



Base size: 2080 adults (UK Nat Rep)

Total

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor level of trust' and 5 is 'Very strong level of trust'. q1_2_1.
Small business :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	1%
2 [2]	4%
3 [3]	30%
4 [4]	50%
5 - Very strong level of trust [5]	16%
Net: Strong level of trust	65%
Net: Poor level of trust	5%
Mean	3.74

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor level of trust' and 5 is 'Very strong level of trust'. q1_3_1.
Big business :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	12%
2 [2]	23%
3 [3]	42%
4 [4]	20%
5 - Very strong level of trust [5]	3%
Net: Strong level of trust	23%
Net: Poor level of trust	35%
Mean	2.79

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_4_1.
Multinational firms :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	23%
2 [2]	22%
3 [3]	38%
4 [4]	14%
5 - Very strong level of trust [5]	3%
Net: Strong level of trust	17%
Net: Poor level of trust	45%
Mean	2.52

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_5_1.
The private sector :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	9%
2 [2]	19%
3 [3]	43%
4 [4]	25%
5 - Very strong level of trust [5]	5%
Net: Strong level of trust	29%
Net: Poor level of trust	27%
Mean	2.98

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_1_1.
Business as a whole :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	4%
2 [2]	13%
3 [3]	55%
4 [4]	25%
5 - Very strong level of trust [5]	3%
Net: Strong level of trust	28%
Net: Poor level of trust	17%
Mean	3.10

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_6_1.
High street retailers :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	2%
2 [2]	11%
3 [3]	45%
4 [4]	37%
5 - Very strong level of trust [5]	5%
Net: Strong level of trust	42%
Net: Poor level of trust	13%
Mean	3.31

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_7_1.
Manufacturers :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	2%
2 [2]	9%
3 [3]	47%
4 [4]	36%
5 - Very strong level of trust [5]	5%
Net: Strong level of trust	41%
Net: Poor level of trust	12%
Mean	3.32

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'. q1_8_1.
Supermarkets :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	6%
2 [2]	17%
3 [3]	43%
4 [4]	29%
5 - Very strong level of trust [5]	4%
Net: Strong level of trust	33%
Net: Poor level of trust	23%
Mean	3.08

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_9_1.
Creative companies :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	3%
2 [2]	9%
3 [3]	47%
4 [4]	35%
5 - Very strong level of trust [5]	6%
Net: Strong level of trust	41%
Net: Poor level of trust	12%
Mean	3.33

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_10_1.
Construction companies :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	5%
2 [2]	19%
3 [3]	51%
4 [4]	22%
5 - Very strong level of trust [5]	3%
Net: Strong level of trust	25%
Net: Poor level of trust	25%
Mean	2.97

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_11_1.
Law firms :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	15%
2 [2]	25%
3 [3]	35%
4 [4]	20%
5 - Very strong level of trust [5]	5%
Net: Strong level of trust	24%
Net: Poor level of trust	40%
Mean	2.73

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_12_1.
Insurance companies :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	25%
2 [2]	33%
3 [3]	31%
4 [4]	8%
5 - Very strong level of trust [5]	2%
Net: Strong level of trust	11%
Net: Poor level of trust	58%
Mean	2.30

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_13_1.
Banks :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	31%
2 [2]	26%
3 [3]	30%
4 [4]	10%
5 - Very strong level of trust [5]	2%
Net: Strong level of trust	13%
Net: Poor level of trust	57%
Mean	2.27

How much do you trust the following? Please rate your
trust on a scale from 1 to 5, where 1 is 'Very poor
level of trust' and 5 is 'Very strong level of trust'.q1_14_1.
Utilities :

Unweighted base	2080
Base	2080
1 - Very poor level of trust [1]	31%
2 [2]	30%
3 [3]	30%
4 [4]	8%
5 - Very strong level of trust [5]	2%
Net: Strong level of trust	10%
Net: Poor level of trust	60%
Mean	2.21

Q1 factors. Which of the following factors have the greatest influence on your trust in business as a whole? Please tick up to three factors.

Unweighted base	2080
Base	2080
Contributing to the UK economy	19%
Treating employees well	25%
Consistently delivering what they promise	36%
Creating jobs in the UK	22%
Giving good customer service	36%
Having respected leadership	4%
Communicating honestly	29%
Providing value for money	41%
Taking care of the environment	8%
Getting involved in the local community	4%
Putting customers before profits	39%
None of these	7%

q2_3. To what extent do you agree or disagree with the following statements: - Industry scandals affect my confidence in business as a whole

Unweighted base	2080
Base	2080
Strongly agree	24%
Agree	44%
Neither agree nor disagree	22%
Disagree	6%
Strongly disagree	1%
Don't know	4%

q2_4. To what extent do you agree or disagree with the following statements: - Overall, British business makes a positive contribution to society

Unweighted base	2080
Base	2080
Strongly agree	8%
Agree	45%
Neither agree nor disagree	32%
Disagree	7%
Strongly disagree	2%
Don't know	5%

q2_5. To what extent do you agree or disagree with the following statements: - The economic crisis has damaged my confidence in business as a whole

Unweighted base	2080
Base	2080
Strongly agree	16%
Agree	32%
Neither agree nor disagree	33%
Disagree	13%
Strongly disagree	2%
Don't know	4%

q2_6. To what extent do you agree or disagree with the following statements: - Businesses do not take effective action to re-gain trust after it has been damaged

Unweighted base	2080
Base	2080
Strongly agree	19%
Agree	41%
Neither agree nor disagree	27%
Disagree	7%
Strongly disagree	1%
Don't know	5%

q2_8. To what extent do you agree or disagree with the following statements: - The expectation on business to do the right thing has increased in the last 10 years

Unweighted base	2080
Base	2080
Strongly agree	12%
Agree	43%
Neither agree nor disagree	25%
Disagree	11%
Strongly disagree	5%
Don't know	5%

q2_14. To what extent do you agree or disagree with the following statements: - Business should be more transparent about what it does

Unweighted base	2080
Base	2080
Strongly agree	31%
Agree	47%
Neither agree nor disagree	16%
Disagree	2%
Strongly disagree	0%
Don't know	3%

Q2_15. To what extent do you agree or disagree with the following statements: - Profit is a good thing

Unweighted base	2080
Base	2080
Strongly agree	13%
Agree	57%
Neither agree nor disagree	23%
Disagree	3%
Strongly disagree	1%
Don't know	3%