

# KEURIG – GB SURVEY

## METHODOLOGY NOTE

ComRes interviewed 2,035 British adults online between 31st August and 1st September 2016. Data were weighted by age, gender and region to be representative of all British adults. ComRes is a member of the British Polling Council and abides by its rules.

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## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 1

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Summary Table**

**Base: All respondents**

	Sources of information								
	Adverts in newspapers and magazines	Email adverts	Word of mouth	Celebrity endorsements	Online adverts	Adverts on television	Reviews (in newspapers, magazines or online)	Articles (in newspapers, magazines or online)	Social media posts from companies or brands
Unweighted base	2035	2035	2035	2035	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035	2035	2035	2035	2035
NET: Trustworthy	1039 51%	572 28%	1557 77%	340 17%	732 36%	1123 55%	1436 71%	1212 60%	651 32%
Very trustworthy (4)	88 4%	39 2%	447 22%	36 2%	49 2%	127 6%	199 10%	91 4%	56 3%
Fairly trustworthy (3)	951 47%	533 26%	1111 55%	305 15%	682 34%	996 49%	1237 61%	1121 55%	595 29%
Fairly untrust- worthy (2)	638 31%	765 38%	274 13%	776 38%	791 39%	577 28%	350 17%	509 25%	736 36%
Very untrustworthy (1)	151 7%	405 20%	66 3%	648 32%	224 11%	156 8%	76 4%	109 5%	307 15%
NET: Untrustworthy	789 39%	1170 58%	339 17%	1424 70%	1015 50%	732 36%	426 21%	618 30%	1043 51%
Don't know	207 10%	293 14%	139 7%	271 13%	289 14%	180 9%	173 8%	205 10%	341 17%
Mean	2.53	2.12	3.02	1.85	2.32	2.59	2.84	2.65	2.24
Standard deviation	0.71	0.78	0.72	0.77	0.73	0.74	0.66	0.67	0.78
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 2

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Adverts in newspapers and magazines**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	1039	484	555	94	165	176	194	149	260	272	278	236	253	121	456
	51%	49%	53%	40%	47%	53%	54%	51%	57%	50%	51%	53%	51%	46%	51%
Very trustworthy	(4) 88	43	45	9	18	19	15	18	11	21	22	19	26	10	42
	4%	4%	4%	4%	5%	6%	4%	6%	2%	4%	4%	4%	5%	4%	5%
Fairly trustworthy	(3) 951	441	510	86	147	157	180	132	249	251	256	217	227	110	414
	47%	44%	49%	36%	42%	47%	50%	45%	55%	46%	47%	49%	46%	42%	47%
Fairly untrust- worthy	(2) 638	335	304	95	114	103	107	89	130	197	176	129	137	98	277
	31%	34%	29%	40%	32%	31%	30%	30%	28%	36%	32%	29%	28%	37%	31%
Very untrustworthy	(1) 151	79	72	30	39	13	19	22	27	32	43	31	44	19	72
	7%	8%	7%	13%	11%	4%	5%	7%	6%	6%	8%	7%	9%	7%	8%
NET: Untrustworthy	789	413	376	126	153	117	126	110	157	230	219	159	181	117	348
	39%	42%	36%	53%	44%	35%	35%	38%	34%	42%	40%	36%	36%	44%	39%
Don't know	207	94	113	16	34	41	42	34	40	45	51	48	63	27	83
	10%	9%	11%	7%	10%	12%	12%	11%	9%	8%	9%	11%	13%	10%	9%
Mean	2.53	2.50	2.57	2.33	2.45	2.62	2.59	2.56	2.59	2.52	2.52	2.57	2.54	2.47	2.53
Standard deviation	0.71	0.72	0.71	0.76	0.78	0.68	0.67	0.74	0.65	0.68	0.71	0.71	0.76	0.70	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.05	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 2

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Adverts in newspapers and magazines**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	1039 51%	95 54%	59 57%	885 50%	50 59%	123 53%	98 57%	96 52%	81 54%	90 46%	140 52%	137 48%	69 38%
Very trustworthy	(4) 88 4%	5 3%	5 5%	79 4%	7 8%	9 4%	4 2%	10 5%	9 6%	2 1%	19 7%	11 4%	8 5%
Fairly trustworthy	(3) 951 47%	90 51%	54 52%	806 46%	43 50%	114 49%	94 55%	86 47%	72 48%	88 45%	121 45%	127 45%	60 34%
Fairly untrustworthy	(2) 638 31%	52 30%	24 23%	562 32%	21 24%	69 30%	47 27%	51 28%	50 33%	69 35%	76 28%	101 36%	79 44%
Very untrustworthy	(1) 151 7%	14 8%	9 9%	127 7%	5 5%	17 7%	11 6%	13 7%	5 3%	17 9%	20 7%	25 9%	15 8%
NET: Untrustworthy	789 39%	67 38%	33 31%	690 39%	25 30%	87 37%	58 34%	65 35%	54 36%	86 44%	95 36%	126 44%	93 52%
Don't know	207 10%	15 9%	12 12%	180 10%	10 12%	24 10%	17 10%	23 12%	15 10%	21 10%	33 12%	21 7%	17 9%
Mean	2.53	2.53	2.60	2.53	2.70	2.55	2.58	2.58	2.63	2.42	2.59	2.47	2.39
Standard deviation	0.71	0.69	0.74	0.72	0.73	0.70	0.66	0.73	0.66	0.69	0.76	0.72	0.72
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.06

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 3

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Email adverts**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842	
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888	
NET: Trustworthy	572 28%	255 26%	317 30%	69 29%	103 29%	121 36%	105 29%	68 23%	105 23%	153 28%	146 27%	134 30%	139 28%	71 27%	275 31%	
Very trustworthy	(4) 2%	39 2%	18 2%	21 2%	6 3%	13 4%	14 4%	4 1%	* *	1 *	15 3%	8 1%	5 1%	11 2%	5 2%	22 3%
Fairly trustworthy	(3) 26%	533 26%	237 24%	296 28%	63 27%	90 25%	108 32%	101 28%	68 23%	104 23%	138 25%	138 25%	130 29%	128 26%	66 25%	252 28%
Fairly untrust- worthy	(2) 38%	765 38%	389 39%	376 36%	87 37%	124 35%	110 33%	142 39%	123 42%	179 39%	203 37%	226 41%	162 37%	174 35%	94 36%	326 37%
Very untrustworthy	(1) 20%	405 20%	225 23%	180 17%	66 28%	89 25%	52 16%	55 15%	53 18%	89 20%	120 22%	103 19%	85 19%	97 20%	69 26%	168 19%
NET: Untrustworthy	1170 58%	614 62%	556 53%	153 65%	213 60%	162 49%	197 54%	176 60%	268 59%	323 59%	329 60%	248 56%	270 54%	163 62%	494 56%	
Don't know	293 14%	122 12%	171 16%	14 6%	37 10%	50 15%	60 17%	49 17%	83 18%	71 13%	72 13%	62 14%	87 18%	30 11%	119 13%	
Mean	2.12	2.05	2.18	2.04	2.09	2.29	2.18	2.06	2.05	2.10	2.11	2.14	2.13	2.03	2.17	
Standard deviation	0.78	0.78	0.78	0.83	0.85	0.82	0.74	0.71	0.73	0.81	0.75	0.77	0.80	0.82	0.80	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.06	0.03	

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 3

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Email adverts**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	572 28%	46 26%	30 29%	497 28%	28 33%	61 26%	51 30%	67 37%	42 28%	49 25%	87 32%	74 26%	37 21%
Very trustworthy	(4) 2%	1 *	2 2%	37 2%	4 4%	3 1%	2 1%	4 2%	4 3%	2 1%	11 4%	5 2%	2 1%
Fairly trustworthy	(3) 26%	45 25%	28 27%	460 26%	24 29%	57 25%	50 29%	64 35%	38 25%	47 24%	76 28%	69 24%	35 20%
Fairly untrustworthy	(2) 38%	75 43%	34 33%	656 37%	30 35%	97 41%	69 40%	58 32%	58 38%	84 43%	92 34%	111 39%	57 32%
Very untrustworthy	(1) 20%	31 18%	21 20%	353 20%	8 9%	49 21%	32 18%	38 21%	29 19%	37 19%	48 18%	56 20%	56 31%
NET: Untrustworthy	1170 58%	107 60%	55 53%	1009 57%	38 45%	146 63%	100 58%	96 52%	87 58%	121 61%	140 52%	167 59%	113 63%
Don't know	293 14%	25 14%	19 18%	249 14%	19 23%	27 11%	21 12%	19 11%	21 14%	27 14%	42 16%	44 15%	28 16%
Mean	2.12	2.10	2.12	2.12	2.36	2.07	2.14	2.20	2.13	2.08	2.22	2.10	1.89
Standard deviation	0.78	0.71	0.81	0.79	0.77	0.76	0.75	0.82	0.80	0.73	0.83	0.78	0.81
Standard error	0.02	0.05	0.09	0.02	0.10	0.05	0.06	0.07	0.07	0.05	0.05	0.05	0.07

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 4

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Word of mouth**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	1557 77%	714 72%	844 81%	159 67%	270 76%	251 75%	286 79%	220 75%	372 82%	423 77%	413 75%	342 77%	379 76%	188 71%	683 77%
Very trustworthy	(4) 447 22%	196 20%	250 24%	53 22%	102 29%	84 25%	72 20%	47 16%	88 19%	128 23%	97 18%	112 25%	109 22%	60 23%	209 24%
Fairly trustworthy	(3) 1111 55%	517 52%	593 57%	106 45%	168 48%	167 50%	214 59%	174 59%	283 62%	295 54%	316 58%	230 52%	270 54%	128 48%	474 53%
Fairly untrustworthy	(2) 274 13%	164 17%	110 11%	53 23%	46 13%	43 13%	42 12%	41 14%	48 11%	78 14%	77 14%	55 12%	63 13%	44 17%	117 13%
Very untrustworthy	(1) 66 3%	39 4%	27 3%	11 5%	12 3%	6 2%	10 3%	16 5%	11 2%	10 2%	21 4%	17 4%	18 4%	8 3%	30 3%
NET: Untrustworthy	339 17%	203 20%	137 13%	64 27%	57 16%	50 15%	52 14%	56 19%	59 13%	88 16%	98 18%	72 16%	81 16%	52 20%	146 16%
Don't know	139 7%	75 8%	64 6%	13 6%	25 7%	33 10%	25 7%	17 6%	25 5%	36 6%	37 7%	30 7%	37 7%	24 9%	58 7%
Mean	3.02	2.95	3.09	2.90	3.10	3.09	3.03	2.91	3.04	3.06	2.96	3.06	3.02	3.00	3.04
Standard deviation	0.72	0.75	0.68	0.82	0.77	0.71	0.68	0.73	0.65	0.69	0.71	0.75	0.73	0.76	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 4

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Word of mouth**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	1557 77%	134 76%	78 75%	1345 77%	72 84%	179 76%	140 81%	142 78%	115 76%	151 76%	197 73%	211 74%	139 78%
Very trustworthy	(4) 447 22%	31 17%	15 15%	401 23%	14 16%	57 24%	43 25%	47 26%	32 21%	41 21%	63 23%	60 21%	44 25%
Fairly trustworthy	(3) 1111 55%	104 59%	62 60%	945 54%	58 68%	122 52%	97 56%	95 52%	83 55%	109 55%	134 50%	151 53%	95 53%
Fairly untrustworthy	(2) 274 13%	23 13%	16 16%	234 13%	8 9%	31 13%	19 11%	30 16%	21 14%	20 10%	35 13%	50 18%	20 11%
Very untrustworthy	(1) 66 3%	6 3%	3 3%	57 3%	1 1%	7 3%	5 3%	4 2%	6 4%	7 4%	11 4%	10 3%	7 4%
NET: Untrustworthy	339 17%	29 16%	19 19%	291 17%	9 10%	38 16%	24 14%	34 18%	27 18%	28 14%	46 17%	60 21%	27 15%
Don't know	139 7%	14 8%	7 7%	118 7%	5 6%	17 7%	9 5%	7 4%	9 6%	19 10%	26 10%	14 5%	12 7%
Mean	3.02	2.98	2.93	3.03	3.06	3.05	3.09	3.06	2.99	3.04	3.02	2.97	3.06
Standard deviation	0.72	0.69	0.67	0.73	0.55	0.74	0.71	0.72	0.73	0.71	0.77	0.74	0.74
Standard error	0.02	0.05	0.07	0.02	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.06



## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 5

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Celebrity endorsements**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	340 17%	159 16%	181 17%	43 18%	79 22%	75 22%	69 19%	33 11%	43 9%	97 18%	88 16%	70 16%	85 17%	43 16%	185 21%
Very trustworthy	(4) 36 2%	15 1%	21 2%	6 3%	11 3%	10 3%	4 1%	- -	5 1%	8 2%	6 1%	7 2%	15 3%	4 2%	15 2%
Fairly trustworthy	(3) 305 15%	145 15%	160 15%	37 16%	68 19%	65 19%	65 18%	33 11%	38 8%	89 16%	82 15%	63 14%	70 14%	39 15%	169 19%
Fairly untrust- worthy	(2) 776 38%	369 37%	408 39%	77 33%	122 35%	144 43%	134 37%	111 38%	187 41%	197 36%	231 42%	174 39%	174 35%	110 42%	314 35%
Very untrustworthy	(1) 648 32%	334 34%	314 30%	95 40%	115 33%	70 21%	105 29%	107 36%	157 34%	193 35%	161 29%	140 32%	155 31%	83 32%	278 31%
NET: Untrustworthy	1424 70%	702 71%	722 69%	172 73%	237 67%	214 64%	239 66%	218 74%	344 75%	390 71%	391 72%	314 71%	329 66%	193 73%	592 67%
Don't know	271 13%	129 13%	141 14%	21 9%	37 10%	46 14%	55 15%	43 15%	69 15%	60 11%	68 12%	60 13%	83 17%	28 11%	111 13%
Mean	1.85	1.81	1.88	1.79	1.92	2.05	1.90	1.71	1.72	1.82	1.86	1.84	1.87	1.85	1.90
Standard deviation	0.77	0.77	0.78	0.83	0.85	0.77	0.77	0.69	0.69	0.78	0.73	0.76	0.82	0.76	0.80
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.04	0.04	0.05	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 5

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Celebrity endorsements**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	340 17%	25 14%	26 25%	289 16%	18 21%	34 15%	27 16%	40 22%	27 18%	26 13%	57 21%	37 13%	23 13%
Very trustworthy	(4) 36 2%	1 *	5 5%	30 2%	3 3%	5 2%	1 1%	3 2%	5 3%	1 1%	8 3%	2 1%	2 1%
Fairly trustworthy	(3) 305 15%	25 14%	21 20%	259 15%	15 18%	30 13%	26 15%	36 20%	22 15%	25 13%	49 18%	35 12%	21 12%
Fairly untrustworthy	(2) 776 38%	62 35%	30 29%	685 39%	32 38%	94 40%	72 42%	77 42%	63 42%	74 38%	93 35%	117 41%	63 35%
Very untrustworthy	(1) 648 32%	62 35%	28 27%	557 32%	20 24%	65 28%	51 30%	50 28%	40 26%	73 37%	83 31%	97 34%	76 43%
NET: Untrustworthy	1424 70%	124 70%	58 56%	1242 71%	53 62%	159 68%	123 71%	127 70%	103 68%	148 75%	176 66%	214 75%	139 78%
Don't know	271 13%	28 16%	19 19%	224 13%	15 17%	41 17%	22 13%	16 9%	21 14%	23 12%	35 13%	33 12%	17 9%
Mean	1.85	1.76	2.04	1.84	2.00	1.86	1.85	1.96	1.94	1.74	1.92	1.77	1.68
Standard deviation	0.77	0.74	0.91	0.77	0.81	0.76	0.72	0.78	0.79	0.72	0.84	0.72	0.74
Standard error	0.02	0.06	0.10	0.02	0.10	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 6

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Online adverts**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842	
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888	
NET: Trustworthy	732 36%	339 34%	393 38%	77 33%	129 37%	142 42%	145 40%	96 33%	143 31%	185 34%	200 36%	166 37%	181 36%	81 31%	352 40%	
Very trustworthy	(4) 2%	49 2%	25 3%	24 2%	10 4%	16 5%	13 4%	5 1%	3 1%	2 *	12 2%	15 3%	6 1%	16 3%	8 3%	25 3%
Fairly trustworthy	(3) 34%	682 34%	314 32%	369 35%	67 29%	113 32%	129 39%	140 39%	92 31%	141 31%	173 32%	185 34%	159 36%	165 33%	73 28%	327 37%
Fairly untrust- worthy	(2) 39%	791 39%	397 40%	394 38%	102 43%	137 39%	124 37%	131 36%	117 40%	180 39%	229 42%	220 40%	165 37%	177 36%	115 44%	322 36%
Very untrustworthy	(1) 11%	224 11%	127 13%	97 9%	39 16%	46 13%	30 9%	32 9%	28 9%	50 11%	59 11%	65 12%	45 10%	55 11%	34 13%	100 11%
NET: Untrustworthy	1015 50%	523 53%	491 47%	141 59%	183 52%	154 46%	162 45%	145 49%	230 50%	288 53%	284 52%	211 47%	231 47%	150 57%	422 48%	
Don't know	289 14%	129 13%	159 15%	18 8%	41 12%	38 11%	55 15%	53 18%	83 18%	74 14%	63 12%	67 15%	84 17%	34 13%	113 13%	
Mean	2.32	2.27	2.36	2.22	2.32	2.42	2.39	2.30	2.25	2.29	2.31	2.34	2.35	2.24	2.36	
Standard deviation	0.73	0.74	0.71	0.79	0.79	0.73	0.69	0.68	0.68	0.71	0.74	0.71	0.75	0.74	0.75	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03	

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 6

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Online adverts**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	732 36%	65 37%	43 42%	623 36%	34 39%	82 35%	65 38%	71 39%	52 35%	66 34%	104 39%	90 32%	59 33%
Very trustworthy	(4) 2%	2 1%	7 7%	41 2%	3 3%	1 *	5 3%	9 5%	4 3%	3 1%	9 3%	4 2%	4 2%
Fairly trustworthy	(3) 34%	63 36%	37 35%	583 33%	31 36%	81 35%	60 35%	62 34%	48 32%	64 32%	95 35%	86 30%	55 31%
Fairly untrustworthy	(2) 39%	68 39%	31 30%	692 39%	33 39%	89 38%	64 37%	65 35%	61 40%	79 40%	95 35%	133 47%	73 41%
Very untrustworthy	(1) 11%	21 12%	11 10%	192 11%	4 5%	25 11%	18 10%	21 12%	16 10%	27 14%	34 13%	22 8%	25 14%
NET: Untrustworthy	1015 50%	89 51%	42 40%	884 50%	37 44%	114 49%	82 47%	86 47%	76 51%	106 54%	129 48%	155 55%	98 55%
Don't know	289 14%	23 13%	18 18%	248 14%	14 17%	37 16%	26 15%	26 14%	22 15%	25 13%	36 13%	39 14%	22 12%
Mean	2.32	2.29	2.46	2.31	2.45	2.30	2.36	2.37	2.31	2.24	2.34	2.30	2.24
Standard deviation	0.73	0.71	0.82	0.72	0.67	0.69	0.74	0.79	0.72	0.73	0.77	0.65	0.74
Standard error	0.02	0.05	0.09	0.02	0.08	0.05	0.06	0.07	0.06	0.05	0.05	0.04	0.06

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 7

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Adverts on television**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	1123	514	609	110	167	210	203	150	283	289	303	247	283	127	481
	55%	52%	58%	47%	47%	63%	56%	51%	62%	53%	55%	56%	57%	48%	54%
Very trustworthy	(4) 127	59	68	19	23	20	21	22	22	30	31	31	35	12	65
	6%	6%	6%	8%	7%	6%	6%	7%	5%	6%	6%	7%	7%	4%	7%
Fairly trustworthy	(3) 996	455	541	91	143	190	182	128	261	259	273	216	249	115	417
	49%	46%	52%	39%	41%	57%	50%	44%	57%	47%	50%	49%	50%	43%	47%
Fairly untrust- worthy	(2) 577	304	273	79	103	71	106	94	124	174	157	131	115	85	247
	28%	31%	26%	33%	29%	21%	29%	32%	27%	32%	29%	29%	23%	32%	28%
Very untrustworthy	(1) 156	90	65	33	43	18	17	22	23	39	47	25	45	23	78
	8%	9%	6%	14%	12%	6%	5%	7%	5%	7%	9%	6%	9%	9%	9%
NET: Untrustworthy	732	394	338	111	146	90	123	116	146	213	204	156	159	108	325
	36%	40%	32%	47%	41%	27%	34%	39%	32%	39%	37%	35%	32%	41%	37%
Don't know	180	83	97	15	40	34	37	27	27	45	40	41	54	29	81
	9%	8%	9%	6%	11%	10%	10%	9%	6%	8%	7%	9%	11%	11%	9%
Mean	2.59	2.53	2.65	2.44	2.47	2.71	2.64	2.57	2.66	2.56	2.57	2.63	2.62	2.49	2.58
Standard deviation	0.74	0.76	0.71	0.85	0.82	0.68	0.68	0.76	0.66	0.72	0.74	0.72	0.77	0.74	0.77
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.05	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 7

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Adverts on television**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	1123 55%	94 53%	66 63%	963 55%	55 64%	143 61%	101 58%	109 60%	84 56%	104 53%	138 51%	143 50%	87 48%
Very trustworthy	(4) 127 6%	8 4%	13 12%	106 6%	7 8%	16 7%	6 3%	10 6%	10 7%	12 6%	25 9%	15 5%	5 3%
Fairly trustworthy	(3) 996 49%	86 49%	53 51%	857 49%	48 56%	128 55%	95 55%	99 54%	74 49%	92 46%	113 42%	128 45%	81 45%
Fairly untrustworthy	(2) 577 28%	55 31%	19 18%	502 29%	19 22%	56 24%	49 28%	40 22%	50 33%	55 28%	76 28%	97 34%	59 33%
Very untrustworthy	(1) 156 8%	11 6%	9 9%	135 8%	4 5%	16 7%	11 6%	18 10%	8 5%	17 9%	27 10%	21 7%	13 7%
NET: Untrustworthy	732 36%	67 38%	28 27%	637 36%	23 27%	73 31%	60 35%	59 32%	58 38%	72 36%	103 38%	118 41%	72 40%
Don't know	180 9%	16 9%	10 9%	154 9%	8 9%	18 8%	12 7%	15 8%	9 6%	22 11%	27 10%	23 8%	20 11%
Mean	2.59	2.56	2.74	2.58	2.74	2.66	2.60	2.60	2.61	2.56	2.56	2.53	2.50
Standard deviation	0.74	0.70	0.82	0.74	0.69	0.72	0.67	0.76	0.70	0.76	0.82	0.72	0.69
Standard error	0.02	0.05	0.09	0.02	0.08	0.05	0.05	0.06	0.06	0.06	0.05	0.05	0.06

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 8

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Reviews (in newspapers, magazines or online)**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	1436 71%	669 68%	767 73%	171 72%	252 72%	230 69%	253 70%	201 68%	329 72%	398 73%	398 73%	307 69%	333 67%	170 64%	626 71%
Very trustworthy	(4) 199 10%	80 8%	119 11%	32 14%	58 17%	36 11%	26 7%	26 9%	21 5%	59 11%	44 8%	53 12%	42 9%	25 10%	95 11%
Fairly trustworthy	(3) 1237 61%	590 59%	647 62%	139 59%	194 55%	194 58%	228 63%	174 59%	308 68%	338 62%	354 65%	254 57%	291 59%	144 55%	530 60%
Fairly untrustworthy	(2) 350 17%	194 20%	156 15%	43 18%	58 16%	55 16%	59 16%	52 18%	84 18%	96 18%	90 16%	75 17%	88 18%	50 19%	151 17%
Very untrustworthy	(1) 76 4%	44 4%	32 3%	6 3%	17 5%	10 3%	18 5%	12 4%	13 3%	13 2%	24 4%	18 4%	21 4%	17 7%	34 4%
NET: Untrustworthy	426 21%	238 24%	189 18%	49 21%	75 21%	65 19%	77 21%	64 22%	96 21%	109 20%	114 21%	94 21%	109 22%	67 25%	186 21%
Don't know	173 8%	84 9%	88 8%	16 7%	25 7%	40 12%	33 9%	29 10%	30 7%	40 7%	36 6%	42 10%	55 11%	28 10%	76 9%
Mean	2.84	2.78	2.89	2.89	2.90	2.87	2.79	2.81	2.79	2.87	2.82	2.85	2.80	2.75	2.85
Standard deviation	0.66	0.67	0.64	0.67	0.75	0.65	0.66	0.67	0.57	0.63	0.64	0.70	0.67	0.74	0.67
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.02

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 8

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Reviews (in newspapers, magazines or online)**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	1436 71%	123 70%	76 74%	1236 70%	66 77%	163 70%	121 70%	131 72%	108 72%	131 66%	199 74%	199 70%	120 67%
Very trustworthy	(4) 199 10%	9 5%	6 6%	184 11%	9 11%	29 13%	17 10%	13 7%	20 13%	16 8%	39 14%	26 9%	15 9%
Fairly trustworthy	(3) 1237 61%	115 65%	70 68%	1052 60%	56 66%	133 57%	104 60%	119 65%	88 59%	115 58%	160 60%	173 61%	104 58%
Fairly untrustworthy	(2) 350 17%	34 19%	15 15%	301 17%	12 14%	49 21%	29 17%	24 13%	27 18%	34 17%	35 13%	53 19%	38 21%
Very untrustworthy	(1) 76 4%	5 3%	3 3%	68 4%	3 4%	5 2%	5 3%	8 4%	4 3%	10 5%	9 3%	14 5%	9 5%
NET: Untrustworthy	426 21%	40 22%	18 17%	369 21%	15 17%	54 23%	34 20%	32 17%	31 21%	45 23%	44 16%	68 24%	46 26%
Don't know	173 8%	14 8%	10 9%	149 9%	5 6%	17 7%	18 10%	20 11%	11 7%	22 11%	25 9%	18 6%	13 7%
Mean	2.84	2.78	2.85	2.84	2.89	2.86	2.86	2.83	2.89	2.78	2.94	2.79	2.76
Standard deviation	0.66	0.59	0.56	0.67	0.65	0.66	0.63	0.63	0.67	0.69	0.67	0.69	0.69
Standard error	0.02	0.04	0.06	0.02	0.08	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.06



## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 9

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Articles (in newspapers, magazines or online)**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Trustworthy	1212	561	651	138	198	199	220	167	289	344	326	266	276	134	535
	60%	57%	62%	59%	56%	60%	61%	57%	63%	63%	60%	60%	56%	51%	60%
Very trustworthy	(4) 91	40	51	13	26	18	13	10	12	29	25	19	18	9	45
	4%	4%	5%	5%	7%	5%	3%	3%	3%	5%	4%	4%	4%	3%	5%
Fairly trustworthy	(3) 1121	521	600	126	172	181	207	157	277	315	302	247	258	125	490
	55%	53%	58%	53%	49%	54%	57%	54%	61%	58%	55%	56%	52%	47%	55%
Fairly untrust- worthy	(2) 509	267	243	63	101	76	86	77	106	127	144	112	126	78	216
	25%	27%	23%	27%	29%	23%	24%	26%	23%	23%	26%	25%	25%	30%	24%
Very untrustworthy	(1) 109	65	44	15	18	19	19	17	19	24	30	24	30	28	46
	5%	7%	4%	7%	5%	6%	5%	6%	4%	4%	6%	6%	6%	11%	5%
NET: Untrustworthy	618	331	287	78	119	96	105	94	125	151	174	137	156	106	262
	30%	33%	27%	33%	34%	29%	29%	32%	27%	28%	32%	31%	31%	40%	30%
Don't know	205	99	106	19	35	39	38	32	42	52	48	41	65	24	91
	10%	10%	10%	8%	10%	12%	10%	11%	9%	10%	9%	9%	13%	9%	10%
Mean	2.65	2.60	2.70	2.63	2.65	2.67	2.65	2.61	2.68	2.70	2.64	2.65	2.61	2.48	2.67
Standard deviation	0.67	0.69	0.64	0.70	0.71	0.69	0.65	0.67	0.61	0.65	0.67	0.67	0.68	0.75	0.67
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.02

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 9

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Articles (in newspapers, magazines or online)**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	1212 60%	102 58%	65 62%	1045 60%	52 61%	144 62%	95 55%	112 61%	91 60%	113 57%	165 62%	170 60%	102 57%
Very trustworthy	(4) 91 4%	5 3%	8 8%	78 4%	5 6%	13 5%	4 2%	4 2%	6 4%	5 2%	20 8%	12 4%	9 5%
Fairly trustworthy	(3) 1121 55%	98 55%	56 54%	967 55%	47 55%	131 56%	91 53%	108 59%	85 56%	108 55%	145 54%	158 56%	93 52%
Fairly untrustworthy	(2) 509 25%	49 28%	24 23%	436 25%	21 25%	56 24%	48 28%	42 23%	39 26%	46 23%	56 21%	76 27%	52 29%
Very untrustworthy	(1) 109 5%	8 4%	3 3%	98 6%	3 4%	13 5%	9 5%	10 5%	5 3%	11 6%	16 6%	20 7%	11 6%
NET: Untrustworthy	618 30%	57 32%	27 26%	534 30%	24 28%	69 30%	57 33%	52 28%	44 29%	57 29%	72 27%	96 34%	63 35%
Don't know	205 10%	18 10%	12 12%	176 10%	9 11%	21 9%	20 12%	19 10%	16 10%	27 14%	31 12%	19 7%	14 8%
Mean	2.65	2.62	2.76	2.65	2.70	2.68	2.59	2.65	2.69	2.62	2.71	2.61	2.61
Standard deviation	0.67	0.63	0.66	0.67	0.65	0.68	0.64	0.63	0.62	0.65	0.72	0.69	0.70
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.06

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 10

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Social media posts from companies or brands**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842	
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888	
NET: Trustworthy	651 32%	283 29%	368 35%	78 33%	126 36%	147 44%	124 34%	75 26%	101 22%	147 27%	175 32%	162 37%	166 33%	73 28%	335 38%	
Very trustworthy	(4) 3%	56 3%	25 3%	31 3%	5 2%	21 6%	19 6%	8 2%	1 *	3 1%	12 2%	14 3%	16 4%	14 3%	6 2%	33 4%
Fairly trustworthy	(3) 29%	595 29%	258 26%	337 32%	74 31%	105 30%	128 38%	116 32%	74 25%	98 22%	136 25%	162 30%	146 33%	152 31%	67 25%	302 34%
Fairly untrust- worthy	(2) 36%	736 36%	369 37%	366 35%	107 45%	134 38%	115 34%	127 35%	101 34%	153 34%	217 40%	214 39%	144 32%	161 32%	111 42%	316 36%
Very untrustworthy	(1) 15%	307 15%	180 18%	127 12%	35 15%	52 15%	28 8%	56 15%	50 17%	87 19%	91 17%	70 13%	70 16%	76 15%	44 17%	119 13%
NET: Untrustworthy	1043 51%	550 55%	493 47%	142 60%	185 53%	143 43%	182 50%	151 51%	240 53%	308 56%	284 52%	214 48%	237 48%	154 58%	434 49%	
Don't know	341 17%	158 16%	183 17%	16 7%	41 12%	45 13%	56 15%	68 23%	115 25%	91 17%	88 16%	68 15%	93 19%	37 14%	118 13%	
Mean	2.24	2.15	2.32	2.22	2.30	2.48	2.25	2.12	2.05	2.15	2.26	2.29	2.26	2.16	2.32	
Standard deviation	0.78	0.79	0.76	0.73	0.82	0.76	0.78	0.75	0.76	0.76	0.75	0.81	0.80	0.76	0.78	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.04	0.05	0.03	

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 10

**Q.1 Generally, how trustworthy or untrustworthy do you think each of the following sources of information are?**

**Social media posts from companies or brands**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Trustworthy	651 32%	47 27%	35 34%	569 32%	32 37%	79 34%	61 35%	57 31%	49 33%	65 33%	87 33%	90 32%	48 27%
Very trustworthy	(4) 56 3%	2 1%	4 4%	50 3%	3 3%	9 4%	5 3%	4 2%	3 2%	2 1%	12 4%	6 2%	5 3%
Fairly trustworthy	(3) 595 29%	45 25%	31 30%	519 30%	29 34%	70 30%	56 32%	53 29%	46 31%	63 32%	75 28%	84 29%	43 24%
Fairly untrustworthy	(2) 736 36%	67 38%	27 26%	641 37%	35 41%	90 38%	56 33%	62 34%	56 38%	69 35%	89 33%	113 40%	70 39%
Very untrustworthy	(1) 307 15%	29 16%	17 16%	262 15%	6 7%	31 13%	28 16%	31 17%	17 11%	33 17%	39 15%	40 14%	36 20%
NET: Untrustworthy	1043 51%	96 54%	44 43%	903 51%	41 48%	121 52%	85 49%	93 51%	74 49%	102 52%	129 48%	153 54%	106 59%
Don't know	341 17%	34 19%	24 23%	283 16%	13 15%	34 14%	27 16%	32 18%	27 18%	30 15%	52 20%	41 15%	25 14%
Mean	2.24	2.15	2.28	2.24	2.40	2.29	2.26	2.20	2.29	2.20	2.28	2.23	2.11
Standard deviation	0.78	0.75	0.85	0.78	0.69	0.78	0.81	0.80	0.74	0.77	0.82	0.75	0.79
Standard error	0.02	0.06	0.10	0.02	0.08	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 11

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

#### Summary Table

**Base: All respondents**

	Careers					
	Law	Teaching	Public Relations	Medicine	Marketing	Finance/Banking
Unweighted base	2035	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035	2035
NET: Good (4/5)	651 32%	915 45%	673 33%	472 23%	710 35%	758 37%
5 - Very good work/life balance	236 12%	309 15%	125 6%	176 9%	122 6%	236 12%
4	415 20%	605 30%	548 27%	295 15%	588 29%	521 26%
3	559 27%	520 26%	763 37%	469 23%	751 37%	613 30%
2	434 21%	314 15%	224 11%	553 27%	223 11%	305 15%
1 - Very poor work/life balance	203 10%	139 7%	72 4%	371 18%	81 4%	149 7%
NET: Poor (1/2)	637 31%	453 22%	297 15%	924 45%	304 15%	453 22%
Don't know	189 9%	147 7%	303 15%	171 8%	269 13%	211 10%
Mean	3.03	3.34	3.25	2.65	3.25	3.22
Standard deviation	1.19	1.15	0.92	1.23	0.93	1.12
Standard error	0.03	0.03	0.02	0.03	0.02	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 12

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Law**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	651	343	308	42	70	73	115	103	249	173	161	150	167	60	232
	32%	35%	30%	18%	20%	22%	32%	35%	55%	32%	29%	34%	34%	23%	26%
5 - Very good work/life balance	236	125	111	9	21	22	35	31	117	58	53	50	76	21	63
	12%	13%	11%	4%	6%	7%	10%	11%	26%	11%	10%	11%	15%	8%	7%
4	415	218	197	32	49	50	80	72	132	115	108	100	91	39	169
	20%	22%	19%	14%	14%	15%	22%	25%	29%	21%	20%	23%	18%	15%	19%
3	559	268	290	55	97	107	94	88	117	149	159	119	131	70	266
	27%	27%	28%	23%	28%	32%	26%	30%	26%	27%	29%	27%	26%	27%	30%
2	434	204	230	78	101	86	82	46	41	136	117	87	94	67	206
	21%	21%	22%	33%	29%	26%	23%	16%	9%	25%	21%	20%	19%	25%	23%
1 - Very poor work/life balance	203	91	112	43	51	38	42	21	8	53	64	51	35	43	113
	10%	9%	11%	18%	14%	11%	12%	7%	2%	10%	12%	12%	7%	16%	13%
NET: Poor (1/2)	637	295	342	121	151	124	124	67	50	189	181	138	128	110	319
	31%	30%	33%	51%	43%	37%	34%	23%	11%	35%	33%	31%	26%	42%	36%
Don't know	189	85	104	19	35	31	30	35	40	36	46	36	70	24	70
	9%	9%	10%	8%	10%	9%	8%	12%	9%	7%	8%	8%	14%	9%	8%
Mean	3.03	3.09	2.96	2.48	2.65	2.78	2.95	3.18	3.74	2.98	2.94	3.02	3.19	2.70	2.83
Standard deviation	1.19	1.19	1.19	1.10	1.12	1.10	1.19	1.11	1.04	1.17	1.18	1.21	1.20	1.19	1.14
Standard error	0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.05	0.08	0.04

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 12

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Law**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	651	59	24	569	31	74	61	53	50	63	91	95	51
	32%	33%	23%	32%	36%	31%	35%	29%	34%	32%	34%	34%	28%
5 - Very good work/life balance	236	15	11	210	11	26	25	20	26	19	34	31	18
	12%	9%	10%	12%	13%	11%	14%	11%	18%	10%	13%	11%	10%
4	415	43	13	359	19	48	36	33	24	44	57	64	33
	20%	24%	12%	20%	23%	20%	21%	18%	16%	22%	21%	23%	18%
3	559	36	36	487	22	56	43	56	49	58	76	75	51
	27%	21%	34%	28%	25%	24%	25%	31%	32%	30%	28%	26%	29%
2	434	57	25	353	13	56	35	33	27	32	54	59	43
	21%	32%	24%	20%	15%	24%	20%	18%	18%	16%	20%	21%	24%
1 - Very poor work/life balance	203	13	9	181	8	20	20	23	14	28	22	29	16
	10%	8%	9%	10%	9%	9%	11%	13%	9%	14%	8%	10%	9%
NET: Poor (1/2)	637	70	34	533	20	76	54	56	41	60	76	89	60
	31%	40%	32%	30%	24%	33%	32%	31%	27%	31%	28%	31%	33%
Don't know	189	12	11	166	13	28	14	18	10	16	25	25	17
	9%	7%	11%	9%	15%	12%	8%	10%	7%	8%	9%	9%	10%
Mean	3.03	2.94	2.91	3.04	3.19	3.02	3.07	2.96	3.16	2.96	3.11	3.03	2.96
Standard deviation	1.19	1.14	1.12	1.20	1.21	1.19	1.25	1.20	1.23	1.21	1.17	1.19	1.15
Standard error	0.03	0.08	0.12	0.03	0.15	0.08	0.09	0.10	0.10	0.09	0.07	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 13

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Teaching**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	915	438	477	106	147	132	159	128	242	244	256	205	209	109	397
	45%	44%	46%	45%	42%	40%	44%	44%	53%	45%	47%	46%	42%	41%	45%
5 - Very good work/life balance	309	164	145	19	53	45	50	36	105	83	79	78	70	28	128
	15%	17%	14%	8%	15%	14%	14%	12%	23%	15%	14%	17%	14%	11%	14%
4	605	274	332	87	93	87	110	92	137	161	178	128	139	81	269
	30%	28%	32%	37%	27%	26%	30%	31%	30%	29%	32%	29%	28%	30%	30%
3	520	247	273	50	101	105	97	65	103	139	137	109	135	68	220
	26%	25%	26%	21%	29%	31%	27%	22%	23%	25%	25%	25%	27%	26%	25%
2	314	170	144	46	40	56	57	49	65	91	81	71	71	50	142
	15%	17%	14%	20%	11%	17%	16%	17%	14%	17%	15%	16%	14%	19%	16%
1 - Very poor work/life balance	139	64	75	19	31	13	31	23	22	49	37	29	24	27	61
	7%	6%	7%	8%	9%	4%	8%	8%	5%	9%	7%	7%	5%	10%	7%
NET: Poor (1/2)	453	233	219	65	72	69	88	72	87	139	118	100	95	77	203
	22%	24%	21%	28%	20%	21%	24%	25%	19%	25%	22%	23%	19%	29%	23%
Don't know	147	72	75	15	33	28	19	28	24	25	36	29	58	11	67
	7%	7%	7%	6%	9%	8%	5%	10%	5%	5%	7%	6%	12%	4%	8%
Mean	3.34	3.33	3.34	3.19	3.30	3.31	3.26	3.26	3.55	3.26	3.35	3.37	3.37	3.13	3.32
Standard deviation	1.15	1.17	1.13	1.12	1.18	1.07	1.16	1.17	1.16	1.19	1.14	1.17	1.10	1.17	1.15
Standard error	0.03	0.04	0.04	0.07	0.07	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.04



## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 13

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Teaching**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	915 45%	96 54%	44 42%	775 44%	43 51%	106 45%	81 47%	75 41%	60 40%	80 41%	116 43%	134 47%	81 45%
5 - Very good work/life balance	309 15%	30 17%	9 9%	271 15%	15 18%	38 16%	34 20%	21 12%	21 14%	27 14%	44 16%	43 15%	28 16%
4	605 30%	66 37%	35 33%	505 29%	28 33%	68 29%	47 27%	54 29%	39 26%	53 27%	72 27%	91 32%	53 30%
3	520 26%	45 25%	35 34%	441 25%	20 23%	49 21%	45 26%	42 23%	45 30%	54 28%	76 28%	65 23%	45 25%
2	314 15%	18 10%	14 13%	282 16%	12 13%	30 13%	25 14%	36 19%	24 16%	36 18%	44 16%	47 17%	28 16%
1 - Very poor work/life balance	139 7%	9 5%	3 3%	127 7%	4 5%	21 9%	13 8%	13 7%	13 9%	13 7%	14 5%	20 7%	15 9%
NET: Poor (1/2)	453 22%	27 15%	17 16%	409 23%	16 19%	51 22%	38 22%	48 26%	37 25%	49 25%	58 22%	67 24%	43 24%
Don't know	147 7%	10 5%	8 8%	129 7%	7 8%	28 12%	8 5%	18 10%	9 6%	14 7%	18 7%	18 6%	10 5%
Mean	3.34	3.54	3.35	3.31	3.48	3.35	3.39	3.22	3.21	3.24	3.35	3.34	3.30
Standard deviation	1.15	1.06	0.94	1.17	1.13	1.23	1.20	1.15	1.17	1.14	1.13	1.16	1.19
Standard error	0.03	0.08	0.10	0.03	0.13	0.09	0.09	0.10	0.10	0.08	0.07	0.07	0.09

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 14

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Public Relations**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	673	334	339	80	106	81	119	88	199	195	184	137	156	82	269
	33%	34%	32%	34%	30%	24%	33%	30%	44%	36%	34%	31%	31%	31%	30%
5 - Very good work/life balance	125	56	69	4	23	23	17	12	46	39	27	31	28	13	51
	6%	6%	7%	2%	7%	7%	5%	4%	10%	7%	5%	7%	6%	5%	6%
4	548	278	270	76	83	58	102	76	153	156	158	106	128	69	218
	27%	28%	26%	32%	24%	17%	28%	26%	33%	29%	29%	24%	26%	26%	25%
3	763	369	394	88	127	142	141	112	152	213	197	176	178	103	348
	37%	37%	38%	37%	36%	42%	39%	38%	33%	39%	36%	40%	36%	39%	39%
2	224	113	111	30	55	48	37	27	28	68	62	46	48	32	113
	11%	11%	11%	13%	16%	14%	10%	9%	6%	12%	11%	10%	10%	12%	13%
1 - Very poor work/life balance	72	42	31	8	17	15	11	12	10	13	20	20	19	7	40
	4%	4%	3%	3%	5%	4%	3%	4%	2%	2%	4%	4%	4%	3%	5%
NET: Poor (1/2)	297	155	142	38	72	62	49	39	37	81	82	66	67	39	153
	15%	16%	14%	16%	20%	19%	13%	13%	8%	15%	15%	15%	13%	15%	17%
Don't know	303	134	169	31	48	48	54	54	68	58	84	64	96	39	118
	15%	13%	16%	13%	14%	15%	15%	19%	15%	11%	15%	15%	19%	15%	13%
Mean	3.25	3.22	3.27	3.19	3.14	3.09	3.25	3.20	3.51	3.28	3.23	3.22	3.25	3.22	3.16
Standard deviation	0.92	0.93	0.91	0.84	0.98	0.95	0.87	0.89	0.88	0.90	0.91	0.95	0.93	0.87	0.94
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.06	0.03

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 14

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Public Relations**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	673	59	37	577	21	76	60	68	42	58	91	94	68
	33%	33%	35%	33%	25%	32%	35%	37%	28%	30%	34%	33%	38%
5 - Very good work/life balance	125	11	3	111	3	21	12	12	11	10	15	16	11
	6%	6%	3%	6%	4%	9%	7%	6%	7%	5%	5%	5%	6%
4	548	48	34	466	18	55	48	56	31	48	76	78	56
	27%	27%	33%	27%	21%	23%	28%	31%	21%	24%	28%	28%	31%
3	763	65	40	658	39	76	63	53	59	76	112	115	67
	37%	37%	38%	38%	46%	33%	36%	29%	39%	38%	42%	40%	37%
2	224	28	8	188	9	27	14	23	21	17	26	31	20
	11%	16%	8%	11%	11%	12%	8%	12%	14%	9%	10%	11%	11%
1 - Very poor work/life balance	72	6	1	66	1	12	8	11	9	11	5	5	4
	4%	3%	1%	4%	2%	5%	5%	6%	6%	5%	2%	2%	2%
NET: Poor (1/2)	297	34	9	254	11	39	22	34	30	28	31	36	25
	15%	19%	9%	14%	12%	17%	13%	18%	20%	14%	11%	13%	14%
Don't know	303	20	18	265	15	43	28	29	20	35	35	40	20
	15%	11%	17%	15%	17%	18%	16%	16%	13%	18%	13%	14%	11%
Mean	3.25	3.19	3.34	3.25	3.18	3.24	3.29	3.23	3.11	3.18	3.30	3.28	3.32
Standard deviation	0.92	0.93	0.75	0.92	0.79	1.03	0.95	1.03	1.00	0.94	0.82	0.84	0.89
Standard error	0.02	0.07	0.08	0.02	0.10	0.08	0.08	0.09	0.09	0.07	0.05	0.06	0.07

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 15

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Medicine**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	472	254	218	37	68	58	62	52	195	118	106	109	139	46	170
	23%	26%	21%	16%	19%	17%	17%	18%	43%	22%	19%	25%	28%	17%	19%
5 - Very good work/life balance	176	101	75	9	18	23	21	22	84	40	33	40	63	13	56
	9%	10%	7%	4%	5%	7%	6%	7%	19%	7%	6%	9%	13%	5%	6%
4	295	153	142	28	51	35	42	30	110	77	73	69	76	33	114
	15%	15%	14%	12%	14%	10%	11%	10%	24%	14%	13%	16%	15%	13%	13%
3	469	219	250	47	88	86	74	72	101	129	124	103	113	55	208
	23%	22%	24%	20%	25%	26%	20%	25%	22%	24%	23%	23%	23%	21%	23%
2	553	274	278	65	89	91	122	89	97	145	161	126	120	90	246
	27%	28%	27%	28%	25%	27%	34%	30%	21%	27%	29%	28%	24%	34%	28%
1 - Very poor work/life balance	371	162	210	67	70	69	75	50	39	125	103	78	65	55	185
	18%	16%	20%	29%	20%	21%	21%	17%	9%	23%	19%	18%	13%	21%	21%
NET: Poor (1/2)	924	436	488	133	159	159	197	140	136	271	264	204	186	145	431
	45%	44%	47%	56%	45%	48%	54%	48%	30%	49%	48%	46%	37%	55%	49%
Don't know	171	82	88	19	37	31	30	29	24	30	54	29	59	18	79
	8%	8%	8%	8%	11%	9%	8%	10%	5%	5%	10%	6%	12%	7%	9%
Mean	2.65	2.73	2.58	2.29	2.55	2.51	2.43	2.56	3.24	2.54	2.54	2.68	2.89	2.43	2.52
Standard deviation	1.23	1.25	1.21	1.15	1.16	1.18	1.15	1.16	1.25	1.23	1.17	1.23	1.27	1.13	1.19
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.08	0.04

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 15

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Medicine**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	472	49	24	398	29	45	39	51	34	35	72	61	32
	23%	28%	24%	23%	34%	19%	23%	28%	22%	18%	27%	21%	18%
5 - Very good work/life balance	176	20	11	146	13	19	14	21	17	12	21	18	10
	9%	11%	11%	8%	16%	8%	8%	12%	11%	6%	8%	6%	6%
4	295	30	13	252	16	26	26	29	17	23	50	43	22
	15%	17%	13%	14%	19%	11%	15%	16%	11%	12%	19%	15%	12%
3	469	39	27	403	15	57	44	38	43	42	57	71	35
	23%	22%	26%	23%	18%	25%	26%	21%	29%	21%	21%	25%	20%
2	553	56	29	468	22	56	49	37	37	51	80	83	52
	27%	32%	28%	27%	26%	24%	28%	20%	25%	26%	30%	29%	29%
1 - Very poor work/life balance	371	23	14	334	10	48	28	40	27	54	37	47	43
	18%	13%	13%	19%	11%	21%	16%	22%	18%	27%	14%	17%	24%
NET: Poor (1/2)	924	79	42	802	32	104	77	77	64	105	118	130	95
	45%	45%	41%	46%	37%	44%	44%	42%	43%	53%	44%	46%	53%
Don't know	171	9	10	151	9	27	12	17	9	15	22	23	17
	8%	5%	10%	9%	11%	12%	7%	9%	6%	8%	8%	8%	9%
Mean	2.65	2.80	2.77	2.63	3.01	2.57	2.68	2.73	2.71	2.39	2.75	2.62	2.41
Standard deviation	1.23	1.23	1.22	1.23	1.31	1.23	1.19	1.35	1.25	1.22	1.19	1.16	1.19
Standard error	0.03	0.09	0.13	0.03	0.16	0.09	0.09	0.11	0.10	0.09	0.07	0.07	0.09

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 16

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Marketing**

**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	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	710	330	380	92	122	108	107	88	193	219	187	142	162	83	299
	35%	33%	36%	39%	35%	32%	29%	30%	42%	40%	34%	32%	33%	32%	34%
5 - Very good work/life balance	122	49	73	16	22	18	16	10	39	40	32	18	32	9	49
	6%	5%	7%	7%	6%	5%	5%	3%	9%	7%	6%	4%	6%	3%	6%
4	588	281	308	75	100	90	90	78	154	179	155	124	130	75	250
	29%	28%	29%	32%	28%	27%	25%	27%	34%	33%	28%	28%	26%	28%	28%
3	751	380	371	82	121	133	142	118	155	193	204	178	176	101	327
	37%	38%	36%	35%	34%	40%	39%	40%	34%	35%	37%	40%	35%	38%	37%
2	223	109	114	26	41	35	52	32	35	64	70	45	43	38	105
	11%	11%	11%	11%	12%	11%	14%	11%	8%	12%	13%	10%	9%	14%	12%
1 - Very poor work/life balance	81	46	35	7	26	11	10	11	16	21	17	20	24	9	45
	4%	5%	3%	3%	7%	3%	3%	4%	4%	4%	3%	5%	5%	3%	5%
NET: Poor (1/2)	304	155	149	34	67	46	63	43	52	84	87	65	67	47	150
	15%	16%	14%	14%	19%	14%	17%	15%	11%	15%	16%	15%	14%	18%	17%
Don't know	269	126	144	29	42	47	51	45	56	51	69	59	91	34	111
	13%	13%	14%	12%	12%	14%	14%	15%	12%	9%	13%	13%	18%	13%	13%
Mean	3.25	3.21	3.30	3.33	3.17	3.24	3.16	3.18	3.41	3.31	3.24	3.19	3.26	3.16	3.20
Standard deviation	0.93	0.92	0.93	0.92	1.02	0.89	0.88	0.87	0.93	0.94	0.91	0.89	0.96	0.88	0.95
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.04

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 16

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Marketing**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	710	53	35	622	23	75	62	73	65	64	101	98	62
	35%	30%	33%	35%	27%	32%	36%	40%	43%	33%	38%	34%	34%
5 - Very good work/life balance	122	8	6	108	1	13	7	10	13	13	19	16	16
	6%	4%	5%	6%	2%	5%	4%	6%	9%	6%	7%	6%	9%
4	588	45	29	514	21	62	55	63	51	52	82	82	46
	29%	26%	28%	29%	25%	27%	32%	34%	34%	26%	31%	29%	26%
3	751	64	35	652	42	86	71	53	38	81	92	115	74
	37%	36%	34%	37%	49%	37%	41%	29%	25%	41%	34%	40%	41%
2	223	25	19	179	9	26	14	16	20	16	31	29	17
	11%	14%	19%	10%	11%	11%	8%	9%	14%	8%	12%	10%	10%
1 - Very poor work/life balance	81	14	1	67	1	7	1	10	11	9	12	8	8
	4%	8%	1%	4%	1%	3%	*	6%	7%	5%	4%	3%	4%
NET: Poor (1/2)	304	38	20	245	10	33	15	26	31	25	43	37	25
	15%	22%	20%	14%	11%	14%	8%	14%	21%	13%	16%	13%	14%
Don't know	269	21	14	235	11	39	25	31	17	27	32	35	18
	13%	12%	13%	13%	13%	17%	14%	17%	11%	14%	12%	12%	10%
Mean	3.25	3.06	3.21	3.28	3.19	3.24	3.36	3.31	3.27	3.25	3.27	3.28	3.28
Standard deviation	0.93	1.00	0.89	0.92	0.70	0.90	0.74	0.98	1.09	0.92	0.96	0.87	0.95
Standard error	0.02	0.08	0.10	0.02	0.08	0.07	0.06	0.09	0.09	0.07	0.06	0.06	0.08

## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 17

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Finance/Banking**

**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	Pri- vate
Unweighted base	2035	1043	992	253	352	311	355	280	484	536	590	357	552	236	842
Weighted base	2035	991	1044	236	353	334	363	293	456	547	547	444	497	264	888
NET: Good (4/5)	758	384	374	52	115	103	125	121	241	186	201	171	199	80	305
	37%	39%	36%	22%	33%	31%	34%	41%	53%	34%	37%	39%	40%	30%	34%
5 - Very good work/life balance	236	110	126	11	37	41	30	32	85	53	66	45	72	24	86
	12%	11%	12%	4%	11%	12%	8%	11%	19%	10%	12%	10%	15%	9%	10%
4	521	274	248	42	78	62	95	89	156	133	135	126	127	57	219
	26%	28%	24%	18%	22%	19%	26%	30%	34%	24%	25%	28%	26%	21%	25%
3	613	303	310	65	94	125	130	87	111	180	172	127	133	99	267
	30%	31%	30%	28%	27%	37%	36%	30%	24%	33%	32%	29%	27%	38%	30%
2	305	145	159	58	63	54	51	34	44	95	87	63	60	41	152
	15%	15%	15%	25%	18%	16%	14%	11%	10%	17%	16%	14%	12%	15%	17%
1 - Very poor work/life balance	149	68	81	37	44	17	18	16	16	49	32	39	29	16	81
	7%	7%	8%	16%	13%	5%	5%	5%	4%	9%	6%	9%	6%	6%	9%
NET: Poor (1/2)	453	213	240	95	107	71	69	49	61	144	119	102	89	57	233
	22%	21%	23%	40%	30%	21%	19%	17%	13%	26%	22%	23%	18%	22%	26%
Don't know	211	91	120	24	36	34	39	35	43	37	55	43	75	27	83
	10%	9%	11%	10%	10%	10%	11%	12%	9%	7%	10%	10%	15%	10%	9%
Mean	3.22	3.24	3.19	2.67	3.00	3.19	3.21	3.34	3.60	3.09	3.24	3.19	3.36	3.13	3.10
Standard deviation	1.12	1.10	1.14	1.12	1.22	1.07	1.00	1.05	1.05	1.11	1.09	1.13	1.13	1.04	1.13
Standard error	0.03	0.04	0.04	0.07	0.07	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.04



## Opinion Poll

### ONLINE Fieldwork: 31st August - 1st September 2016

Absolutes/col percents

Table 17

**Q.2 To what extent, if at all, do you think a career in each of the following industries would offer a good work/life balance?**

**Please answer on a scale of 1-5 where 1 = a very poor work/life balance and 5 = a very good work/life balance.**

**Finance/Banking**

**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	2035	196	100	1739	79	226	191	161	153	215	275	270	169
Weighted base	2035	177	104	1754	85	234	173	183	150	197	268	285	179
NET: Good (4/5)	758 37%	62 35%	36 35%	660 38%	29 33%	77 33%	70 41%	65 35%	69 46%	64 32%	103 39%	116 41%	67 37%
5 - Very good work/life balance	236 12%	21 12%	11 10%	204 12%	11 13%	23 10%	26 15%	24 13%	17 12%	22 11%	32 12%	27 10%	21 12%
4	521 26%	41 23%	25 24%	456 26%	17 20%	54 23%	44 26%	41 23%	51 34%	41 21%	71 26%	89 31%	46 26%
3	613 30%	52 29%	36 35%	525 30%	28 33%	69 30%	53 31%	63 35%	28 19%	64 33%	74 27%	94 33%	51 28%
2	305 15%	34 19%	17 16%	254 14%	13 16%	34 14%	22 13%	15 8%	27 18%	30 15%	49 18%	29 10%	35 20%
1 - Very poor work/life balance	149 7%	16 9%	4 4%	129 7%	4 5%	21 9%	8 5%	20 11%	15 10%	16 8%	20 7%	15 5%	11 6%
NET: Poor (1/2)	453 22%	49 28%	21 20%	383 22%	18 21%	54 23%	30 17%	36 19%	42 28%	46 23%	69 26%	44 15%	46 26%
Don't know	211 10%	14 8%	11 10%	186 11%	11 13%	33 14%	19 11%	19 11%	12 8%	23 12%	22 8%	31 11%	15 8%
Mean	3.22	3.11	3.24	3.22	3.24	3.12	3.38	3.20	3.22	3.14	3.19	3.33	3.19
Standard deviation	1.12	1.16	1.02	1.12	1.10	1.14	1.09	1.18	1.21	1.13	1.14	1.01	1.12
Standard error	0.03	0.09	0.11	0.03	0.13	0.08	0.08	0.10	0.10	0.08	0.07	0.07	0.09