

# Portland – Bringing Business Home

## **METHODOLOGY NOTE**

ComRes interviewed 50 MPs by online and self-completion paper survey between 29<sup>th</sup> May and 5<sup>th</sup> June 2013. Data were weighted to be representative of the House of Commons by party and region. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Accountancy firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	6	12%
Fairly trustworthy	32	64%
Fairly untrustworthy	9	18%
Very untrustworthy	1	2%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Banks

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	2	4%
Fairly trustworthy	20	40%
Fairly untrustworthy	19	38%
Very untrustworthy	8	16%
No opinion	0	0%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Car manufacturers

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	3	6%
Fairly trustworthy	38	76%
Fairly untrustworthy	5	10%
Very untrustworthy	2	4%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Construction firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	32	64%
Fairly untrustworthy	9	18%
Very untrustworthy	5	10%
No opinion	2	4%
Don't know	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Energy firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	21	42%
Fairly untrustworthy	19	38%
Very untrustworthy	8	16%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Food and drink manufacturers

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	3	6%
Fairly trustworthy	30	60%
Fairly untrustworthy	11	22%
Very untrustworthy	2	4%
No opinion	3	6%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Law firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	7	14%
Fairly trustworthy	27	54%
Fairly untrustworthy	9	18%
Very untrustworthy	3	6%
No opinion	3	6%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.





## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Local corner shops

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	9	18%
Fairly trustworthy	34	68%
Fairly untrustworthy	3	6%
Very untrustworthy	1	2%
No opinion	1	2%
Don't know	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Mobile phone companies

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	28	56%
Fairly untrustworthy	14	28%
Very untrustworthy	6	12%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Other high street stores

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	41	82%
Fairly untrustworthy	6	12%
Very untrustworthy	1	2%
No opinion	0	0%
Don't know	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Pharmaceutical companies

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	2	4%
Fairly trustworthy	31	62%
Fairly untrustworthy	9	18%
Very untrustworthy	5	10%
No opinion	2	4%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: In general, how trustworthy or untrustworthy do you think businesses of each of the following types are?

### Supermarkets

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	4	8%
Fairly trustworthy	31	62%
Fairly untrustworthy	10	20%
Very untrustworthy	3	6%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Accountancy firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	2	4%
Fairly trustworthy	22	44%
Fairly untrustworthy	14	28%
Very untrustworthy	7	14%
No opinion	1	2%
Don't know	4	8%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Banks

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	6	12%
Fairly untrustworthy	15	30%
Very untrustworthy	27	54%
No opinion	1	2%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Car manufacturers

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	1	2%
Fairly trustworthy	34	68%
Fairly untrustworthy	8	16%
Very untrustworthy	3	6%
No opinion	1	2%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.





## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Construction firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	1	2%
Fairly trustworthy	27	54%
Fairly untrustworthy	14	28%
Very untrustworthy	5	10%
No opinion	1	2%
Don't know	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Energy firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	9	18%
Fairly untrustworthy	14	28%
Very untrustworthy	25	50%
No opinion	0	0%
Don't know	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Food and drink manufacturers

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	32	64%
Fairly untrustworthy	6	12%
Very untrustworthy	7	14%
No opinion	1	2%
Don't know	4	8%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Law firms

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	2	4%
Fairly trustworthy	16	32%
Fairly untrustworthy	19	38%
Very untrustworthy	8	16%
No opinion	2	4%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Local corner shops

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	13	26%
Fairly trustworthy	30	60%
Fairly untrustworthy	2	4%
Very untrustworthy	2	4%
No opinion	0	0%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Mobile phone companies

<b>Total</b>	<b>49</b>	<b>100%</b>
Very trustworthy	0	0%
Fairly trustworthy	16	33%
Fairly untrustworthy	21	43%
Very untrustworthy	8	16%
No opinion	1	2%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Other high street stores

<b>Total</b>	<b>49</b>	<b>100%</b>
Very trustworthy	1	2%
Fairly trustworthy	35	71%
Fairly untrustworthy	5	10%
Very untrustworthy	2	4%
No opinion	1	2%
Don't know	5	10%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Pharmaceutical companies

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	2	4%
Fairly trustworthy	23	46%
Fairly untrustworthy	16	32%
Very untrustworthy	4	8%
No opinion	2	4%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.





## Social Value of Business - A Survey of MPs

Q: And again generally speaking, how trustworthy or untrustworthy do you think your constituents perceive each of the following sectors to be?

### Supermarkets

<b>Total</b>	<b>50</b>	<b>100%</b>
Very trustworthy	3	6%
Fairly trustworthy	30	60%
Fairly untrustworthy	6	12%
Very untrustworthy	6	12%
No opinion	2	4%
Don't know	3	6%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Do you think that levels of public trust in business generally have increased, stayed the same, or decreased over the past five years?

<b>Total</b>	<b>50</b>	<b>100%</b>
Increased a lot	0	0%
Increased a little	1	2%
Stayed the same	13	26%
Decreased a little	18	36%
Decreased a lot	18	36%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Total	2	100%
Don't know	2	100%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

### How profitable and financially secure it is

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	11	22%
Quite important	31	62%
Not very important	6	12%
Not at all important	0	0%
No opinion	2	4%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### How much it pays its senior management

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	4	8%
Quite important	12	24%
Not very important	21	42%
Not at all important	13	26%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### How much tax it pays in the UK

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	20	40%
Quite important	19	38%
Not very important	7	14%
Not at all important	4	8%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### The benefits it provides to its employees

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	10	20%
Quite important	24	48%
Not very important	11	22%
Not at all important	3	6%
No opinion	2	4%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

### The standard of working conditions for its employees

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

<b>Total</b>	<b>49</b>	<b>100%</b>
Very important	19	39%
Quite important	23	47%
Not very important	5	10%
Not at all important	2	4%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.





## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### How it treats the environment

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	9	18%
Quite important	21	42%
Not very important	14	28%
Not at all important	6	12%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### Whether or not it is British-owned

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	4	8%
Quite important	18	36%
Not very important	21	42%
Not at all important	7	14%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### The length of time it has been in business

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	9	18%
Quite important	19	38%
Not very important	18	36%
Not at all important	4	8%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### Whether or not it supports charitable causes

<b>Total</b>	<b>49</b>	<b>100%</b>
Very important	4	8%
Quite important	17	35%
Not very important	19	39%
Not at all important	8	16%
No opinion	1	2%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### How it treats its suppliers

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	14	28%
Quite important	28	56%
Not very important	6	12%
Not at all important	1	2%
No opinion	1	2%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### The quality of its products and services

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	36	72%
Quite important	14	28%
Not very important	0	0%
Not at all important	0	0%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

### The quality of its customer service

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	36	72%
Quite important	12	24%
Not very important	2	4%
Not at all important	0	0%
No opinion	0	0%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

### My own previous experience of dealing with that company as a customer

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	36	72%
Quite important	12	24%
Not very important	1	2%
Not at all important	0	0%
No opinion	1	2%
Don't know	0	0%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.





## Social Value of Business - A Survey of MPs

### My own previous experience of dealing with that company as an MP

Q: How important, if at all, are each of the following factors in informing whether or not you trust a business?

<b>Total</b>	<b>50</b>	<b>100%</b>
Very important	21	42%
Quite important	24	48%
Not very important	4	8%
Not at all important	0	0%
No opinion	0	0%
Don't know	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

When you think about businesses in Britain generally, which of the following words or phrases, if any, come to mind most strongly?

<b>Total</b>	<b>50</b>	<b>100%</b>
Too focused on making big profits	17	34%
Look after their employees well	11	22%
Socially responsible	3	6%
Concerned about the environment	3	6%
Good for Britain	30	60%
Unethical	4	8%
Dishonest	1	2%
Only concerned about the interests of shareholders	19	38%
Perform an important role providing products and services that people need	35	70%
None of these	1	2%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

When you think about businesses in your constituency, which of the following words or phrases, if any, come to mind most strongly?

<b>Total</b>	<b>50</b>	<b>100%</b>
Too focused on making big profits	7	14%
Look after their employees well	23	46%
Socially responsible	13	26%
Concerned about the environment	3	6%
Good for Britain	32	64%
Unethical	2	4%
Dishonest	1	2%
Only concerned about the interests of shareholders	5	10%
Perform an important role providing products and services that people need	43	86%
None of these	2	4%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.



## Social Value of Business - A Survey of MPs

<b>Total</b>	<b>10</b>	<b>100%</b>
None - I do not trust any major businesses in the UK	0	0%
Don't know	10	100%

Prepared by ComRes. Fieldwork conducted 29th May - 5th June 2013.