in their local communities	Promoting ethical business practices
Unweighted base		2050	2050	2050	2050	2050	2050	2050	2050
Weighted base		2050	2050	2050	2050	2050	2050	2050	2050
NET: High priority		1298 63%	1423 69%	1621 79%	1686 82%	1488 73%	882 43%	928 45%	1085 53%
High priority	(5)	627 31%	662 32%	1041 51%	1125 55%	774 38%	311 15%	332 16%	442 22%
	(4)	671 33%	761 37%	580 28%	561 27%	713 35%	570 28%	597 29%	643 31%
	(3)	436 21%	371 18%	234 11%	183 9%	343 17%	609 30%	663 32%	516 25%
	(2)	104 5%	67 3%	38 2%	34 2%	61 3%	271 13%	232 11%	185 9%
	(1)	37 2%	12 1%	24 1%	12 1%	20 1%	133 6%	76 4%	102 5%
NET: Low priority		141 7%	79 4%	62 3%	46 2%	81 4%	403 20%	308 15%	286 14%
Don't know		176 9%	176 9%	133 6%	135 7%	139 7%	155 8%	150 7%	162 8%
Mean		3.93	4.06	4.34	4.44	4.13	3.35	3.46	3.60
Standard deviation		0.98	0.87	0.86	0.79	0.89	1.12	1.04	1.11
Standard error		0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 79

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Competing with similar companies overseas

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	1298	684	613	109	160	223	241	224	340	369	369	295	266	115	66	162	112	127	100	67	119	151	164	114	210	476	
	63%	68%	59%	44%	49%	57%	69%	73%	79%	67%	62%	68%	56%	65%	71%	67%	62%	67%	63%	62%	62%	59%	62%	61%	65%	58%	
High priority	(5)	627	334	293	39	51	99	126	129	184	177	143	131	52	29	78	54	61	49	30	62	77	77	57	91	203	
		31%	33%	28%	16%	16%	25%	36%	42%	43%	32%	30%	33%	28%	29%	31%	33%	30%	32%	31%	28%	32%	30%	29%	30%	28%	25%
	(4)	671	350	320	70	109	125	115	95	157	194	191	151	134	62	37	84	58	66	51	37	57	74	87	57	118	274
		33%	35%	31%	29%	33%	32%	33%	31%	36%	35%	32%	35%	28%	35%	40%	35%	32%	35%	32%	34%	30%	29%	33%	30%	37%	33%
	(3)	436	193	243	61	95	103	72	52	121	134	77	104	34	16	41	41	36	40	28	37	63	60	40	65	202	
		21%	19%	23%	25%	29%	26%	21%	17%	12%	22%	18%	22%	19%	18%	17%	22%	19%	25%	26%	19%	24%	23%	21%	20%	24%	
	(2)	104	42	61	27	26	24	8	8	11	26	38	15	24	7	14	10	5	6	5	10	14	20	11	14	52	
		5%	4%	6%	11%	8%	6%	2%	3%	2%	5%	6%	3%	5%	4%	3%	6%	3%	4%	4%	5%	6%	8%	6%	4%	6%	
Low priority	(1)	37	14	23	5	6	10	2	6	8	8	6	10	13	3	2	4	4	6	1	-	6	7	3	1	5	17
		2%	1%	2%	2%	2%	3%	1%	2%	2%	1%	1%	2%	3%	2%	3%	2%	3%	3%	*	-	3%	3%	1%	1%	2%	2%
NET: Low priority		141	57	84	33	32	33	11	14	18	34	45	24	37	10	5	18	14	11	7	5	16	21	23	12	19	69
		7%	6%	8%	13%	10%	9%	3%	4%	4%	6%	7%	6%	8%	5%	5%	7%	8%	6%	4%	4%	8%	8%	9%	6%	6%	8%
Don't know		176	71	105	43	41	30	25	18	19	29	47	35	64	19	6	20	14	16	12	9	20	23	15	21	29	79
		9%	7%	10%	18%	12%	8%	7%	6%	4%	5%	8%	8%	14%	11%	6%	8%	8%	9%	8%	8%	10%	9%	6%	11%	9%	10%
Mean		3.93	4.01	3.85	3.54	3.60	3.77	4.09	4.15	4.21	3.96	3.90	4.02	3.85	3.98	4.01	3.99	3.89	3.99	3.97	3.93	3.92	3.85	3.87	3.95	3.94	3.79
Standard deviation		0.98	0.94	1.01	1.03	0.95	1.01	0.88	0.94	0.90	0.95	0.97	0.96	1.04	0.94	0.98	1.01	0.99	0.90	0.88	1.06	1.04	0.99	0.96	0.94	0.99	
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.07	0.10	0.07	0.08	0.07	0.07	0.09	0.08	0.07	0.06	0.07	0.06	0.04

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 80

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Maintaining or growing their share of the market

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	1423	712	711	137	173	239	271	244	360	407	406	301	309	127	64	166	127	140	112	65	128	186	187	121	212	541	
	69%	71%	68%	56%	53%	61%	78%	79%	84%	74%	68%	70%	66%	72%	69%	69%	70%	74%	70%	60%	66%	72%	71%	65%	66%	65%	
High priority	(5)	662	337	325	46	52	101	127	123	214	200	189	129	144	57	33	76	58	62	56	30	54	87	97	50	91	215
		32%	34%	31%	19%	16%	26%	36%	40%	50%	36%	32%	30%	30%	32%	36%	32%	32%	33%	35%	28%	28%	34%	37%	27%	28%	26%
	(4)	761	375	386	91	120	138	144	121	147	207	218	171	165	71	31	90	70	78	55	35	73	98	90	70	121	326
		37%	37%	37%	37%	37%	35%	41%	39%	34%	37%	37%	40%	35%	40%	33%	37%	38%	41%	35%	32%	38%	38%	34%	38%	37%	39%
	(3)	371	183	188	48	85	107	48	42	41	88	114	83	86	31	17	45	35	27	30	29	43	35	47	32	63	164
		18%	18%	18%	20%	26%	27%	14%	14%	10%	16%	19%	19%	18%	18%	19%	19%	14%	19%	27%	23%	13%	18%	17%	19%	20%	
	(2)	67	34	33	14	15	12	7	7	12	25	20	11	11	2	4	8	4	5	7	4	2	11	14	6	13	34
		3%	3%	3%	6%	5%	3%	2%	2%	3%	5%	3%	3%	2%	1%	5%	3%	2%	3%	5%	3%	1%	4%	5%	3%	4%	4%
Low priority	(1)	12	7	5	2	6	2	-	1	1	4	2	3	3	-	2	1	*	1	-	-	2	4	2	1	5	4
		1%	1%	1%	1%	2%	*	-	*	*	1%	*	1%	1%	-	3%	*	*	*	-	-	1%	1%	1%	*	2%	1%
NET: Low priority		79	41	38	16	21	14	7	8	13	30	22	14	14	2	7	8	5	6	7	4	4	15	16	7	18	38
		4%	4%	4%	7%	7%	4%	2%	2%	3%	5%	4%	3%	3%	1%	7%	3%	3%	3%	5%	3%	2%	6%	6%	4%	6%	5%
Don't know		176	69	107	44	49	30	23	14	15	29	52	32	63	17	5	21	14	16	11	10	17	23	13	28	30	83
		9%	7%	10%	18%	15%	8%	7%	5%	4%	5%	9%	8%	13%	10%	5%	9%	8%	9%	7%	10%	9%	9%	5%	15%	9%	10%
Mean		4.06	4.07	4.06	3.81	3.71	3.90	4.20	4.22	4.35	4.09	4.05	4.04	4.07	4.13	4.01	4.06	4.08	4.13	4.08	3.94	4.01	4.09	4.06	4.02	3.95	3.96
Standard deviation		0.87	0.87	0.86	0.91	0.91	0.87	0.76	0.79	0.80	0.90	0.86	0.85	0.85	0.76	1.02	0.85	0.82	0.81	0.88	0.87	0.83	0.92	0.93	0.85	0.93	0.86
Standard error		0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.10	0.06	0.06	0.06	0.07	0.09	0.06	0.06	0.06	0.07	0.06	0.03

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 81
Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?
Creating new jobs
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	1621	754	867	177	241	295	292	257	360	430	478	360	354	139	78	211	140	160	114	80	142	205	213	138	254	639	
		79%	75%	83%	72%	73%	76%	84%	84%	84%	78%	80%	84%	75%	78%	85%	88%	78%	85%	72%	73%	74%	79%	81%	74%	79%	77%
High priority	(5)	1041	478	563	119	155	165	182	179	240	246	297	250	247	88	57	148	88	102	75	48	87	130	137	81	141	402
		51%	48%	54%	48%	47%	42%	52%	58%	56%	44%	50%	58%	53%	50%	61%	61%	49%	54%	47%	44%	45%	51%	52%	43%	44%	49%
	(4)	580	277	303	58	85	129	110	78	120	184	180	110	106	50	22	63	52	58	39	32	55	75	76	57	113	237
		28%	28%	29%	23%	26%	33%	31%	25%	28%	33%	30%	26%	23%	28%	24%	26%	29%	31%	24%	30%	29%	29%	29%	31%	35%	29%
	(3)	234	149	85	27	42	60	32	28	45	76	64	34	60	7	14	24	12	25	18	30	26	32	25	39	104	
		11%	15%	8%	11%	13%	15%	9%	9%	10%	14%	11%	8%	13%	11%	8%	6%	13%	6%	16%	17%	16%	10%	12%	13%	12%	13%
	(2)	38	28	10	6	10	5	3	5	8	15	12	3	8	-	3	4	3	10	1	2	4	5	3	9	13	
		2%	3%	1%	2%	3%	1%	1%	2%	2%	3%	2%	1%	2%	-	1%	2%	2%	6%	1%	1%	2%	2%	1%	3%	2%	
Low priority	(1)	24	10	15	6	2	5	1	7	4	6	5	4	9	2	2	1	-	3	1	1	1	8	4	1	2	6
		1%	1%	1%	2%	*	1%	*	2%	1%	1%	1%	1%	2%	1%	2%	*	-	2%	1%	1%	1%	3%	1%	*	1%	1%
NET: Low priority		62	38	25	12	12	10	4	12	13	21	17	7	18	2	4	4	6	11	2	4	12	8	3	10	19	
		3%	4%	2%	5%	4%	3%	1%	4%	3%	4%	3%	2%	4%	2%	2%	2%	3%	7%	2%	2%	5%	3%	2%	3%	2%	
Don't know		133	63	70	31	34	25	20	11	13	26	37	30	39	12	5	11	13	12	9	9	16	15	9	21	20	63
		6%	6%	7%	12%	10%	6%	6%	3%	3%	5%	6%	7%	8%	7%	5%	5%	7%	6%	6%	8%	8%	6%	4%	11%	6%	8%
Mean		4.34	4.26	4.43	4.29	4.30	4.22	4.43	4.40	4.40	4.23	4.35	4.50	4.33	4.32	4.49	4.54	4.34	4.43	4.18	4.25	4.27	4.30	4.33	4.29	4.26	4.33
Standard deviation		0.86	0.90	0.81	0.97	0.88	0.86	0.73	0.90	0.83	0.88	0.83	0.76	0.94	0.88	0.85	0.72	0.81	0.82	0.98	0.85	0.85	0.96	0.87	0.81	0.83	0.83
Standard error		0.02	0.03	0.03	0.09	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.05	0.07	0.09	0.05	0.06	0.06	0.08	0.09	0.07	0.06	0.05	0.06	0.05	0.03

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 82

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Delivering good products or services to customers

Base: All respondents

	Gender		Age					Social Grade					Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826
NET: High priority	1686	814	872	169	241	322	292	275	387	476	500	347	363	149	80	211	149	155	124	79	163	203	230	144	259	663
	82%	81%	83%	69%	73%	83%	84%	90%	90%	86%	84%	81%	77%	84%	86%	87%	82%	82%	78%	73%	85%	79%	87%	77%	80%	80%
High priority	(5) 1125	540	585	92	132	212	203	193	292	310	322	245	249	97	50	138	94	100	86	58	111	139	161	91	156	434
	55%	54%	56%	38%	40%	54%	58%	63%	68%	56%	54%	57%	53%	55%	54%	57%	52%	52%	54%	54%	58%	54%	61%	49%	48%	53%
	(4) 561	274	287	77	108	110	89	82	95	166	179	102	114	52	30	73	55	55	38	21	52	64	69	53	104	228
	27%	27%	28%	31%	33%	28%	26%	27%	22%	30%	30%	24%	24%	29%	32%	30%	30%	29%	24%	19%	27%	25%	26%	28%	32%	28%
	(3) 183	98	85	28	47	37	35	18	18	38	51	46	48	12	4	15	14	14	24	20	14	25	20	21	39	82
	9%	10%	8%	11%	14%	10%	10%	6%	4%	7%	9%	11%	10%	7%	4%	6%	8%	7%	15%	18%	7%	10%	8%	11%	12%	10%
	(2) 34	22	11	9	5	4	1	3	12	10	8	4	12	2	1	4	4	7	2	-	1	7	4	2	3	14
	2%	2%	1%	4%	2%	1%	*	1%	3%	2%	1%	1%	3%	1%	1%	2%	2%	3%	1%	-	*	3%	2%	1%	1%	2%
Low priority	(1) 12	6	6	2	1	3	*	2	3	2	-	6	4	2	4	1	-	1	-	1	-	2	1	1	2	3
	1%	1%	1%	1%	*	1%	*	1%	1%	*	-	1%	1%	1%	4%	*	-	1%	-	1%	-	1%	*	*	1%	*
NET: Low priority	46	28	18	11	6	7	1	5	15	12	8	10	16	4	4	4	4	8	2	1	1	9	5	3	5	17
	2%	3%	2%	5%	2%	2%	*	2%	4%	2%	1%	2%	3%	2%	5%	2%	2%	4%	1%	1%	*	3%	2%	2%	1%	2%
Don't know	135	65	70	38	34	24	20	10	10	28	36	27	45	13	5	11	13	13	9	8	15	21	8	18	19	64
	7%	6%	7%	15%	10%	6%	6%	3%	2%	5%	6%	6%	9%	7%	5%	5%	7%	7%	6%	8%	8%	8%	3%	10%	6%	8%
Mean	4.44	4.41	4.47	4.19	4.25	4.43	4.50	4.55	4.57	4.46	4.46	4.43	4.39	4.45	4.38	4.49	4.43	4.39	4.38	4.35	4.53	4.40	4.51	4.37	4.35	4.41
Standard deviation	0.79	0.82	0.76	0.91	0.81	0.79	0.70	0.71	0.77	0.75	0.72	0.84	0.86	0.78	0.94	0.71	0.76	0.83	0.80	0.87	0.66	0.85	0.75	0.80	0.78	0.78
Standard error	0.02	0.03	0.02	0.08	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.10	0.05	0.06	0.06	0.07	0.09	0.05	0.06	0.05	0.06	0.05	0.03

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 83

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Developing a reputation for being a good employer

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	1488	693	794	147	211	296	268	232	334	398	433	323	333	134	66	185	128	139	106	76	143	183	202	126	230	588	
	73%	69%	76%	60%	64%	76%	77%	76%	78%	72%	73%	75%	71%	76%	71%	77%	71%	73%	66%	70%	75%	71%	77%	67%	71%	71%	
High priority	(5)	774	328	446	74	92	138	140	141	189	186	213	190	185	68	35	113	64	75	62	38	71	94	97	57	99	284
		38%	33%	43%	30%	28%	35%	40%	46%	44%	34%	36%	44%	39%	38%	38%	47%	35%	39%	39%	35%	37%	36%	37%	31%	31%	34%
	(4)	713	365	348	73	118	158	128	91	145	212	219	133	149	67	31	71	64	64	44	38	72	89	105	69	131	304
		35%	36%	33%	30%	36%	41%	37%	30%	34%	38%	37%	31%	32%	38%	33%	30%	36%	34%	28%	35%	38%	34%	40%	37%	41%	37%
	(3)	343	203	140	53	68	65	43	51	62	103	99	59	81	24	13	34	36	29	39	20	28	45	38	37	59	145
		17%	20%	13%	22%	21%	17%	12%	17%	15%	19%	17%	14%	17%	14%	15%	14%	20%	15%	24%	18%	14%	17%	14%	20%	18%	18%
	(2)	61	34	27	6	14	4	13	9	15	23	17	11	11	2	5	7	5	6	4	3	6	10	11	3	8	27
		3%	3%	3%	2%	4%	1%	4%	3%	4%	4%	3%	3%	2%	1%	5%	3%	3%	3%	2%	2%	3%	4%	4%	1%	3%	3%
Low priority	(1)	20	10	10	3	1	1	5	3	6	4	7	6	3	4	4	3	-	3	2	1	-	-	2	2	6	3
		1%	1%	1%	1%	*	*	2%	1%	1%	1%	1%	1%	1%	2%	4%	1%	-	1%	1%	1%	-	-	1%	1%	2%	*
NET: Low priority		81	43	38	9	15	6	18	12	21	27	24	17	14	6	8	10	5	8	6	4	6	10	13	5	14	30
		4%	4%	4%	4%	5%	1%	5%	4%	5%	5%	4%	4%	3%	4%	9%	4%	3%	4%	4%	3%	3%	4%	5%	2%	4%	4%
Don't know		139	65	74	36	35	23	20	11	13	25	40	31	43	13	5	12	12	13	9	9	15	20	11	19	20	63
		7%	6%	7%	15%	11%	6%	6%	4%	3%	5%	7%	7%	9%	7%	5%	5%	7%	7%	6%	9%	8%	8%	4%	10%	6%	8%
Mean		4.13	4.03	4.23	4.00	3.98	4.16	4.17	4.21	4.19	4.05	4.11	4.23	4.17	4.16	4.02	4.25	4.11	4.15	4.06	4.10	4.17	4.12	4.13	4.05	4.02	4.10
Standard deviation		0.89	0.90	0.87	0.93	0.87	0.78	0.91	0.91	0.92	0.89	0.89	0.90	0.87	0.90	1.07	0.90	0.83	0.92	0.95	0.88	0.82	0.86	0.87	0.85	0.90	0.85
Standard error		0.02	0.03	0.03	0.08	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.07	0.11	0.06	0.07	0.07	0.08	0.09	0.06	0.06	0.05	0.07	0.05	0.03

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 84

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Generating a profit for owners or shareholders

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	882	447	434	111	134	145	135	145	212	261	263	180	178	71	34	110	78	77	65	44	71	117	145	70	125	362	
	43%	45%	42%	45%	41%	37%	39%	47%	49%	47%	44%	42%	38%	40%	37%	46%	43%	41%	41%	40%	37%	45%	55%	38%	39%	44%	
High priority	(5)	311	162	150	28	45	50	52	54	82	91	94	75	51	30	14	38	26	21	29	11	21	34	60	27	43	120
		15%	16%	14%	11%	14%	13%	15%	17%	19%	16%	16%	17%	11%	17%	15%	16%	14%	11%	18%	11%	11%	13%	23%	15%	13%	15%
	(4)	570	286	285	84	89	94	82	91	129	169	169	105	127	41	20	72	52	56	36	32	50	83	85	43	82	242
		28%	28%	27%	34%	27%	24%	24%	30%	30%	31%	28%	24%	27%	23%	22%	30%	28%	29%	23%	30%	26%	32%	32%	25%	29%	
	(3)	609	307	302	55	89	131	114	85	136	180	182	104	143	48	32	73	57	59	46	34	59	81	58	62	92	237
		30%	31%	29%	23%	27%	34%	33%	28%	32%	33%	31%	24%	30%	27%	34%	30%	32%	31%	29%	32%	31%	31%	22%	33%	29%	29%
	(2)	271	122	148	17	50	54	50	45	54	61	79	75	55	29	11	33	21	27	27	14	32	28	31	18	57	107
		13%	12%	14%	7%	15%	14%	14%	15%	13%	11%	13%	17%	12%	16%	11%	14%	12%	14%	17%	13%	17%	11%	12%	10%	18%	13%
Low priority	(1)	133	62	71	20	16	31	29	22	16	25	29	38	41	12	8	8	10	11	12	7	15	12	23	15	27	47
		6%	6%	7%	8%	5%	8%	8%	7%	4%	4%	5%	9%	9%	7%	8%	3%	6%	6%	8%	7%	8%	5%	9%	8%	8%	6%
NET: Low priority		403	184	220	37	66	85	79	67	70	86	108	114	96	41	18	41	32	38	39	21	48	40	54	33	83	154
		20%	18%	21%	15%	20%	22%	23%	22%	16%	15%	18%	26%	20%	23%	20%	17%	17%	20%	24%	19%	25%	16%	20%	18%	26%	19%
Don't know		155	66	89	42	39	30	21	11	13	27	41	33	54	18	9	16	14	16	9	9	15	20	6	22	22	72
		8%	7%	9%	17%	12%	8%	6%	4%	3%	5%	7%	8%	11%	10%	9%	7%	8%	9%	6%	9%	8%	8%	2%	12%	7%	9%
Mean		3.35	3.39	3.31	3.40	3.34	3.22	3.24	3.37	3.50	3.46	3.40	3.26	3.22	3.30	3.27	3.44	3.37	3.28	3.29	3.27	3.16	3.41	3.50	3.30	3.19	3.37
Standard deviation		1.12	1.11	1.13	1.13	1.10	1.12	1.16	1.16	1.07	1.05	1.09	1.24	1.13	1.18	1.16	1.05	1.09	1.07	1.20	1.08	1.12	1.03	1.22	1.14	1.17	1.10
Standard error		0.03	0.04	0.04	0.10	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.08	0.06	0.09	0.12	0.07	0.09	0.08	0.10	0.11	0.09	0.07	0.07	0.09	0.07	0.04

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 85

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Playing a leading role in their local communities

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	928	413	516	122	156	181	163	137	170	232	281	190	225	84	48	125	75	86	69	44	82	117	126	72	160	372	
	45%	41%	49%	50%	48%	47%	47%	45%	39%	42%	47%	44%	48%	47%	52%	52%	42%	45%	44%	41%	43%	45%	48%	39%	49%	45%	
High priority	(5)	332	147	185	39	48	71	62	51	62	71	86	86	89	30	17	43	22	29	26	23	28	41	46	27	63	135
		16%	15%	18%	16%	15%	18%	18%	16%	14%	13%	14%	20%	19%	17%	18%	18%	12%	15%	16%	21%	14%	16%	18%	15%	20%	16%
	(4)	597	266	331	83	108	110	101	87	108	161	196	104	136	53	31	82	53	57	44	22	54	76	79	45	97	237
		29%	26%	32%	34%	33%	28%	29%	28%	25%	29%	33%	24%	29%	30%	34%	34%	29%	30%	27%	20%	28%	29%	30%	24%	30%	29%
	(3)	663	329	334	57	110	142	107	95	152	184	181	160	138	57	25	68	67	55	63	39	67	82	83	57	90	282
		32%	33%	32%	23%	33%	36%	31%	31%	35%	33%	30%	37%	29%	32%	27%	28%	37%	29%	40%	36%	35%	32%	32%	30%	28%	34%
	(2)	232	143	89	22	16	32	45	41	75	83	68	31	49	21	9	25	21	27	11	9	18	24	36	31	40	81
		11%	14%	8%	9%	5%	8%	13%	13%	17%	15%	11%	7%	10%	12%	10%	10%	11%	14%	7%	9%	9%	9%	14%	17%	12%	10%
Low priority	(1)	76	53	24	5	9	10	11	20	21	25	26	16	9	2	3	8	3	6	6	6	10	13	11	8	11	24
		4%	5%	2%	2%	3%	3%	3%	6%	5%	5%	4%	4%	2%	1%	3%	4%	2%	3%	4%	6%	5%	5%	4%	4%	3%	3%
NET: Low priority		308	196	112	28	26	42	56	61	96	109	94	47	59	23	12	33	24	33	17	15	28	38	46	40	51	104
		15%	19%	11%	11%	8%	11%	16%	20%	22%	20%	16%	11%	12%	13%	13%	14%	13%	17%	11%	14%	14%	15%	18%	21%	16%	13%
Don't know		150	68	83	39	37	25	23	14	13	29	39	33	49	14	8	14	16	17	10	9	15	22	8	18	22	67
		7%	7%	8%	16%	11%	6%	6%	5%	3%	5%	7%	8%	10%	8%	8%	6%	9%	9%	6%	9%	8%	8%	3%	10%	7%	8%
Mean		3.46	3.33	3.59	3.62	3.58	3.55	3.48	3.36	3.27	3.32	3.45	3.54	3.58	3.54	3.60	3.56	3.43	3.43	3.48	3.46	3.41	3.45	3.45	3.31	3.53	3.50
Standard deviation		1.04	1.09	0.98	1.00	0.94	0.99	1.05	1.13	1.08	1.05	1.04	1.04	1.02	0.98	1.03	1.04	0.93	1.05	1.00	1.13	1.05	1.07	1.07	1.10	1.07	1.00
Standard error		0.02	0.04	0.03	0.09	0.05	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.11	0.07	0.07	0.08	0.08	0.11	0.08	0.07	0.07	0.08	0.06	0.04

Business Opinion Poll

ONLINE Fieldwork : 25th-27th November 2011

Absolutes/col percents

Table 86

Q.17 Please rate each of the following in terms of the priority UK businesses should give to each one?

Promoting ethical business practices

Base: All respondents

	Gender		Age					Social Grade				Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2050	936	1114	145	338	420	360	324	463	798	513	284	455	186	99	245	172	197	162	108	180	231	280	190	313	756	
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	178	93	241	181	190	159	109	192	258	263	187	322	826	
NET: High priority	1085	497	589	112	189	195	184	180	225	283	323	234	245	90	56	143	92	88	83	46	100	150	149	90	169	442	
	53%	49%	56%	45%	58%	50%	53%	59%	52%	51%	54%	54%	52%	50%	60%	59%	51%	47%	52%	43%	52%	58%	57%	48%	52%	54%	
High priority	(5)	442	211	232	47	68	89	81	66	93	114	128	105	96	33	20	56	22	35	36	28	46	59	59	50	73	168
		22%	21%	22%	19%	21%	23%	23%	21%	22%	21%	22%	24%	20%	18%	21%	23%	12%	19%	22%	26%	24%	23%	22%	27%	23%	20%
	(4)	643	286	357	65	122	106	104	114	132	169	195	129	149	57	36	87	70	53	47	19	54	91	90	39	96	274
		31%	28%	34%	26%	37%	27%	30%	37%	31%	31%	33%	30%	32%	32%	39%	36%	38%	28%	30%	17%	28%	35%	34%	21%	30%	33%
	(3)	516	255	261	60	68	123	89	78	98	148	146	104	118	46	18	50	49	60	46	39	49	59	59	40	80	210
		25%	25%	25%	24%	21%	32%	26%	25%	23%	27%	25%	24%	25%	26%	20%	21%	27%	32%	29%	36%	26%	23%	22%	21%	25%	25%
	(2)	185	119	65	25	30	31	30	15	53	65	60	30	29	18	7	15	19	15	14	9	16	21	30	20	33	80
		9%	12%	6%	10%	9%	8%	9%	5%	12%	12%	10%	7%	6%	10%	8%	6%	11%	8%	9%	9%	8%	8%	11%	11%	10%	10%
Low priority	(1)	102	59	42	10	5	11	21	22	33	30	25	26	20	11	5	18	7	9	7	2	6	9	14	14	15	28
		5%	6%	4%	4%	1%	3%	6%	7%	8%	5%	4%	6%	4%	6%	5%	7%	4%	5%	5%	2%	3%	3%	5%	7%	5%	3%
NET: Low priority		286	178	108	35	35	42	51	37	86	95	86	56	49	29	12	32	26	25	21	11	22	30	44	34	48	107
		14%	18%	10%	14%	11%	11%	15%	12%	20%	17%	14%	13%	10%	16%	13%	13%	14%	13%	13%	10%	12%	12%	17%	18%	15%	13%
Don't know		162	74	88	39	35	30	24	12	21	27	39	36	59	14	7	16	14	16	10	12	21	19	11	24	25	66
		8%	7%	8%	16%	11%	8%	7%	4%	5%	5%	7%	8%	13%	8%	7%	6%	8%	9%	6%	11%	11%	7%	4%	13%	8%	8%
Mean		3.60	3.50	3.70	3.55	3.74	3.64	3.60	3.63	3.48	3.52	3.61	3.65	3.66	3.50	3.69	3.66	3.48	3.51	3.60	3.64	3.68	3.71	3.59	3.57	3.60	3.63
Standard deviation		1.11	1.16	1.05	1.12	0.98	1.04	1.15	1.11	1.20	1.13	1.09	1.14	1.06	1.13	1.08	1.15	1.00	1.08	1.10	1.06	1.07	1.05	1.14	1.27	1.12	1.05
Standard error		0.03	0.04	0.03	0.10	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.09	0.11	0.08	0.08	0.08	0.09	0.11	0.08	0.07	0.07	0.10	0.07	0.04