YouGov

	Total	Gender		Age				Generation		Region								Government Region										Working Status						Marital Status			Children in household			Household Size						Household Income						Accreditation Managing across jurisdiction the law firm must be						
		Male	Female	18-24	25-34	35-44	45-54	55+	GEN Z	Gen Y	Millennials	Gen X	Locations	Baby Boomers	Pre-war	Greater London	South East	North West	East Midlands	West Midlands	Yorkshire and the Humber	North East	East of England	Location	South West	Wales	Scotland	Working full time	Working part time	Not in employment (NET)	Full time student	Retired	Not working at all	Married/Civil Partnership	Living as married	Widowed	Divorced	Separated	0	1	2	3+	All adults living in household	Not sure	Under £20,000	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	Yes	No	Not sure	Yes, across jurisdictions	Yes, across practice areas	Yes, across both	Neither	Not sure
Q17. Q1-Q16 Are critical production of an integration of a Generative Artificial Intelligence (GenAI) or other AI or Smart Qualifying Automation Platform will damage the reputation of your firm?																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Yes	20%	19%	21%	0%	17%	17%	24%	26%	17%	17%	17%	17%	24%	29%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	17%	0%	0%	0%	0%	17%	0%	0%	0%	0%	17%	17%	24%	26%	0%	17%	17%	17%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No	80%	81%	79%	100%	83%	83%	76%	74%	83%	83%	83%	83%	76%	71%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	83%	83%	100%	100%	100%	100%	83%	100%	100%	100%	100%	83%	83%	76%	74%	100%	83%	83%	83%	83%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q2-Q16 Is your firm's use of Generative Artificial Intelligence (GenAI) or other AI or Smart Qualifying Automation Platform a risk to your reputation?																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Yes	20%	19%	21%	0%	17%	17%	24%	26%	17%	17%	17%	17%	24%	29%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	17%	0%	0%	0%	0%	17%	0%	0%	0%	0%	17%	17%	24%	26%	0%	17%	17%	17%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No	80%	81%	79%	100%	83%	83%	76%	74%	83%	83%	83%	83%	76%	71%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	83%	83%	100%	100%	100%	100%	83%	100%	100%	100%	100%	83%	83%	76%	74%	100%	83%	83%	83%	83%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q3 E-mail authorised (e.g. cancelling) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q4 A Personal data breach (e.g. corrupted data) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q5 B Unauthorised access (e.g. stealing passwords) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q6 C Unauthorised access (e.g. stealing passwords) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q7 D Unauthorised access (e.g. stealing passwords) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q8 E Personal data breach (e.g. corrupted data) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
poor quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	7%	9%	0%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	7%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	10%	10%	11%	0%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	10%	10%	11%	0%	10%	10%	10%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q17. Q9 F Unauthorised access (e.g. stealing passwords) phishing																																																												
Base	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
Base: All adults	1000	505	495	20	100	205	275	400	100	205	305	205	275	215	20	75	85	70	65	65	55	50	75	75	55	50	50	205	100	30	20	75	20	105	40	20	20	5	100	205	275	415	50	100	105	105	105	85	75	55	50	50	50	50	50	50	50	50	50
regular quality (that is linked to the firm's strategy and is in line with the firm's ethos)	8%	10%	6%	0%	7%	7%	7%	9%	7%	7%	7%	7%	7%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	7%	0%	0%	0%	0%	7%	0%	0%	0%	0%	7%	7%	7%	9%	0%	7%	7%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
good quality (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	37%	37%	0%	0%	0%	0%	37%	0%	0%	0%	0%	37%	37%	37%	37%	0%	37%	37%	37%	37%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
neither quality nor poor (that is linked to the firm's strategy and is in line with the firm's ethos)	37%	37%	37%	0%	37%	37%	37%	37%	37%	37%	37%	37%	37%