

YouGov Survey Results

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

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

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	69	69
New infrastructure (eg gas pipelines, trains)	62	62
New intellectual or cultural ideas	47	45
New consumer products	38	30
New consumer services	36	28
None of these matter	3	4
Don't know	12	10

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	13
Majority private rather than taxes	23	23
A mix of both	52	53
Don't know	12	12

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	15	15
Yes, through a fund (eg pension fund)	25	26
Yes, both	11	10
No, neither	38	39
Not sure	11	10

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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%	3	3
1%	3	4
3%	13	15
5%	28	32
7%	10	11
9%	11	10
11%	11	9
15%	9	7
20%	7	5
30%	2	1
More than 30%	3	2
Median	7%	5%

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	3
1%	6	7
3%	9	9
5%	16	17
7%	7	7
9%	10	9
11%	11	10
15%	14	13
20%	12	12
30%	6	5
More than 30%	7	7
Median	11%	9%

How much do you trust each of the following to be trustworthy and reliable in what they do?

Teachers

Trust a lot	21	22	20
Trust a fair amount	60	57	62
TOTAL TRUST	81	79	82
Don't trust very much	12	13	10
Don't trust at all	3	3	2
TOTAL DO NOT TRUST	15	16	12
Don't know	5	5	5

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	%	%	%
Doctors			
Trust a lot	33	33	34
Trust a fair amount	53	54	53
TOTAL TRUST	86	87	87
Don't trust very much	8	9	8
Don't trust at all	2	2	2
TOTAL DO NOT TRUST	10	11	10
Don't know	3	4	2
Nurses			
Trust a lot	36	36	36
Trust a fair amount	53	51	54
TOTAL TRUST	89	87	90
Don't trust very much	7	8	6
Don't trust at all	1	2	1
TOTAL DO NOT TRUST	8	10	7
Don't know	3	4	3
Entrepreneurs			
Trust a lot	2	2	2
Trust a fair amount	29	31	27
TOTAL TRUST	31	33	29
Don't trust very much	46	46	46
Don't trust at all	13	12	14
TOTAL DO NOT TRUST	59	58	60
Don't know	10	10	10
Managers of big businesses			
Trust a lot	1	1	2
Trust a fair amount	17	18	16
TOTAL TRUST	18	19	18
Don't trust very much	48	48	48
Don't trust at all	27	27	27
TOTAL DO NOT TRUST	75	75	75
Don't know	7	7	8
Managers of small businesses			
Trust a lot	3	4	3
Trust a fair amount	46	47	46
TOTAL TRUST	49	51	49
Don't trust very much	34	32	36
Don't trust at all	8	9	8
TOTAL DO NOT TRUST	42	41	44
Don't know	8	9	7
Managers of public services			
Trust a lot	2	1	2
Trust a fair amount	24	27	22
TOTAL TRUST	26	28	24
Don't trust very much	43	41	45
Don't trust at all	24	24	24
TOTAL DO NOT TRUST	67	65	69
Don't know	7	7	7

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Weighted Sample		1997	1002	995
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		%	%	%
Journalists				
	Trust a lot	2	1	2
	Trust a fair amount	14	13	15
	TOTAL TRUST	16	14	17
	Don't trust very much	39	38	40
	Don't trust at all	41	43	39
	TOTAL DO NOT TRUST	80	81	79
	Don't know	4	4	4
Judges				
	Trust a lot	18	15	20
	Trust a fair amount	49	52	46
	TOTAL TRUST	67	67	66
	Don't trust very much	21	21	21
	Don't trust at all	8	7	8
	TOTAL DO NOT TRUST	29	28	29
	Don't know	5	5	5
Lawyers				
	Trust a lot	5	4	6
	Trust a fair amount	37	37	37
	TOTAL TRUST	42	41	43
	Don't trust very much	36	35	37
	Don't trust at all	16	17	15
	TOTAL DO NOT TRUST	52	52	52
	Don't know	5	6	5
Accountants				
	Trust a lot	6	5	6
	Trust a fair amount	46	47	45
	TOTAL TRUST	52	52	51
	Don't trust very much	30	30	30
	Don't trust at all	12	11	13
	TOTAL DO NOT TRUST	42	41	43
	Don't know	7	7	6
Plumbers				
	Trust a lot	6	6	6
	Trust a fair amount	55	55	54
	TOTAL TRUST	61	61	60
	Don't trust very much	27	26	27
	Don't trust at all	6	6	7
	TOTAL DO NOT TRUST	33	32	34
	Don't know	6	6	6
Engineers				
	Trust a lot	14	14	15
	Trust a fair amount	62	65	59
	TOTAL TRUST	76	79	74
	Don't trust very much	12	10	13
	Don't trust at all	3	3	4
	TOTAL DO NOT TRUST	15	13	17
	Don't know	8	8	9

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	%	%	%

And how favourable are you towards each of the following UK industries and organisations?

Pharmaceutical

Extremely favourable	16	17	15
Slightly favourable	48	50	46
TOTAL FAVOURABLE	64	67	61
Slightly unfavourable	18	17	19
Extremely unfavourable	7	5	8
TOTAL UNFAVOURABLE	25	22	27
Neither	12	11	12

Utilities

Extremely favourable	6	7	5
Slightly favourable	33	35	30
TOTAL FAVOURABLE	39	42	35
Slightly unfavourable	32	33	31
Extremely unfavourable	20	17	23
TOTAL UNFAVOURABLE	52	50	54
Neither	9	8	10

Oil & gas extraction

Extremely favourable	7	7	6
Slightly favourable	33	35	31
TOTAL FAVOURABLE	40	42	37
Slightly unfavourable	32	33	32
Extremely unfavourable	16	15	18
TOTAL UNFAVOURABLE	48	48	50
Neither	12	10	13

High tech (i.e. companies that create software, search engines and social media sites)

Extremely favourable	13	13	13
Slightly favourable	50	53	46
TOTAL FAVOURABLE	63	66	59
Slightly unfavourable	22	20	23
Extremely unfavourable	4	4	5
TOTAL UNFAVOURABLE	26	24	28
Neither	11	10	13

Banking

Extremely favourable	5	4	5
Slightly favourable	24	25	22
TOTAL FAVOURABLE	29	29	27
Slightly unfavourable	33	32	33
Extremely unfavourable	31	32	29
TOTAL UNFAVOURABLE	64	64	62
Neither	9	8	10

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	%	%	%
Car manufacturers			
Extremely favourable	13	12	13
Slightly favourable	53	54	51
TOTAL FAVOURABLE	66	66	64
Slightly unfavourable	17	18	17
Extremely unfavourable	3	3	3
TOTAL UNFAVOURABLE	20	21	20
Neither	15	13	16
Construction			
Extremely favourable	13	14	13
Slightly favourable	55	56	54
TOTAL FAVOURABLE	68	70	67
Slightly unfavourable	16	16	16
Extremely unfavourable	3	2	3
TOTAL UNFAVOURABLE	19	18	19
Neither	13	12	14
Groceries (i.e. food, cleaning products etc.)			
Extremely favourable	13	12	15
Slightly favourable	60	62	58
TOTAL FAVOURABLE	73	74	73
Slightly unfavourable	14	15	13
Extremely unfavourable	2	2	2
TOTAL UNFAVOURABLE	16	17	15
Neither	11	9	12
Charities			
Extremely favourable	21	19	23
Slightly favourable	48	49	47
TOTAL FAVOURABLE	69	68	70
Slightly unfavourable	16	18	13
Extremely unfavourable	5	6	5
TOTAL UNFAVOURABLE	21	24	18
Neither	10	8	12
Local councils			
Extremely favourable	5	5	4
Slightly favourable	34	35	33
TOTAL FAVOURABLE	39	40	37
Slightly unfavourable	35	34	36
Extremely unfavourable	16	17	16
TOTAL UNFAVOURABLE	51	51	52
Neither	10	9	11

Imagine if there were no government regulations and things were left to the free market. Do you think big businesses would tend to abuse their staff (for example by making them work too long hours or for too low pay, and firing them at will)?

Yes, they would abuse their staff	74	73	75
No, generally they wouldn't	16	17	15
Don't know	10	10	11

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Again, imagine if there were no government regulations and things were left to the free market. Do you think big businesses would tend to abuse their customers (for example by selling them poor products or services at unreasonable prices)?

Yes, they would abuse their customers	68	67	69
No, generally they wouldn't	21	22	20
Don't know	11	10	11

Thinking back over the past few years, do you think overall businesses are behaving better or worse than they were 10 years ago?

Much better	4	5	3
A little better	29	29	28
TOTAL BETTER	33	34	31
A little worse	22	22	22
Much worse	13	12	13
TOTAL WORSE	35	34	35
Exactly the same	18	19	19
Don't know	15	14	15

And what about 50 years ago? Do you think overall businesses are behaving better or worse than they were 50 years ago?

Much better	16	17	15
A little better	21	22	21
TOTAL BETTER	37	39	36
A little worse	14	14	15
Much worse	21	23	19
TOTAL WORSE	35	37	34
Exactly the same	6	5	7
Don't know	21	20	23

How much do you think each of these care about how they are viewed by the rest of society?

Doctors

They care a lot about how society views them	45	44	45
They care a little	35	36	35
TOTAL CARE	80	80	80
They don't care much	11	12	10
They don't care at all	3	3	2
TOTAL DO NOT CARE	14	15	12
Don't know	7	6	7

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	%	%	%

Teachers

They care a lot about how society views them	44	44	44
They care a little	36	36	37
TOTAL CARE	80	80	81
They don't care much	11	11	10
They don't care at all	3	4	3
TOTAL DO NOT CARE	14	15	13
Don't know	6	6	6

Politicians

They care a lot about how society views them	30	29	30
They care a little	18	19	17
TOTAL CARE	48	48	47
They don't care much	23	22	24
They don't care at all	24	24	24
TOTAL DO NOT CARE	47	46	48
Don't know	5	6	5

Trade union leaders

They care a lot about how society views them	16	15	17
They care a little	27	27	27
TOTAL CARE	43	42	44
They don't care much	28	29	27
They don't care at all	20	21	20
TOTAL DO NOT CARE	48	50	47
Don't know	9	9	9

Business leaders

They care a lot about how society views them	11	11	11
They care a little	28	27	29
TOTAL CARE	39	38	40
They don't care much	33	34	32
They don't care at all	21	20	21
TOTAL DO NOT CARE	54	54	53
Don't know	7	8	7

Top footballers

They care a lot about how society views them	11	11	11
They care a little	13	12	14
TOTAL CARE	24	23	25
They don't care much	22	21	24
They don't care at all	47	49	45
TOTAL DO NOT CARE	69	70	69
Don't know	7	7	6

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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%