

Sample Size: 1997 GB Adults
Fieldwork: 17th - 20th October 2014

	Total	Split 1	Split 2
Weighted Sample	Total	Total	Total
	1997	1002	995
Unweighted Sample	1997	1002	995
	%	%	%

In a free market, or one might say capitalism, the pursuit of high financial rewards is seen as a key driver of behaviour. Do you think that leads to a better overall standard living?

Yes, and a basically fair society	7	8	6
Yes, but with some degree of unfairness	35	34	36
Yes, but with huge unfairness	25	25	25
TOTAL YES	67	67	67
No, it makes people poorer	17	18	16
Don't know	16	16	17

Assuming they are both democracies, would you prefer to live in a free market / capitalist society or in a socialist society?

Free market/capitalist society	40	43	37
Socialist society	29	28	30
Don't know	31	29	33

How much, as a *percentage*, of your household utility bill do you think is made up of the profit earned by the utility company? Please write in the percentage that you think, so a number between 0 and 100...

0-10%	28	29	26
11-20%	16	17	15
21-30%	15	16	15
31-40%	9	9	8
41-50%	10	10	10
51-60%	7	7	7
61-70%	6	4	7
71-80%	6	4	8
81-90%	2	1	3
91-100%	1	1	1
Mean	33	30	36

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How much, as a *percentage*, of the price of a hamburger at McDonalds do you think is profit to the company? Please write in the percentage that you think, so a number between 0 and 100...

0-10%	16	17	14
11-20%	10	10	11
21-30%	10	11	10
31-40%	8	9	7
41-50%	13	14	13
51-60%	9	10	9
61-70%	8	7	9
71-80%	13	12	14
81-90%	6	6	6
91-100%	5	4	6
Mean	47	45	49

How much, as a *percentage*, of a new car do you think is profit to the company? Please write in the percentage that you think, so a number between 0 and 100...

0-10%	14	14	14
11-20%	17	17	16
21-30%	16	17	14
31-40%	13	15	11
41-50%	15	13	16
51-60%	9	8	10
61-70%	6	6	7
71-80%	7	6	7
81-90%	3	2	3
91-100%	2	1	2
Mean	39	38	41

How much, as a *percentage*, of an Apple iPhone do you think is profit to the company? Please write in the percentage that you think, so a number between 0 and 100...

0-10%	7	7	6
11-20%	6	6	6
21-30%	11	11	10
31-40%	11	12	9
41-50%	16	14	17
51-60%	14	14	14
61-70%	11	12	11
71-80%	14	13	15
81-90%	6	6	7
91-100%	4	4	5
Mean	53	52	54

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What do you think is the right level of reward for each of these occupations, assuming the job is being done well? Please write in the annual salary you think is appropriate in pounds.

Teacher

£0-£20,000	7	7	7
£21,000-£30,000	25	26	24
£31,000-£40,000	21	21	22
£41,000-£50,000	10	9	11
£50,000+	3	4	3
Don't know	33	33	33

Median	£35,000	£30,000	£35,000
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A top footballer

£0-£20,000	15	15	16
£21,000-£30,000	13	13	12
£31,000-£40,000	5	6	4
£41,000-£50,000	11	10	12
£50,000-£99,000	4	4	4
£100,000+	16	17	15
Don't know	36	35	37

Median	£40,000	£40,000	£40,000
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A doctor

£0-£30,000	8	7	9
£31,000-£40,000	7	8	6
£41,000-£50,000	12	13	11
£51,000-£60,000	9	9	9
£61,000-£70,000	5	5	6
£71,000-£80,000	11	11	12
£81,000-90,000	2	2	3
£91,000-£100,000	9	8	9
£101,000+	4	5	4
Don't know	32	32	33

Median	£60,000	£60,000	£60,000
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A politician

£0-£20,000	11	11	12
£21,000-£40,000	20	19	20
£41,000-£60,000	21	21	21
£61,000-£80,000	10	11	9
£81,000-£100,000	3	4	3
£101,000+	2	2	2
Don't know	33	33	33

Median	£45,000	£50,000	£45,000
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An office cleaner

£0-£5,000	5	5	6
£6,000-£10,000	4	4	4
£11,000-£15,000	20	21	20
£16,000-£20,000	27	28	26
£21,000-£25,000	8	7	9
£26,000+	4	4	3
Don't know	32	32	32

Median	£17,500	£18,000	£17,000
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Plumber

£0-£10,000	5	5	5
£11,000-£20,000	11	12	11
£21,000-£30,000	31	32	31
£31,000-£40,000	15	14	16
£41,000+	4	4	4
Don't know	34	33	34

Median	£30,000	£30,000	£30,000
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The chief of a big business

£0-£30,000	10	9	12
£31,000-£40,000	5	5	5
£41,000-£50,000	9	8	9
£51,000-£60,000	5	5	5
£61,000-£70,000	2	3	2
£71,000-£80,000	6	7	6
£81,000-90,000	1	1	1
£91,000-£100,000	10	11	10
£101,000+	14	14	13
Don't know	37	37	38

Median	£75,000	£75,000	£70,000
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A lawyer

£0-£20,000	6	6	7
£21,000-£40,000	14	14	14
£41,000-£60,000	20	20	19
£61,000-£80,000	12	12	12
£81,000-£100,000	7	7	7
£101,000+	4	5	4
Don't know	36	36	36

Median	£50,000	£50,000	£50,000
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Which of the two leading parties do you think has the attitude to business most similar to yours?

Labour	27	28	27
Conservatives	31	31	31
Neither	42	41	43

You said neither, but if you were forced to choose one over the other? Which of the two leading parties has the attitude to business most similar to yours?

[This question was only asked to respondents who said neither party has an attitude to business most similar to theirs; n=418]

Labour	61	58	63
Conservatives	39	42	37

Which comes closer to your view?

Overall, business is a force for good	61	62	60
Overall, business is destructive	12	12	12
Neither	27	26	28

Ok, you don't see business as a force for good nor do you see it as destructive. But if you were forced to choose between these three, which comes closest? The overall effect of business on society is...

[This question was only asked to respondents who see business as neither a force for good nor as destructive; n=289]

More positive than negative	39	36	42
More negative than negative	16	16	16
Exactly neutral	45	48	43

Progress depends at least a little on the development of new products, services, technology, and infrastructure. Which of these do you believe matter at least a little to your idea of progress? Tick all you think are important:

New technologies	68
New infrastructure (eg gas pipelines, trains)	61
New intellectual or cultural ideas	49
New consumer products	46
New consumer services	43
None of these matter	3
Don't know	14

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For any new developments, indeed for the maintenance of existing services, there needs to be some kind of investment. Where do you think that investment should come from? There are two sources, taxation and private investment (which includes individuals and funds like pension funds). Where do you think it should come from?

Majority taxes rather than private	13
Majority private rather than taxes	23
A mix of both	51
Don't know	13

People who invest in businesses and then own a piece of its future profits are called 'shareholders'. Shareholders include those who invest personally or those who do it through funds. For example, if you have a pension then your money will probably be in a fund, which is therefore a shareholder of various companies and makes you a shareholder. Do you think you are yourself a shareholder?

Yes, I have personal investments	16
Yes, through a fund (eg pension fund)	23
Yes, both	12
No, neither	37
Not sure	12

Companies may thrive or fail, and so investments can increase in value or decline in value. In order to encourage an individual or a fund to invest in a company with low risk of failure, for example a large utility, what level of annual profit on the investment do you think is fair?

0%	2
1%	2
3%	10
5%	25
7%	9
9%	12
11%	13
15%	11
20%	9
30%	3
More than 30%	3
Median	9%

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What about if the company is risky and could easily fail, for example a company developing a new technology? What level of annual profit on the investment do you then think is fair?

0%	3
1%	5
3%	8
5%	14
7%	7
9%	10
11%	12
15%	14
20%	13
30%	8
More than 30%	6
Median	11%