

YouGov / CBI (Confederation of British Industry)

Confidence in business

Fieldwork: 26th - 28th November 2014

Sample Size: 4307 GB Adults

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

For the following questions, by 'local businesses', we mean those firms in your local area, big or small, that you interact with regularly. This can include major employers, as well as independent and national firms with a local presence.

By 'big businesses' we mean those firms with 250 or more employees in total.

By 'small businesses' we mean those firms with less than 50 employees in total.

To what extent, if at all, do you trust each of the following types of businesses? (Please select one option on each row)

Local businesses in my area

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Trust a lot	27%	25%	28%	28%	24%	25%	25%	30%	29%	24%	28%	24%	27%	19%	28%	26%	30%	31%	32%
Trust a little	54%	55%	54%	49%	54%	55%	54%	55%	56%	52%	55%	53%	53%	56%	55%	55%	53%	54%	48%
Don't trust very much	8%	9%	8%	11%	8%	7%	11%	7%	7%	10%	7%	10%	8%	12%	7%	9%	8%	6%	12%
Don't trust at all	2%	3%	1%	3%	3%	2%	2%	1%	2%	3%	2%	3%	2%	3%	1%	2%	3%	2%	3%
Don't know	9%	8%	9%	9%	11%	10%	8%	6%	6%	11%	7%	11%	9%	9%	9%	9%	6%	7%	4%

Big businesses across the country

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Trust a lot	6%	6%	6%	13%	8%	5%	5%	4%	6%	6%	8%	4%	6%	9%	5%	6%	7%	4%	4%
Trust a little	40%	39%	41%	40%	41%	44%	40%	37%	44%	36%	37%	43%	42%	41%	41%	40%	37%	40%	34%
Don't trust very much	32%	33%	32%	30%	28%	31%	32%	37%	32%	33%	34%	31%	31%	31%	33%	32%	37%	33%	35%
Don't trust at all	12%	15%	10%	9%	13%	9%	14%	14%	12%	13%	14%	11%	10%	10%	11%	12%	16%	15%	19%
Don't know	9%	7%	11%	8%	11%	12%	8%	8%	7%	12%	8%	11%	10%	9%	10%	10%	4%	8%	8%

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

Small businesses across the country

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Trust a lot	15%	15%	16%	16%	14%	18%	14%	16%	17%	14%	16%	13%	16%	13%	16%	15%	18%	16%	22%
Trust a little	60%	61%	60%	61%	58%	55%	63%	62%	63%	58%	61%	60%	60%	60%	61%	60%	61%	64%	49%
Don't trust very much	12%	13%	11%	12%	13%	10%	12%	11%	11%	13%	11%	11%	11%	14%	11%	12%	11%	9%	19%
Don't trust at all	2%	3%	1%	1%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%	3%
Don't know	10%	9%	12%	11%	12%	13%	9%	9%	8%	13%	10%	13%	10%	10%	11%	11%	7%	9%	7%

Business as a whole, across the country

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Trust a lot	6%	7%	5%	12%	8%	5%	5%	5%	7%	6%	7%	5%	8%	10%	5%	7%	6%	6%	5%
Trust a little	50%	50%	51%	50%	51%	54%	49%	49%	55%	45%	49%	49%	52%	49%	54%	51%	50%	52%	40%
Don't trust very much	28%	28%	28%	26%	24%	23%	30%	32%	26%	30%	29%	29%	25%	26%	27%	27%	32%	28%	37%
Don't trust at all	5%	6%	4%	3%	5%	5%	6%	5%	5%	6%	6%	5%	4%	6%	4%	5%	7%	6%	7%
Don't know	10%	8%	12%	10%	11%	13%	9%	8%	8%	13%	10%	12%	12%	9%	10%	10%	5%	8%	11%

As a reminder, for the following questions, by 'local businesses', we mean those firms in your local area, big or small, that you interact with regularly. This can include major employers, as well as independent and national firms with a local presence.

To what extent, if at all, do you agree or disagree with the following statement?

I am more likely to trust a business if it has a strong presence in the local area

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	11%	10%	11%	13%	14%	10%	10%	9%	11%	10%	14%	11%	8%	10%	8%	10%	8%	13%	12%
Tend to agree	54%	51%	56%	48%	53%	50%	51%	59%	57%	50%	53%	52%	54%	47%	60%	54%	56%	54%	51%
Neither agree nor disagree	24%	26%	22%	24%	19%	25%	27%	25%	22%	26%	23%	25%	26%	28%	22%	24%	23%	24%	32%
Tend to disagree	5%	7%	4%	6%	6%	7%	5%	4%	4%	6%	4%	5%	6%	7%	5%	5%	6%	5%	1%
Strongly disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	5%	5%	6%	8%	7%	6%	7%	3%	4%	7%	6%	6%	5%	7%	5%	6%	5%	3%	3%

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

Local businesses have a positive impact on the area I live in

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	14%	13%	14%	15%	17%	15%	14%	12%	15%	13%	15%	11%	11%	12%	15%	14%	12%	15%	19%
Tend to agree	53%	52%	55%	50%	48%	53%	52%	58%	56%	50%	54%	54%	50%	53%	55%	54%	55%	51%	50%
Neither agree nor disagree	20%	23%	18%	21%	19%	20%	22%	20%	18%	23%	18%	21%	27%	20%	19%	20%	23%	23%	23%
Tend to disagree	4%	5%	4%	4%	6%	3%	4%	4%	4%	5%	4%	4%	4%	5%	5%	4%	3%	4%	4%
Strongly disagree	2%	2%	1%	1%	1%	3%	2%	1%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%	1%
Don't know	7%	5%	8%	10%	9%	5%	7%	5%	5%	8%	7%	7%	7%	9%	6%	7%	5%	5%	4%

Local businesses put their profits before their workforce and customers

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	6%	8%	5%	5%	8%	6%	8%	5%	6%	7%	6%	7%	3%	7%	7%	6%	4%	7%	13%
Tend to agree	25%	27%	23%	22%	23%	26%	23%	27%	25%	25%	25%	22%	25%	27%	26%	25%	22%	23%	35%
Neither agree nor disagree	35%	34%	36%	32%	32%	36%	37%	36%	35%	36%	35%	39%	34%	33%	36%	35%	36%	35%	28%
Tend to disagree	19%	18%	20%	21%	18%	17%	19%	20%	21%	16%	19%	17%	20%	16%	19%	18%	27%	25%	14%
Strongly disagree	3%	4%	2%	4%	4%	2%	3%	2%	3%	3%	4%	2%	5%	1%	3%	3%	5%	2%	4%
Don't know	11%	9%	14%	15%	13%	12%	11%	9%	10%	13%	11%	12%	12%	16%	10%	12%	6%	8%	7%

Local businesses often support other businesses in the area by sourcing locally (e.g. good and services)

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	8%	8%	8%	12%	11%	7%	7%	6%	8%	7%	8%	5%	7%	7%	9%	7%	9%	11%	7%
Tend to agree	48%	46%	50%	44%	45%	49%	46%	51%	51%	44%	51%	48%	49%	40%	47%	47%	49%	47%	54%
Neither agree nor disagree	22%	24%	20%	21%	21%	22%	23%	23%	21%	24%	22%	24%	21%	23%	22%	22%	18%	21%	26%
Tend to disagree	7%	8%	6%	8%	7%	8%	8%	7%	7%	7%	5%	7%	10%	10%	7%	7%	10%	8%	4%
Strongly disagree	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	0%	1%	2%	1%	2%	3%	-
Don't know	14%	12%	15%	15%	14%	13%	14%	13%	12%	16%	13%	14%	12%	19%	14%	14%	11%	9%	9%

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

Local businesses don't invest in the long-term health and prosperity of communities

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	3%	4%	2%	2%	4%	4%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	5%	4%	2%
Tend to agree	19%	20%	18%	18%	19%	21%	18%	18%	19%	19%	19%	18%	19%	20%	18%	19%	18%	19%	15%
Neither agree nor disagree	34%	36%	32%	31%	34%	32%	34%	35%	31%	36%	32%	37%	35%	29%	34%	33%	35%	35%	36%
Tend to disagree	27%	25%	28%	26%	24%	27%	26%	28%	30%	23%	27%	22%	22%	27%	28%	26%	29%	29%	33%
Strongly disagree	5%	5%	4%	7%	5%	4%	5%	4%	5%	4%	5%	4%	4%	3%	5%	5%	3%	5%	4%
Don't know	13%	11%	16%	16%	15%	12%	14%	13%	12%	15%	13%	15%	16%	19%	14%	9%	8%	11%	

The businesses in my area are proud to be part of the community

Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121
Strongly agree	10%	9%	11%	10%	14%	10%	9%	8%	10%	9%	12%	8%	8%	8%	9%	9%	11%	10%	10%
Tend to agree	44%	39%	48%	45%	42%	45%	40%	46%	47%	40%	45%	39%	43%	40%	48%	44%	44%	44%	49%
Neither agree nor disagree	27%	32%	24%	24%	23%	25%	30%	30%	26%	29%	27%	33%	28%	25%	25%	27%	29%	29%	26%
Tend to disagree	6%	8%	4%	6%	7%	4%	8%	5%	5%	6%	4%	5%	6%	8%	7%	6%	4%	6%	5%
Strongly disagree	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%	1%	3%	1%	-
Don't know	12%	11%	13%	14%	13%	13%	12%	10%	11%	13%	11%	13%	14%	18%	10%	12%	9%	10%	10%

Total	Gender		Age					Social Grade		Region								
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

As a reminder, by 'local businesses', we mean those firms in your local area, big or small, that you interact with regularly. This can include major employers, as well as independent and national firms with a local presence.

Which, if any, of the following do you think local businesses should be doing more of to help build trust in your local area? (Please select all that apply)

	Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121	
Contributing to the local economy	50%	49%	50%	41%	42%	50%	48%	57%	53%	46%	51%	51%	46%	43%	50%	49%	55%	54%	52%	
Providing good customer service to local customers	61%	58%	63%	45%	51%	55%	61%	73%	63%	57%	59%	60%	58%	57%	64%	60%	67%	64%	53%	
Getting involved in the local community	48%	43%	53%	41%	45%	46%	46%	55%	50%	46%	47%	52%	45%	45%	48%	48%	50%	52%	49%	
Supporting other businesses by buying locally	53%	51%	54%	45%	45%	46%	53%	62%	56%	49%	51%	55%	48%	47%	53%	52%	58%	59%	55%	
Delivering what's promised for the local customer	47%	45%	49%	36%	38%	39%	45%	60%	49%	45%	45%	49%	44%	44%	48%	46%	51%	50%	61%	
Creating and supporting local jobs	65%	62%	68%	59%	56%	61%	66%	73%	68%	62%	63%	69%	56%	62%	67%	64%	67%	69%	75%	
Helping to regenerate deprived areas locally	33%	31%	35%	36%	28%	29%	31%	38%	35%	32%	35%	33%	26%	33%	33%	33%	40%	38%	33%	
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	
Don't know	9%	9%	8%	12%	8%	11%	10%	6%	6%	12%	9%	12%	10%	9%	8%	9%	6%	7%	3%	
Not applicable - I don't think local businesses should be doing more to help build trust in my local area	6%	7%	5%	10%	7%	4%	7%	5%	6%	6%	7%	4%	7%	7%	6%	6%	7%	3%	11%	

For the following question, by 'national businesses', we mean those firms, big or small, that operate across the UK.

Which, if any, of the following do you think national businesses should be doing more of to help build trust across the country? (Please select all that apply)

	Unweighted base	4307	2116	2191	457	528	745	993	1584	2497	1810	944	605	380	530	945	3404	232	566	105
Base: All UK Adults	4307	2072	2235	517	677	763	817	1533	2369	1938	1029	689	401	534	956	3609	211	366	121	
Contributing to the national economy	62%	61%	62%	57%	55%	57%	60%	70%	66%	57%	62%	63%	60%	59%	61%	61%	66%	65%	60%	
Providing good customer service	65%	63%	68%	58%	54%	60%	64%	76%	69%	61%	63%	64%	64%	62%	68%	65%	71%	68%	66%	
Getting involved in communities	47%	44%	50%	39%	41%	46%	45%	53%	51%	42%	47%	48%	44%	44%	46%	46%	51%	50%	50%	
Supporting other businesses by buying from the UK	60%	58%	62%	52%	49%	57%	59%	70%	63%	56%	62%	62%	55%	53%	61%	60%	67%	61%	62%	
Delivering what's promised for the customer	60%	59%	61%	53%	51%	54%	60%	70%	63%	57%	57%	61%	57%	57%	64%	60%	65%	61%	62%	
Creating and supporting jobs nationally	65%	64%	67%	60%	58%	63%	64%	73%	70%	60%	68%	65%	64%	63%	63%	65%	73%	68%	67%	
Helping to regenerate deprived areas in the UK	51%	47%	54%	52%	46%	45%	48%	56%	52%	49%	50%	53%	49%	48%	50%	50%	55%	49%	59%	
Other	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	3%	2%	2%	1%	3%	0%	
Don't know	9%	9%	10%	10%	10%	10%	12%	7%	7%	12%	10%	12%	10%	9%	8%	9%	8%	9%	8%	
Not applicable - I don't think national businesses should be doing more to help build trust across the country	3%	4%	3%	6%	5%	3%	4%	2%	3%	4%	3%	3%	5%	4%	3%	4%	2%	2%	4%	