



FPB – Business ethics survey

METHODOLOGY NOTE

ComRes interviewed 2,020 GB adults online between 28th and 29th January 2015. Data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 1
Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Summary

Base: All respondents

	Statements					
	The majority of big businesses have no concern for the UK's small business owners	The ethics of big businesses are broadly the same as my own personal moral standards	Big businesses give a lot back to local communities	Big businesses have become more ethical in their practices since the financial crash of 2007-08	Smaller businesses are generally more ethical than bigger businesses	Big businesses are more likely to prioritise profits over high ethical standards
Unweighted base	2020	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020	2020
NET: Agree	1492 74%	280 14%	549 27%	587 29%	1249 62%	1573 78%
Strongly agree (4)	539 27%	49 2%	57 3%	70 3%	284 14%	708 35%
Tend to agree (3)	953 47%	230 11%	491 24%	517 26%	964 48%	865 43%
Tend to disagree (2)	202 10%	669 33%	754 37%	596 30%	302 15%	153 8%
Strongly disagree (1)	31 2%	636 31%	262 13%	278 14%	45 2%	42 2%
NET: Disagree	234 12%	1305 65%	1017 50%	874 43%	347 17%	195 10%
Don't know	294 15%	435 22%	455 23%	559 28%	424 21%	252 12%
Mean	3.16	1.81	2.22	2.26	2.93	3.27
Standard deviation	0.69	0.80	0.76	0.82	0.69	0.72
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

The majority of big businesses have no concern for the UK's small business owners

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1492 74%	743 75%	749 73%	147 61%	233 68%	263 77%	262 73%	233 78%	354 80%	395 73%	406 73%	329 75%	361 75%	172 70%	637 72%
Strongly agree	(4) 539 27%	295 30%	244 24%	53 22%	82 24%	82 24%	100 28%	101 34%	122 28%	135 25%	142 25%	118 27%	144 30%	61 25%	235 27%
Tend to agree	(3) 953 47%	448 45%	504 49%	94 39%	151 44%	181 53%	162 45%	132 44%	232 53%	261 48%	264 47%	211 48%	217 45%	111 45%	402 45%
Tend to disagree	(2) 202 10%	107 11%	95 9%	31 13%	33 10%	25 7%	32 9%	36 12%	45 10%	61 11%	58 10%	39 9%	45 9%	34 14%	96 11%
Strongly disagree	(1) 31 2%	20 2%	11 1%	3 1%	6 2%	6 2%	4 1%	2 1%	9 2%	13 2%	3 1%	10 2%	5 1%	6 2%	12 1%
NET: Disagree	234 12%	127 13%	107 10%	35 14%	39 12%	31 9%	37 10%	38 13%	54 12%	74 14%	61 11%	49 11%	49 10%	40 17%	108 12%
Don't know	294 15%	119 12%	175 17%	59 24%	68 20%	46 13%	61 17%	29 10%	32 7%	70 13%	92 16%	62 14%	69 14%	32 13%	142 16%
Mean	3.16	3.17	3.15	3.08	3.13	3.15	3.20	3.22	3.14	3.10	3.17	3.16	3.22	3.07	3.15
Standard deviation	0.69	0.72	0.66	0.73	0.71	0.65	0.68	0.70	0.69	0.72	0.66	0.71	0.68	0.75	0.70
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

The majority of big businesses have no concern for the UK's small business owners

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1492 74%	140 77%	82 82%	1269 73%	55 69%	166 75%	143 78%	128 70%	105 74%	140 70%	185 70%	213 75%	134 74%
Strongly agree	(4) 539 27%	60 33%	32 32%	447 26%	15 19%	57 26%	46 25%	42 23%	39 27%	51 25%	66 25%	87 31%	46 25%
Tend to agree	(3) 953 47%	80 44%	50 50%	822 47%	40 50%	110 49%	97 53%	86 47%	66 47%	90 44%	119 45%	126 45%	89 49%
Tend to disagree	(2) 202 10%	17 9%	8 8%	178 10%	3 4%	21 10%	12 7%	19 11%	14 10%	22 11%	37 14%	31 11%	16 9%
Strongly disagree	(1) 31 2%	1 *	- -	31 2%	5 6%	2 1%	2 1%	1 1%	2 2%	1 1%	4 2%	8 3%	4 2%
NET: Disagree	234 12%	17 10%	8 8%	208 12%	8 10%	24 11%	14 8%	20 11%	16 12%	24 12%	42 16%	40 14%	21 11%
Don't know	294 15%	24 13%	11 10%	259 15%	17 21%	32 14%	25 14%	34 19%	20 14%	38 19%	36 14%	30 11%	27 15%
Mean	3.16	3.26	3.27	3.14	3.04	3.16	3.19	3.14	3.16	3.16	3.09	3.15	3.14
Standard deviation	0.69	0.66	0.61	0.70	0.77	0.66	0.62	0.65	0.70	0.68	0.72	0.76	0.70
Standard error	0.02	0.05	0.06	0.02	0.09	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

The ethics of big businesses are broadly the same as my own personal moral standards

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	280 14%	161 16%	119 12%	39 16%	80 24%	57 17%	42 12%	21 7%	40 9%	82 15%	72 13%	58 13%	67 14%	44 18%	144 16%
Strongly agree	(4) 49 2%	29 3%	21 2%	8 3%	16 5%	15 4%	6 2%	- -	3 1%	9 2%	11 2%	16 4%	14 3%	8 3%	22 2%
Tend to agree	(3) 230 11%	132 13%	99 10%	30 13%	64 19%	42 12%	35 10%	21 7%	37 8%	73 14%	62 11%	43 10%	53 11%	35 14%	122 14%
Tend to disagree	(2) 669 33%	322 33%	347 34%	69 29%	95 28%	97 28%	115 32%	106 35%	188 43%	185 34%	188 34%	141 32%	155 32%	81 33%	265 30%
Strongly disagree	(1) 636 31%	346 35%	290 28%	60 25%	89 26%	112 33%	115 32%	119 40%	141 32%	179 33%	161 29%	150 34%	146 30%	74 30%	275 31%
NET: Disagree	1305 65%	669 68%	636 62%	129 54%	184 54%	208 61%	229 64%	225 75%	329 75%	364 67%	349 62%	291 66%	301 63%	155 63%	540 61%
Don't know	435 22%	160 16%	275 27%	73 30%	76 22%	74 22%	88 25%	54 18%	70 16%	94 17%	139 25%	90 21%	112 23%	46 19%	203 23%
Mean	1.81	1.81	1.80	1.92	2.03	1.85	1.75	1.60	1.74	1.80	1.82	1.78	1.82	1.89	1.84
Standard deviation	0.80	0.82	0.76	0.86	0.91	0.89	0.77	0.64	0.67	0.78	0.77	0.83	0.82	0.84	0.83
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

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Table 3

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

The ethics of big businesses are broadly the same as my own personal moral standards

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	280 14%	24 13%	14 14%	242 14%	7 8%	28 13%	18 10%	22 12%	15 11%	25 13%	60 23%	44 16%	23 12%
Strongly agree	(4) 49 2%	10 5%	1 1%	38 2%	3 3%	5 2%	1 1%	2 1%	- -	1 *	13 5%	13 5%	1 *
Tend to agree	(3) 230 11%	14 8%	12 12%	204 12%	4 5%	23 10%	17 10%	20 11%	15 11%	25 12%	47 18%	31 11%	22 12%
Tend to disagree	(2) 669 33%	68 38%	45 45%	555 32%	34 42%	70 32%	61 34%	60 33%	46 32%	70 35%	66 25%	81 29%	67 37%
Strongly disagree	(1) 636 31%	62 34%	27 27%	547 32%	21 27%	80 36%	61 34%	50 27%	52 37%	53 26%	75 29%	98 35%	57 31%
NET: Disagree	1305 65%	130 72%	72 72%	1102 63%	55 69%	150 68%	123 67%	110 60%	98 69%	123 61%	141 54%	179 63%	124 68%
Don't know	435 22%	28 15%	15 15%	392 23%	19 23%	44 20%	41 22%	50 27%	28 20%	54 27%	61 23%	60 21%	35 19%
Mean	1.81	1.81	1.87	1.80	1.80	1.73	1.70	1.81	1.67	1.82	1.99	1.82	1.77
Standard deviation	0.80	0.84	0.71	0.80	0.74	0.79	0.71	0.75	0.70	0.72	0.93	0.89	0.71
Standard error	0.02	0.07	0.08	0.02	0.09	0.06	0.06	0.06	0.06	0.06	0.07	0.06	0.06

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses give a lot back to local communities

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	549 27%	256 26%	292 28%	59 24%	102 30%	106 31%	82 23%	69 23%	131 30%	171 32%	148 26%	112 25%	117 24%	69 28%	239 27%
Strongly agree	(4) 57 3%	34 3%	23 2%	7 3%	17 5%	18 5%	5 1%	4 1%	6 1%	17 3%	11 2%	18 4%	12 2%	8 3%	25 3%
Tend to agree	(3) 491 24%	222 22%	269 26%	52 21%	86 25%	88 26%	77 21%	65 22%	124 28%	154 29%	137 25%	94 21%	106 22%	61 25%	213 24%
Tend to disagree	(2) 754 37%	391 40%	363 35%	87 36%	88 26%	115 34%	160 45%	127 42%	177 40%	189 35%	202 36%	181 41%	182 38%	93 38%	319 36%
Strongly disagree	(1) 262 13%	170 17%	92 9%	32 13%	60 18%	39 11%	39 11%	49 16%	44 10%	70 13%	65 12%	63 14%	64 13%	30 12%	119 13%
NET: Disagree	1017 50%	561 57%	456 44%	119 49%	148 43%	154 45%	199 55%	176 59%	222 50%	259 48%	267 48%	244 56%	246 51%	123 50%	438 49%
Don't know	455 23%	173 17%	282 27%	63 26%	90 26%	80 24%	79 22%	55 19%	88 20%	109 20%	145 26%	84 19%	117 24%	53 22%	210 24%
Mean	2.22	2.15	2.30	2.19	2.24	2.33	2.17	2.10	2.26	2.27	2.23	2.19	2.18	2.24	2.21
Standard deviation	0.76	0.79	0.72	0.77	0.89	0.81	0.68	0.72	0.69	0.78	0.74	0.78	0.75	0.76	0.77
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses give a lot back to local communities

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	549 27%	56 31%	27 27%	466 27%	21 26%	55 25%	49 27%	55 30%	30 21%	48 24%	79 30%	81 29%	48 26%
Strongly agree	(4) 57 3%	11 6%	2 2%	44 3%	3 4%	6 3%	- -	6 3%	2 1%	3 2%	9 3%	12 4%	4 2%
Tend to agree	(3) 491 24%	45 25%	25 25%	422 24%	18 22%	50 22%	49 27%	49 27%	28 20%	45 22%	70 27%	69 24%	44 24%
Tend to disagree	(2) 754 37%	58 32%	37 37%	659 38%	31 39%	84 38%	76 42%	67 37%	53 37%	86 43%	86 33%	108 38%	68 38%
Strongly disagree	(1) 262 13%	23 13%	16 16%	223 13%	8 9%	37 17%	23 13%	14 8%	25 18%	22 11%	42 16%	28 10%	25 14%
NET: Disagree	1017 50%	82 45%	53 53%	882 51%	39 48%	120 54%	100 55%	80 44%	77 55%	108 53%	128 49%	136 48%	93 51%
Don't know	455 23%	44 24%	21 20%	390 22%	21 26%	46 21%	33 18%	47 26%	34 24%	46 23%	55 21%	66 23%	41 23%
Mean	2.22	2.32	2.17	2.21	2.27	2.14	2.17	2.35	2.06	2.19	2.22	2.30	2.19
Standard deviation	0.76	0.85	0.78	0.75	0.75	0.78	0.68	0.72	0.74	0.69	0.82	0.76	0.75
Standard error	0.02	0.07	0.08	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.06

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses have become more ethical in their practices since the financial crash of 2007-08

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	587 29%	297 30%	291 28%	75 31%	112 33%	112 33%	97 27%	68 23%	123 28%	177 33%	154 27%	136 31%	121 25%	65 27%	280 32%
Strongly agree	(4) 70 3%	33 3%	37 4%	10 4%	19 6%	19 6%	9 3%	5 2%	7 2%	23 4%	7 1%	19 4%	21 4%	9 3%	33 4%
Tend to agree	(3) 517 26%	263 27%	254 25%	65 27%	93 27%	93 27%	87 24%	63 21%	116 26%	154 28%	147 26%	117 27%	100 21%	56 23%	247 28%
Tend to disagree	(2) 596 30%	303 31%	293 28%	59 25%	75 22%	87 25%	119 33%	111 37%	146 33%	147 27%	176 31%	133 30%	140 29%	75 31%	247 28%
Strongly disagree	(1) 278 14%	183 18%	95 9%	23 10%	55 16%	45 13%	44 12%	51 17%	59 13%	79 15%	73 13%	65 15%	61 13%	38 15%	131 15%
NET: Disagree	874 43%	486 49%	388 38%	82 34%	130 38%	132 39%	163 45%	162 54%	205 47%	226 42%	249 44%	198 45%	201 42%	113 46%	378 43%
Don't know	559 28%	207 21%	352 34%	83 35%	98 29%	96 28%	100 28%	70 23%	112 26%	137 25%	157 28%	106 24%	158 33%	67 27%	229 26%
Mean	2.26	2.19	2.34	2.39	2.31	2.35	2.24	2.10	2.22	2.30	2.22	2.27	2.25	2.20	2.28
Standard deviation	0.82	0.84	0.78	0.82	0.91	0.87	0.77	0.76	0.76	0.85	0.75	0.84	0.84	0.83	0.84
Standard error	0.02	0.03	0.03	0.06	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses have become more ethical in their practices since the financial crash of 2007-08

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	587 29%	43 24%	35 35%	509 29%	16 20%	68 31%	53 29%	57 32%	36 25%	51 25%	90 34%	90 32%	48 27%
Strongly agree	(4) 70 3%	8 4%	* *	62 4%	2 3%	8 4%	5 3%	10 5%	8 6%	5 3%	6 2%	12 4%	5 3%
Tend to agree	(3) 517 26%	36 20%	34 34%	447 26%	14 17%	59 27%	49 27%	48 26%	27 19%	46 23%	83 32%	78 28%	43 24%
Tend to disagree	(2) 596 30%	66 36%	24 24%	506 29%	28 34%	64 29%	53 29%	42 23%	45 32%	74 37%	66 25%	79 28%	54 30%
Strongly disagree	(1) 278 14%	33 18%	17 17%	228 13%	11 13%	27 12%	19 10%	20 11%	24 17%	20 10%	40 15%	39 14%	29 16%
NET: Disagree	874 43%	99 54%	41 41%	734 42%	38 48%	91 41%	72 40%	62 34%	69 49%	94 46%	106 40%	118 42%	83 46%
Don't know	559 28%	40 22%	25 25%	494 28%	27 33%	63 28%	56 31%	63 34%	37 26%	57 28%	67 26%	74 26%	50 28%
Mean	2.26	2.13	2.24	2.28	2.13	2.31	2.31	2.40	2.19	2.25	2.29	2.30	2.19
Standard deviation	0.82	0.83	0.81	0.82	0.77	0.82	0.77	0.86	0.88	0.73	0.83	0.84	0.82
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.08	0.09	0.06	0.06	0.06	0.07

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Smaller businesses are generally more ethical than bigger businesses

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1249 62%	610 62%	639 62%	139 58%	212 62%	231 68%	209 58%	184 61%	273 62%	322 60%	329 59%	291 66%	307 64%	143 59%	552 62%
Strongly agree	(4) 284 14%	139 14%	146 14%	29 12%	67 20%	61 18%	45 12%	32 11%	51 12%	59 11%	68 12%	80 18%	78 16%	37 15%	117 13%
Tend to agree	(3) 964 48%	471 48%	493 48%	110 46%	145 43%	170 50%	164 46%	153 51%	222 50%	264 49%	261 47%	211 48%	229 48%	106 44%	434 49%
Tend to disagree	(2) 302 15%	172 17%	130 13%	31 13%	44 13%	43 13%	60 17%	46 15%	79 18%	102 19%	87 16%	43 10%	69 14%	42 17%	132 15%
Strongly disagree	(1) 45 2%	24 2%	21 2%	9 4%	4 1%	6 2%	7 2%	8 3%	11 3%	11 2%	16 3%	12 3%	6 1%	10 4%	20 2%
NET: Disagree	347 17%	195 20%	152 15%	40 17%	48 14%	48 14%	67 19%	54 18%	90 20%	114 21%	103 18%	56 13%	75 16%	51 21%	152 17%
Don't know	424 21%	184 19%	240 23%	62 26%	80 24%	60 18%	83 23%	62 21%	77 17%	104 19%	128 23%	93 21%	98 20%	50 20%	183 21%
Mean	2.93	2.90	2.96	2.89	3.06	3.03	2.89	2.87	2.86	2.85	2.88	3.04	2.99	2.88	2.92
Standard deviation	0.69	0.70	0.68	0.73	0.69	0.67	0.69	0.67	0.68	0.67	0.70	0.70	0.67	0.77	0.68
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Smaller businesses are generally more ethical than bigger businesses

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1249 62%	126 69%	78 77%	1045 60%	38 47%	131 59%	112 61%	97 54%	95 67%	133 66%	154 59%	172 61%	114 62%
Strongly agree	(4) 284 14%	25 14%	17 16%	243 14%	6 8%	30 14%	27 15%	17 9%	26 19%	31 15%	32 12%	48 17%	25 14%
Tend to agree	(3) 964 48%	101 56%	61 61%	802 46%	32 39%	101 45%	85 47%	81 44%	68 48%	102 51%	122 46%	123 44%	88 48%
Tend to disagree	(2) 302 15%	22 12%	10 10%	270 16%	17 20%	41 19%	29 16%	30 16%	18 13%	21 10%	54 21%	35 12%	26 14%
Strongly disagree	(1) 45 2%	2 1%	1 1%	42 2%	- -	6 3%	4 2%	2 1%	6 4%	3 1%	7 2%	9 3%	6 3%
NET: Disagree	347 17%	24 13%	11 11%	312 18%	17 20%	48 21%	33 18%	32 18%	24 17%	24 12%	61 23%	43 15%	31 17%
Don't know	424 21%	32 17%	12 12%	380 22%	26 33%	43 19%	37 21%	52 29%	23 16%	46 23%	48 18%	68 24%	37 20%
Mean	2.93	2.99	3.05	2.92	2.81	2.87	2.93	2.86	2.97	3.03	2.84	2.98	2.92
Standard deviation	0.69	0.60	0.59	0.70	0.62	0.73	0.70	0.65	0.75	0.64	0.71	0.74	0.71
Standard error	0.02	0.05	0.06	0.02	0.08	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.06

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses are more likely to prioritise profits over high ethical standards

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1573 78%	804 81%	769 75%	173 72%	228 67%	276 81%	278 77%	251 84%	367 83%	427 79%	430 77%	352 80%	364 76%	189 78%	673 76%
Strongly agree	(4) 708 35%	377 38%	330 32%	76 31%	113 33%	127 37%	132 37%	116 39%	145 33%	181 33%	181 32%	166 38%	181 38%	96 39%	303 34%
Tend to agree	(3) 865 43%	426 43%	439 43%	97 40%	116 34%	149 44%	146 41%	135 45%	222 51%	246 46%	249 44%	186 42%	184 38%	93 38%	370 42%
Tend to disagree	(2) 153 8%	72 7%	82 8%	13 6%	32 9%	23 7%	24 7%	23 8%	37 8%	43 8%	35 6%	39 9%	36 7%	16 7%	79 9%
Strongly disagree	(1) 42 2%	24 2%	18 2%	7 3%	14 4%	3 1%	11 3%	3 1%	5 1%	12 2%	21 4%	5 1%	4 1%	10 4%	24 3%
NET: Disagree	195 10%	96 10%	100 10%	20 9%	46 13%	25 7%	36 10%	26 9%	42 10%	55 10%	57 10%	44 10%	39 8%	26 11%	103 12%
Don't know	252 12%	90 9%	161 16%	47 20%	66 19%	39 11%	46 13%	23 8%	30 7%	58 11%	73 13%	44 10%	77 16%	29 12%	111 12%
Mean	3.27	3.29	3.24	3.25	3.19	3.33	3.27	3.32	3.24	3.24	3.21	3.29	3.34	3.28	3.23
Standard deviation	0.72	0.73	0.71	0.74	0.83	0.65	0.75	0.66	0.66	0.71	0.76	0.70	0.68	0.79	0.75
Standard error	0.02	0.02	0.02	0.05	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements about businesses in the UK?

Big businesses are more likely to prioritise profits over high ethical standards

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1573 78%	155 85%	74 73%	1345 77%	55 69%	177 80%	148 82%	121 67%	114 81%	150 74%	205 78%	221 78%	152 84%
Strongly agree	(4) 708 35%	84 46%	36 36%	587 34%	25 32%	79 36%	58 32%	55 30%	54 38%	70 34%	86 33%	105 37%	54 30%
Tend to agree	(3) 865 43%	70 39%	37 37%	758 44%	30 37%	98 44%	90 49%	66 36%	60 42%	81 40%	120 46%	116 41%	98 54%
Tend to disagree	(2) 153 8%	12 6%	18 17%	124 7%	5 6%	15 7%	8 4%	16 9%	7 5%	19 10%	23 9%	22 8%	9 5%
Strongly disagree	(1) 42 2%	1 *	- -	42 2%	4 5%	9 4%	3 2%	6 3%	4 3%	3 2%	6 2%	4 1%	3 1%
NET: Disagree	195 10%	12 7%	18 17%	166 10%	9 11%	24 11%	11 6%	22 12%	11 8%	23 11%	29 11%	26 9%	11 6%
Don't know	252 12%	15 8%	10 10%	227 13%	17 21%	21 9%	23 13%	39 21%	16 11%	29 14%	28 11%	37 13%	18 10%
Mean	3.27	3.43	3.21	3.25	3.20	3.23	3.28	3.19	3.31	3.25	3.22	3.31	3.25
Standard deviation	0.72	0.64	0.75	0.72	0.83	0.77	0.64	0.79	0.72	0.73	0.73	0.70	0.63
Standard error	0.02	0.05	0.08	0.02	0.10	0.05	0.05	0.07	0.06	0.06	0.05	0.04	0.05

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 8
Q.2 To what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements					
	The next Government should make it a priority to promote ethical practices among big businesses	The next Government should penalise big businesses who act unfairly towards small businesses	If big businesses do not want to comply with regulation they can usually get around it	It is not the Government's place to make sure that big businesses act ethically	Big businesses are more likely to have their voices heard in Parliament than small businesses	Small businesses need more help to get their voices heard in Parliament
Unweighted base	2020	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020	2020
NET: Agree	1446 72%	1535 76%	1605 79%	441 22%	1711 85%	1645 81%
Strongly agree (4)	597 30%	695 34%	612 30%	131 6%	952 47%	698 35%
Tend to agree (3)	849 42%	840 42%	993 49%	310 15%	759 38%	947 47%
Tend to disagree (2)	198 10%	130 6%	119 6%	625 31%	73 4%	88 4%
Strongly disagree (1)	41 2%	30 2%	11 1%	636 31%	14 1%	20 1%
NET: Disagree	239 12%	161 8%	130 6%	1261 62%	87 4%	107 5%
Don't know	335 17%	324 16%	285 14%	318 16%	222 11%	267 13%
Mean	3.19	3.30	3.27	1.96	3.47	3.33
Standard deviation	0.73	0.69	0.61	0.93	0.61	0.62
Standard error	0.02	0.02	0.01	0.02	0.01	0.01

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 9

Q.2 To what extent do you agree or disagree with each of the following statements?

The next Government should make it a priority to promote ethical practices among big businesses

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1446 72%	730 74%	716 69%	156 65%	235 69%	244 72%	244 68%	223 74%	344 78%	404 75%	378 68%	320 73%	344 72%	173 71%	618 70%
Strongly agree	(4) 597 30%	312 32%	285 28%	65 27%	92 27%	107 31%	95 26%	92 31%	146 33%	149 28%	158 28%	119 27%	170 35%	64 26%	240 27%
Tend to agree	(3) 849 42%	418 42%	431 42%	91 38%	143 42%	137 40%	149 41%	131 44%	198 45%	255 47%	220 39%	201 46%	174 36%	109 45%	378 43%
Tend to disagree	(2) 198 10%	105 11%	93 9%	22 9%	33 10%	30 9%	38 10%	32 11%	43 10%	60 11%	62 11%	37 8%	40 8%	27 11%	89 10%
Strongly disagree	(1) 41 2%	24 2%	17 2%	7 3%	7 2%	5 2%	11 3%	6 2%	6 1%	9 2%	15 3%	8 2%	9 2%	10 4%	15 2%
NET: Disagree	239 12%	129 13%	110 11%	29 12%	40 12%	35 10%	48 13%	38 13%	49 11%	69 13%	77 14%	45 10%	48 10%	37 15%	104 12%
Don't know	335 17%	131 13%	205 20%	56 23%	66 19%	61 18%	67 19%	39 13%	47 11%	67 12%	105 19%	75 17%	88 18%	34 14%	165 19%
Mean	3.19	3.19	3.19	3.16	3.17	3.24	3.12	3.19	3.23	3.15	3.15	3.18	3.29	3.08	3.17
Standard deviation	0.73	0.75	0.71	0.77	0.73	0.71	0.77	0.73	0.70	0.71	0.77	0.70	0.74	0.79	0.71
Standard error	0.02	0.03	0.02	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 9

Q.2 To what extent do you agree or disagree with each of the following statements?

The next Government should make it a priority to promote ethical practices among big businesses

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1446 72%	145 80%	66 65%	1234 71%	52 64%	166 75%	133 73%	122 67%	99 70%	142 70%	197 75%	198 70%	125 69%
Strongly agree	(4) 597 30%	60 33%	25 25%	512 29%	20 24%	74 33%	48 26%	39 21%	46 33%	58 29%	84 32%	88 31%	55 30%
Tend to agree	(3) 849 42%	85 47%	41 41%	722 42%	32 40%	92 41%	86 47%	83 46%	53 37%	84 42%	113 43%	110 39%	70 38%
Tend to disagree	(2) 198 10%	13 7%	16 16%	169 10%	7 8%	19 9%	17 9%	14 8%	18 13%	19 10%	18 7%	36 13%	20 11%
Strongly disagree	(1) 41 2%	3 1%	3 3%	35 2%	3 3%	7 3%	1 *	2 1%	4 3%	- -	6 2%	7 3%	5 3%
NET: Disagree	239 12%	16 9%	19 19%	204 12%	9 12%	26 12%	17 10%	16 9%	22 16%	19 10%	25 9%	43 15%	26 14%
Don't know	335 17%	20 11%	16 16%	299 17%	20 24%	30 14%	31 17%	44 24%	20 14%	41 20%	40 15%	42 15%	31 17%
Mean	3.19	3.26	3.03	3.19	3.12	3.22	3.20	3.15	3.16	3.24	3.24	3.16	3.16
Standard deviation	0.73	0.68	0.80	0.73	0.78	0.76	0.64	0.65	0.81	0.65	0.72	0.78	0.79
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.05	0.05	0.07	0.05	0.05	0.05	0.06

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 10

Q.2 To what extent do you agree or disagree with each of the following statements?

The next Government should penalise big businesses who act unfairly towards small businesses

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1535 76%	784 79%	751 73%	149 62%	245 72%	258 76%	271 75%	246 82%	366 83%	415 77%	408 73%	345 78%	367 76%	177 73%	677 76%
Strongly agree	(4) 695 34%	376 38%	320 31%	48 20%	102 30%	117 35%	143 40%	102 34%	183 42%	177 33%	162 29%	173 39%	184 38%	68 28%	313 35%
Tend to agree	(3) 840 42%	408 41%	431 42%	100 42%	144 42%	140 41%	128 36%	144 48%	183 42%	238 44%	246 44%	173 39%	183 38%	109 45%	364 41%
Tend to disagree	(2) 130 6%	66 7%	64 6%	26 11%	23 7%	16 5%	24 7%	14 5%	26 6%	43 8%	38 7%	24 6%	25 5%	24 10%	54 6%
Strongly disagree	(1) 30 2%	18 2%	13 1%	5 2%	6 2%	3 1%	3 1%	6 2%	8 2%	10 2%	9 2%	7 2%	5 1%	4 2%	11 1%
NET: Disagree	161 8%	84 8%	77 7%	31 13%	29 8%	19 6%	27 7%	20 7%	34 8%	52 10%	47 8%	32 7%	30 6%	28 11%	64 7%
Don't know	324 16%	122 12%	203 20%	60 25%	66 19%	63 18%	62 17%	33 11%	39 9%	73 14%	105 19%	63 14%	83 17%	39 16%	146 16%
Mean	3.30	3.32	3.28	3.07	3.25	3.34	3.38	3.29	3.35	3.25	3.23	3.35	3.38	3.18	3.32
Standard deviation	0.69	0.70	0.67	0.73	0.69	0.64	0.67	0.67	0.69	0.70	0.68	0.69	0.66	0.70	0.67
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 10

Q.2 To what extent do you agree or disagree with each of the following statements?

The next Government should penalise big businesses who act unfairly towards small businesses

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1535 76%	147 81%	80 79%	1308 75%	58 72%	166 75%	139 76%	118 65%	110 78%	151 75%	200 76%	226 80%	140 77%
Strongly agree	(4) 695 34%	73 40%	31 31%	592 34%	26 33%	77 35%	55 30%	46 25%	57 40%	63 31%	97 37%	113 40%	58 32%
Tend to agree	(3) 840 42%	74 41%	49 49%	717 41%	32 39%	89 40%	84 46%	72 40%	53 37%	89 44%	104 39%	113 40%	82 45%
Tend to disagree	(2) 130 6%	7 4%	5 5%	118 7%	5 6%	22 10%	12 6%	13 7%	8 5%	11 6%	21 8%	14 5%	14 7%
Strongly disagree	(1) 30 2%	1 *	2 2%	28 2%	- -	3 1%	2 1%	6 3%	- -	4 2%	6 2%	5 2%	2 1%
NET: Disagree	161 8%	8 4%	7 7%	146 8%	5 6%	25 11%	14 8%	18 10%	8 5%	16 8%	27 10%	19 7%	15 8%
Don't know	324 16%	27 15%	14 14%	283 16%	18 22%	31 14%	29 16%	45 25%	24 17%	35 17%	36 14%	37 13%	27 15%
Mean	3.30	3.42	3.25	3.29	3.35	3.26	3.25	3.16	3.42	3.26	3.29	3.36	3.26
Standard deviation	0.69	0.60	0.67	0.69	0.62	0.72	0.66	0.76	0.61	0.69	0.73	0.69	0.67
Standard error	0.02	0.05	0.07	0.02	0.07	0.05	0.05	0.06	0.06	0.06	0.05	0.04	0.05

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 11

Q.2 To what extent do you agree or disagree with each of the following statements?

If big businesses do not want to comply with regulation they can usually get around it

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1605 79%	831 84%	774 75%	150 62%	252 74%	269 79%	284 79%	256 85%	395 90%	443 82%	438 78%	358 81%	366 76%	189 77%	691 78%
Strongly agree	(4) 612 30%	329 33%	284 28%	54 22%	94 28%	101 30%	116 32%	100 33%	148 34%	160 30%	158 28%	146 33%	148 31%	80 33%	269 30%
Tend to agree	(3) 993 49%	502 51%	490 48%	96 40%	158 46%	168 49%	168 47%	156 52%	247 56%	283 52%	281 50%	212 48%	218 45%	109 45%	423 48%
Tend to disagree	(2) 119 6%	55 6%	64 6%	28 12%	20 6%	15 4%	23 6%	15 5%	17 4%	36 7%	31 6%	23 5%	28 6%	18 7%	63 7%
Strongly disagree	(1) 11 1%	4 *	7 1%	3 1%	2 1%	2 *	1 *	3 1%	- -	2 *	8 1%	1 *	- -	1 1%	8 1%
NET: Disagree	130 6%	59 6%	71 7%	31 13%	22 7%	17 5%	24 7%	18 6%	17 4%	38 7%	40 7%	24 6%	28 6%	19 8%	71 8%
Don't know	285 14%	100 10%	186 18%	60 25%	66 20%	55 16%	51 14%	26 9%	28 6%	59 11%	82 15%	58 13%	86 18%	36 15%	124 14%
Mean	3.27	3.30	3.24	3.11	3.25	3.29	3.29	3.29	3.32	3.25	3.23	3.32	3.31	3.28	3.25
Standard deviation	0.61	0.60	0.62	0.71	0.62	0.59	0.62	0.62	0.55	0.60	0.64	0.60	0.60	0.65	0.65
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.02

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 11

Q.2 To what extent do you agree or disagree with each of the following statements?

If big businesses do not want to comply with regulation they can usually get around it

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1605 79%	151 83%	82 81%	1372 79%	60 75%	174 78%	151 83%	131 72%	112 79%	157 78%	208 79%	235 83%	145 80%
Strongly agree	(4) 612 30%	63 35%	33 32%	517 30%	22 27%	71 32%	53 29%	56 31%	41 29%	53 26%	70 26%	96 34%	56 31%
Tend to agree	(3) 993 49%	88 48%	49 49%	856 49%	39 48%	103 46%	98 54%	75 41%	71 50%	104 51%	138 53%	139 49%	89 49%
Tend to disagree	(2) 119 6%	9 5%	7 7%	102 6%	5 6%	15 7%	6 3%	12 7%	12 8%	11 5%	19 7%	12 4%	9 5%
Strongly disagree	(1) 11 1%	1 1%	1 1%	9 1%	1 1%	1 1%	1 1%	1 *	2 1%	1 *	1 *	- -	1 1%
NET: Disagree	130 6%	10 6%	8 8%	111 6%	6 8%	17 7%	7 4%	13 7%	14 10%	12 6%	20 8%	12 4%	11 6%
Don't know	285 14%	21 12%	11 11%	254 15%	15 18%	32 14%	24 13%	38 21%	16 11%	33 16%	35 13%	35 12%	26 15%
Mean	3.27	3.32	3.26	3.27	3.22	3.28	3.28	3.29	3.20	3.24	3.21	3.34	3.28
Standard deviation	0.61	0.61	0.65	0.61	0.65	0.64	0.57	0.64	0.66	0.59	0.60	0.57	0.62
Standard error	0.01	0.05	0.07	0.02	0.08	0.04	0.05	0.05	0.06	0.05	0.04	0.04	0.05

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 12

Q.2 To what extent do you agree or disagree with each of the following statements?

It is not the Government's place to make sure that big businesses act ethically

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	441 22%	242 24%	200 19%	53 22%	104 31%	82 24%	63 18%	55 18%	84 19%	123 23%	114 20%	106 24%	99 21%	50 20%	219 25%
Strongly agree	(4) 131 6%	68 7%	63 6%	16 7%	35 10%	25 7%	18 5%	16 5%	20 5%	38 7%	37 7%	32 7%	25 5%	14 6%	59 7%
Tend to agree	(3) 310 15%	173 18%	137 13%	37 15%	69 20%	57 17%	45 13%	39 13%	63 14%	85 16%	77 14%	74 17%	74 15%	35 14%	159 18%
Tend to disagree	(2) 625 31%	285 29%	341 33%	69 29%	72 21%	99 29%	128 36%	104 35%	154 35%	173 32%	182 33%	132 30%	139 29%	81 33%	246 28%
Strongly disagree	(1) 636 31%	342 35%	294 29%	61 25%	97 29%	98 29%	116 32%	107 36%	157 36%	173 32%	173 31%	133 30%	156 32%	81 33%	277 31%
NET: Disagree	1261 62%	626 63%	635 62%	129 54%	169 50%	197 58%	244 68%	211 70%	311 71%	346 64%	356 64%	265 60%	294 61%	162 66%	523 59%
Don't know	318 16%	122 12%	196 19%	58 24%	67 20%	61 18%	53 15%	34 11%	45 10%	71 13%	90 16%	69 16%	87 18%	33 14%	146 16%
Mean	1.96	1.96	1.96	2.05	2.15	2.04	1.89	1.87	1.86	1.97	1.95	2.01	1.92	1.92	2.00
Standard deviation	0.93	0.95	0.90	0.95	1.05	0.96	0.87	0.88	0.86	0.94	0.92	0.95	0.91	0.90	0.95
Standard error	0.02	0.03	0.03	0.06	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.04

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 12

Q.2 To what extent do you agree or disagree with each of the following statements?

It is not the Government's place to make sure that big businesses act ethically

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	441 22%	41 23%	25 24%	375 22%	15 19%	49 22%	33 18%	32 18%	28 19%	53 26%	70 27%	56 20%	40 22%
Strongly agree	(4) 131 6%	16 9%	4 4%	111 6%	2 2%	15 7%	11 6%	8 4%	6 4%	22 11%	25 10%	11 4%	10 6%
Tend to agree	(3) 310 15%	25 14%	21 21%	264 15%	14 17%	34 15%	21 12%	24 13%	21 15%	31 16%	45 17%	45 16%	30 16%
Tend to disagree	(2) 625 31%	52 28%	32 32%	541 31%	30 37%	69 31%	67 37%	61 34%	50 35%	57 28%	66 25%	85 30%	57 31%
Strongly disagree	(1) 636 31%	66 37%	31 31%	538 31%	21 26%	77 35%	54 30%	43 23%	48 34%	55 27%	88 34%	102 36%	52 29%
NET: Disagree	1261 62%	118 65%	63 63%	1079 62%	51 63%	146 66%	121 66%	104 57%	98 69%	112 55%	155 59%	186 66%	108 60%
Don't know	318 16%	22 12%	13 13%	282 16%	15 18%	28 12%	28 16%	46 25%	16 12%	37 18%	38 14%	41 14%	33 18%
Mean	1.96	1.94	1.97	1.96	1.94	1.93	1.94	1.98	1.89	2.12	2.03	1.86	1.99
Standard deviation	0.93	0.99	0.87	0.93	0.80	0.94	0.89	0.85	0.86	1.02	1.02	0.88	0.91
Standard error	0.02	0.08	0.09	0.02	0.09	0.07	0.07	0.07	0.08	0.08	0.07	0.06	0.07

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 13

Q.2 To what extent do you agree or disagree with each of the following statements?

Big businesses are more likely to have their voices heard in Parliament than small businesses

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1711 85%	862 87%	849 82%	166 69%	256 75%	292 86%	303 84%	277 92%	417 95%	472 87%	461 82%	369 84%	408 85%	205 84%	724 82%
Strongly agree	(4) 952 47%	519 52%	432 42%	96 40%	146 43%	147 43%	172 48%	153 51%	238 54%	259 48%	243 43%	229 52%	221 46%	120 49%	403 45%
Tend to agree	(3) 759 38%	343 35%	417 40%	70 29%	109 32%	145 43%	131 36%	125 42%	179 41%	213 40%	218 39%	140 32%	188 39%	85 35%	321 36%
Tend to disagree	(2) 73 4%	40 4%	33 3%	15 6%	24 7%	4 1%	20 6%	7 2%	3 1%	11 2%	24 4%	26 6%	12 2%	11 4%	50 6%
Strongly disagree	(1) 14 1%	9 1%	6 1%	6 2%	5 1%	1 *	2 *	- -	1 *	5 1%	6 1%	2 1%	* *	5 2%	7 1%
NET: Disagree	87 4%	49 5%	38 4%	20 8%	29 9%	5 2%	22 6%	7 2%	4 1%	16 3%	31 5%	28 6%	12 3%	16 6%	56 6%
Don't know	222 11%	79 8%	143 14%	54 23%	56 16%	42 12%	35 10%	15 5%	19 4%	51 9%	68 12%	43 10%	60 12%	24 10%	107 12%
Mean	3.47	3.51	3.44	3.38	3.39	3.47	3.46	3.51	3.55	3.49	3.42	3.50	3.49	3.45	3.44
Standard deviation	0.61	0.63	0.60	0.76	0.72	0.55	0.64	0.55	0.52	0.60	0.65	0.64	0.56	0.69	0.65
Standard error	0.01	0.02	0.02	0.05	0.05	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.03	0.05	0.02

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 13

Q.2 To what extent do you agree or disagree with each of the following statements?

Big businesses are more likely to have their voices heard in Parliament than small businesses

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1711 85%	164 90%	85 84%	1462 84%	64 79%	188 85%	158 87%	147 81%	122 86%	163 81%	224 85%	238 84%	159 87%
Strongly agree	(4) 952 47%	96 53%	52 51%	804 46%	29 36%	119 53%	79 43%	76 42%	62 44%	86 42%	131 50%	144 51%	79 43%
Tend to agree	(3) 759 38%	68 37%	33 32%	659 38%	35 43%	69 31%	79 44%	71 39%	59 42%	78 38%	94 36%	93 33%	80 44%
Tend to disagree	(2) 73 4%	3 2%	10 10%	60 3%	3 4%	10 4%	5 3%	4 2%	6 4%	11 6%	7 3%	12 4%	3 2%
Strongly disagree	(1) 14 1%	1 *	- -	14 1%	- -	4 2%	- -	2 1%	2 2%	- -	4 1%	- -	2 1%
NET: Disagree	87 4%	3 2%	10 10%	74 4%	3 4%	14 6%	5 3%	5 3%	8 6%	11 6%	11 4%	12 4%	5 3%
Don't know	222 11%	15 8%	6 6%	201 12%	13 17%	20 9%	18 10%	30 17%	12 8%	27 14%	28 11%	33 12%	19 10%
Mean	3.47	3.55	3.44	3.47	3.38	3.50	3.45	3.45	3.40	3.43	3.49	3.53	3.44
Standard deviation	0.61	0.55	0.68	0.62	0.58	0.68	0.56	0.60	0.66	0.61	0.64	0.59	0.59
Standard error	0.01	0.04	0.07	0.02	0.07	0.05	0.04	0.05	0.06	0.05	0.04	0.04	0.04

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 14

Q.2 To what extent do you agree or disagree with each of the following statements?

Small businesses need more help to get their voices heard in Parliament

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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	237	841
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	244	887
NET: Agree	1645 81%	813 82%	832 81%	158 66%	246 72%	275 81%	290 80%	266 89%	410 93%	448 83%	449 80%	356 81%	392 82%	184 75%	702 79%
Strongly agree	(4) 698 35%	341 34%	357 35%	58 24%	128 38%	119 35%	130 36%	100 33%	164 37%	164 30%	177 32%	164 37%	193 40%	82 34%	309 35%
Tend to agree	(3) 947 47%	472 48%	475 46%	100 42%	118 35%	157 46%	160 44%	166 55%	246 56%	284 53%	272 49%	193 44%	198 41%	102 42%	393 44%
Tend to disagree	(2) 88 4%	49 5%	38 4%	17 7%	24 7%	10 3%	16 4%	12 4%	9 2%	26 5%	21 4%	24 5%	17 3%	18 7%	42 5%
Strongly disagree	(1) 20 1%	15 1%	5 1%	5 2%	5 2%	2 1%	5 1%	1 *	2 *	6 1%	5 1%	4 1%	5 1%	4 1%	12 1%
NET: Disagree	107 5%	64 6%	44 4%	22 9%	29 9%	12 4%	21 6%	12 4%	11 2%	32 6%	26 5%	27 6%	22 5%	22 9%	54 6%
Don't know	267 13%	113 11%	154 15%	60 25%	64 19%	52 15%	50 14%	22 7%	19 4%	60 11%	85 15%	56 13%	66 14%	38 16%	131 15%
Mean	3.33	3.30	3.35	3.17	3.34	3.36	3.34	3.31	3.36	3.26	3.31	3.35	3.40	3.28	3.32
Standard deviation	0.62	0.65	0.59	0.71	0.72	0.59	0.65	0.56	0.55	0.61	0.60	0.64	0.63	0.69	0.65
Standard error	0.01	0.02	0.02	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.02

Ethics Survey

ONLINE Fieldwork: 28th-29th January 2015

Absolutes/col percents

Table 14

Q.2 To what extent do you agree or disagree with each of the following statements?

Small businesses need more help to get their voices heard in Parliament

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	183	110	1727	88	232	182	182	145	189	227	285	197
Weighted base	2020	182	101	1737	81	222	182	182	141	202	263	283	182
NET: Agree	1645 81%	159 88%	84 83%	1402 81%	64 79%	181 81%	140 77%	135 74%	122 86%	156 77%	220 84%	237 84%	147 81%
Strongly agree	(4) 698 35%	80 44%	37 36%	581 33%	26 33%	87 39%	53 29%	47 26%	46 32%	57 28%	86 33%	120 42%	58 32%
Tend to agree	(3) 947 47%	79 43%	47 46%	821 47%	38 47%	94 42%	86 47%	87 48%	76 54%	100 49%	134 51%	118 42%	89 49%
Tend to disagree	(2) 88 4%	6 3%	5 5%	76 4%	3 4%	9 4%	12 7%	10 6%	4 3%	8 4%	12 5%	10 3%	7 4%
Strongly disagree	(1) 20 1%	1 *	4 3%	15 1%	- -	6 3%	2 1%	1 *	- -	- -	2 1%	2 1%	3 2%
NET: Disagree	107 5%	6 4%	9 9%	92 5%	3 4%	15 7%	14 8%	11 6%	4 3%	8 4%	14 5%	12 4%	11 6%
Don't know	267 13%	16 9%	8 8%	243 14%	13 17%	27 12%	29 16%	36 20%	15 11%	37 18%	28 11%	34 12%	24 13%
Mean	3.33	3.44	3.26	3.32	3.34	3.34	3.25	3.25	3.33	3.29	3.30	3.43	3.28
Standard deviation	0.62	0.59	0.74	0.62	0.57	0.71	0.65	0.60	0.54	0.56	0.60	0.61	0.65
Standard error	0.01	0.05	0.07	0.02	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05