



ExCeL London

Business Nationalities Survey

METHODOLOGY NOTE

ComRes interviewed 2,050 British adults online from 1st to 3rd February 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	942	1108	181	321	391	365	330	462	583	627	328	512	266	758
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
United States	1019 50%	540 54%	479 46%	154 62%	181 55%	182 47%	168 48%	129 42%	204 47%	279 50%	307 52%	212 49%	221 47%	170 55%	446 53%
Germany	823 40%	500 50%	323 31%	69 28%	131 40%	153 39%	130 37%	129 42%	211 49%	261 47%	245 41%	152 35%	165 35%	114 37%	338 40%
Australia	551 27%	293 29%	259 25%	55 22%	62 19%	76 20%	96 27%	110 36%	153 36%	163 29%	146 24%	118 27%	125 26%	73 24%	205 24%
Canada	533 26%	290 29%	243 23%	54 22%	69 21%	75 19%	76 22%	105 34%	154 36%	165 30%	155 26%	98 23%	115 24%	77 25%	186 22%
France	503 25%	235 23%	268 26%	54 22%	65 20%	96 25%	90 26%	75 25%	123 29%	172 31%	136 23%	106 25%	90 19%	78 25%	195 23%
Japan	488 24%	312 31%	176 17%	67 27%	86 26%	98 25%	64 18%	63 21%	110 26%	128 23%	144 24%	119 28%	97 20%	78 25%	210 25%
Italy	336 16%	152 15%	184 18%	48 20%	52 16%	66 17%	60 17%	38 12%	71 16%	98 18%	84 14%	77 18%	77 16%	50 16%	143 17%
China	328 16%	170 17%	158 15%	64 26%	61 19%	56 14%	58 17%	35 11%	54 12%	69 12%	87 15%	90 21%	82 17%	39 13%	158 19%
Spain	327 16%	160 16%	166 16%	34 14%	55 17%	66 17%	48 14%	39 13%	85 20%	90 16%	111 19%	55 13%	71 15%	54 17%	121 14%
India	108 5%	61 6%	47 4%	15 6%	22 7%	15 4%	10 3%	14 5%	32 7%	31 6%	23 4%	18 4%	36 8%	16 5%	43 5%
Brazil	63 3%	42 4%	22 2%	12 5%	10 3%	7 2%	13 4%	7 2%	14 3%	19 3%	13 2%	12 3%	19 4%	10 3%	24 3%
Russia	31 1%	20 2%	10 1%	4 2%	5 1%	8 2%	5 2%	6 2%	3 1%	3 1%	12 2%	8 2%	7 1%	3 1%	16 2%
Ireland/Republic of Ireland	20 1%	11 1%	9 1%	- -	2 1%	7 2%	2 1%	7 2%	2 *	10 2%	7 1%	1 *	2 1%	3 1%	9 1%
New Zealand	19 1%	5 *	14 1%	- -	2 1%	3 1%	4 1%	4 1%	5 1%	1 *	7 1%	5 1%	6 1%	3 1%	5 1%

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
Holland	7 *	6 1%	1 *	3 1%	2 1%	-	1 *	-	1 *	2 *	-	2 *	3 1%	-	3 *
South Korea	7 *	5 1%	2 *	-	2 *	2 *	-	-	4 1%	6 1%	-	-	1 *	2 1%	1 *
South Africa	7 *	2 *	5 *	2 1%	-	* *	3 1%	1 *	* *	-	6 1%	-	* *	* *	5 1%
Sweden	6 *	3 *	3 *	-	* *	5 1%	* *	-	-	3 1%	2 *	-	* *	3 1%	3 *
Pakistan	5 *	3 *	2 *	-	4 1%	1 *	-	-	-	3 1%	* *	2 *	-	-	4 *
Africa	5 *	* *	4 *	-	-	-	1 *	3 1%	1 *	2 *	-	3 1%	* *	* *	-
Portugal	5 *	2 *	3 *	3 1%	2 1%	-	-	-	-	-	-	5 1%	-	-	3 *
Other African countries	4 *	4 *	-	-	1 *	2 *	2 *	-	-	-	2 *	2 *	-	-	4 *
Poland	4 *	2 *	2 *	1 *	-	2 *	-	-	1 *	2 *	-	2 *	-	2 1%	1 *
Finland	4 *	1 *	2 *	1 *	-	-	3 1%	-	-	2 *	1 *	-	1 *	-	3 *
Denmark	3 *	1 *	2 *	-	* *	-	* *	-	2 1%	1 *	1 *	1 *	* *	-	1 *
Belgium	3 *	2 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	2 *	-	1 *	-	1 *
Norway	3 *	2 *	1 *	-	* *	2 1%	-	* *	-	* *	3 *	-	-	-	3 *
UK	3 *	3 *	* *	1 *	1 *	1 *	-	-	-	2 *	-	-	1 *	2 1%	1 *
Turkey	3 *	2 *	1 *	1 *	1 *	-	-	1 *	-	1 *	-	1 *	1 *	-	2 *

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2050	1005	1045	246	328	390	349	307	430	554	595	431	471	309	839
Within Europe/the EU (non specific)	3*	1*	2*	-	-	1*	1*	*	-	1*	1*	-	1*	1*	1*
Romania	3*	3*	-	1*	2%	-	-	-	-	-	1*	2*	-	-	2*
Israel	2*	2*	1*	-	-	-	-	2%	1*	-	1*	-	2*	-	-
Switzerland	2*	2*	1*	1*	-	-	-	-	1*	1*	-	-	1*	-	2*
Hungary	2*	1*	1*	-	1*	1*	-	-	-	-	1*	1*	-	-	2*
Austria	2*	1*	1*	-	-	-	-	-	2*	2*	-	-	-	-	-
Greece	2*	-	2*	-	-	-	-	*	2*	1*	-	1*	-	-	*
Scandinavia (non specific)	1*	1*	*	-	-	*	-	1*	-	-	-	*	1*	*	-
Depends on what products and services required	5*	1*	4*	-	-	1*	4%	1*	-	-	2*	4%	-	1*	1*
Others	12%	6%	5%	1*	2%	1*	2%	2%	4%	4%	2*	1*	5%	1*	5%
None of the above	49%	13%	36%	7%	4%	9%	15%	4%	9%	7%	19%	10%	12%	6%	21%
Don't know	330%	115%	215%	32%	40%	84%	57%	63%	55%	68%	91%	72%	99%	46%	123%
	16%	11%	21%	13%	12%	22%	16%	20%	13%	12%	15%	17%	21%	15%	15%

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	179	98	259	143	180	146	112	175	261	298	199
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
United States	1019 50%	86 48%	43 46%	126 52%	91 50%	105 56%	69 44%	55 51%	95 50%	118 46%	136 52%	94 50%
Germany	823 40%	91 51%	36 39%	88 37%	60 33%	72 38%	63 39%	48 44%	76 39%	110 43%	98 37%	80 43%
Australia	551 27%	39 22%	15 16%	70 29%	41 23%	60 32%	53 33%	19 17%	49 25%	57 22%	87 33%	62 33%
Canada	533 26%	56 32%	17 19%	74 31%	42 23%	51 27%	36 23%	21 19%	37 19%	65 25%	70 27%	64 34%
France	503 25%	54 30%	16 18%	62 26%	43 24%	49 26%	30 19%	25 23%	36 19%	74 29%	65 25%	49 26%
Japan	488 24%	51 29%	34 36%	44 18%	30 17%	50 26%	34 22%	27 25%	48 25%	77 30%	53 20%	41 22%
Italy	336 16%	34 19%	16 18%	26 11%	38 21%	33 17%	19 12%	13 12%	19 10%	54 21%	44 17%	39 21%
China	328 16%	33 18%	22 24%	42 17%	31 17%	29 15%	26 17%	21 20%	28 15%	36 14%	41 16%	17 9%
Spain	327 16%	28 16%	24 26%	39 16%	37 20%	30 16%	17 11%	12 11%	26 14%	49 19%	38 14%	26 14%
India	108 5%	7 4%	3 3%	17 7%	12 6%	10 5%	16 10%	4 4%	5 3%	14 5%	12 5%	8 4%
Brazil	63 3%	4 2%	3 3%	11 4%	7 4%	6 3%	2 1%	2 2%	4 2%	7 3%	8 3%	10 6%
Russia	31 1%	1 1%	1 1%	6 2%	4 2%	2 1%	1 1%	1 1%	1 *	8 3%	3 1%	3 1%
Ireland/Republic of Ireland	20 1%	1 1%	2 2%	6 2%	2 1%	1 *	* *	1 1%	1 *	4 2%	- -	1 1%
New Zealand	19 1%	- -	2 2%	1 *	2 1%	2 1%	8 5%	1 1%	- -	- -	3 1%	* *

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
Holland	7 *	* *	- -	- -	3 2%	- -	1 *	- -	2 1%	- -	1 *	- -
South Korea	7 *	1 *	- -	1 *	- -	1 *	2 1%	- -	2 1%	1 *	- -	1 *
South Africa	7 *	- -	- -	1 *	- -	- -	- -	- -	2 1%	- -	2 1%	2 1%
Sweden	6 *	* *	- -	- -	* *	3 1%	- -	- -	2 1%	- -	- -	- -
Pakistan	5 *	- -	- -	- -	1 1%	* *	- -	- -	- -	4 2%	- -	- -
Africa	5 *	- -	- -	- -	1 1%	- -	- -	* *	3 1%	* *	- -	- -
Portugal	5 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -
Other African countries	4 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	2 1%	- -
Poland	4 *	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -
Finland	4 *	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -
Denmark	3 *	* *	- -	1 *	* *	1 *	- -	- -	1 *	- -	- -	- -
Belgium	3 *	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	1 *	1 *
Norway	3 *	* *	- -	- -	* *	- -	- -	- -	2 1%	- -	- -	- -
UK	3 *	- -	- -	- -	1 *	- -	- -	- -	* *	1 *	1 *	- -
Turkey	3 *	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -

Business Nationalities Survey

ONLINE Fieldwork : 1st-3rd February 2013

Absolutes/col percents

Table 1

Q.1 If you were to buy products or services from a business that was not based in the UK, in which of the following countries would you MOST like the business that you are buying from to be based? Please select up to 5 countries.

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
Within Europe/the EU (non specific)	3 *	1 *	-	-	-	-	-	-	-	2 1%	* *	-
Romania	3 *	1 *	-	-	-	-	-	-	-	-	2 1%	-
Israel	2 *	2 1%	-	-	-	-	-	-	-	1 *	-	-
Switzerland	2 *	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Hungary	2 *	-	-	-	-	-	1 1%	-	-	1 1%	-	-
Austria	2 *	1 *	-	-	-	1 1%	-	-	-	-	-	-
Greece	2 *	* *	-	-	-	-	-	-	-	1 *	-	1 *
Scandinavia (non specific)	1 *	-	-	1 *	-	-	-	-	-	-	* *	-
Depends on what products and services required	5 *	-	-	-	4 2%	-	-	-	1 1%	-	-	-
Others	12 1%	2 1%	1 1%	* *	2 1%	3 2%	1 1%	-	-	2 1%	-	1 *
None of the above	49 2%	3 2%	1 1%	6 3%	1 *	5 2%	5 3%	2 2%	6 3%	11 4%	9 3%	2 1%
Don't know	330 16%	31 17%	17 19%	28 12%	22 12%	24 13%	36 22%	22 20%	39 20%	38 15%	36 14%	37 20%