

YouGov internal results
Financial Decision Makers

Sample: 504 Financial decision makers

Fieldwork dates: 22nd - 27th February 2018

Total	Organization size		
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)

Thinking about your business' outgoings...Which, if any, of the following does your business do? (Please select all that apply)

	504	407	50	47
Provide employees free food on a daily/ weekly basis (e.g. fruit, breakfast, etc.)	16%	14%	24%	26%
Provide employees free/ subsidised gym memberships/ an onsite gym	11%	4%	28%	49%
Do marketing/ advertising activities to promote the business (e.g. events, posters, adverts, etc.)	35%	31%	56%	53%
Provide staff parties (e.g. at Christmas, the summer, etc.)	41%	37%	60%	55%
Purchase technology for employees to use at work (e.g. laptops, computer programmes, tablets, etc.)	41%	38%	48%	60%
Provide employees free/ subsidised tea and coffee	47%	43%	64%	60%
Offer free/ subsidised parking	24%	19%	48%	43%
Give an "employee of the month" style recognition(s) with financial rewards/ gift	8%	2%	18%	47%
Reimburse/ subsidise employees standard commuting travel costs (e.g. petrol, train tickets, etc.)	16%	14%	32%	21%
Take clients out for food/ drinks paid for by the company	31%	30%	34%	34%
None of these	19%	23%	2%	-
Don't know	1%	1%	-	2%

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	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Thinking about your business' outgoings...Which, if any, of the following does your business do? (Please select all that apply)

	504	51	50	61	57	53	21	63	39	24	35	16	32	92
Base: Financial decision makers														
Provide employees free food on a daily/ weekly basis (e.g. fruit, breakfast, etc.)	16%	16%	8%	5%	30%	25%	29%	16%	10%	29%	9%	25%	6%	18%
Provide employees free/ subsidised gym memberships/ an onsite gym	11%	14%	6%	7%	25%	9%	29%	14%	10%	8%	17%	19%	16%	7%
Do marketing/ advertising activities to promote the business (e.g. events, posters, adverts, etc.)	35%	37%	12%	41%	35%	55%	57%	35%	41%	46%	43%	44%	31%	32%
Provide staff parties (e.g. at Christmas, the summer, etc.)	41%	43%	30%	36%	61%	43%	43%	40%	36%	46%	37%	31%	38%	40%
Purchase technology for employees to use at work (e.g. laptops, computer programmes, tablets, etc.)	41%	43%	36%	21%	51%	28%	43%	57%	41%	42%	37%	50%	28%	49%
Provide employees free/ subsidised tea and coffee	47%	59%	44%	49%	61%	57%	43%	44%	36%	46%	34%	44%	44%	41%
Offer free/ subsidised parking	24%	35%	18%	25%	19%	26%	38%	30%	26%	13%	26%	19%	19%	24%
Give an "employee of the month" style recognition(s) with financial rewards/ gift	8%	8%	6%	15%	18%	13%	14%	14%	3%	13%	9%	25%	3%	2%
Reimburse/ subsidise employees standard commuting travel costs (e.g. petrol, train tickets, etc.)	16%	8%	18%	8%	25%	19%	29%	25%	15%	29%	23%	13%	13%	16%
Take clients out for food/ drinks paid for by the company	31%	53%	26%	13%	37%	30%	43%	29%	38%	38%	26%	31%	25%	27%
None of these	19%	16%	30%	23%	11%	15%	5%	11%	26%	17%	23%	6%	16%	23%
Don't know	1%	2%	6%	-	-	-	-	2%	-	-	3%	-	-	1%

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Which, if any, of the following would you say are "non-essential" outgoings for your business? (Please select all that apply)

	504	407	50	47
Base: Financial decision makers				
Provide employees free food on a daily/ weekly basis (e.g. fruit, breakfast, etc.)	6%	6%	8%	9%
Provide employees free/ subsidised gym memberships/ an onsite gym	5%	2%	14%	21%
Do marketing/ advertising activities to promote the business (e.g. events, posters, adverts, etc.)	4%	2%	10%	9%
Provide staff parties (e.g. at Christmas, the summer, etc.)	18%	15%	32%	21%
Purchase technology for employees to use at work (e.g. laptops, computer programmes, tablets, etc.)	5%	4%	4%	13%
Provide employees free/ subsidised tea and coffee	12%	10%	20%	17%
Offer free/ subsidised parking	4%	2%	10%	13%
Give an "employee of the month" style recognition(s) with financial rewards/ gift	4%	1%	10%	17%
Reimburse/ subsidise employees standard commuting travel costs (e.g. petrol, train tickets, etc.)	3%	1%	10%	9%
Take clients out for food/ drinks paid for by the company	7%	7%	6%	11%
Other	2%	2%	6%	-
Don't know	4%	4%	4%	4%
Not applicable - I don't think anything is a non-essential outgoing for my business	38%	40%	32%	28%
Not applicable - my business doesn't do any of the above/ I don't know if they do	20%	24%	2%	2%

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	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Which, if any, of the following would you say are "non-essential" outgoings for your business? (Please select all that apply)

	504	51	50	61	57	53	21	63	39	24	35	16	32	92
Base: Financial decision makers														
Provide employees free food on a daily/ weekly basis (e.g. fruit, breakfast, etc.)	6%	2%	4%	2%	16%	6%	5%	10%	5%	13%	3%	6%	-	5%
Provide employees free/ subsidised gym memberships/ an onsite gym	5%	8%	2%	2%	12%	6%	5%	5%	5%	4%	9%	-	6%	5%
Do marketing/ advertising activities to promote the business (e.g. events, posters, adverts, etc.)	4%	4%	-	5%	5%	8%	14%	3%	8%	8%	6%	19%	6%	3%
Provide staff parties (e.g. at Christmas, the summer, etc.)	18%	25%	16%	18%	37%	17%	19%	16%	15%	17%	11%	13%	9%	15%
Purchase technology for employees to use at work (e.g. laptops, computer programmes, tablets, etc.)	5%	4%	2%	3%	7%	6%	-	10%	8%	8%	11%	13%	3%	8%
Provide employees free/ subsidised tea and coffee	12%	14%	8%	18%	19%	15%	10%	17%	13%	13%	11%	19%	6%	11%
Offer free/ subsidised parking	4%	4%	6%	5%	5%	2%	5%	6%	5%	-	9%	-	3%	7%
Give an "employee of the month" style recognition(s) with financial rewards/ gift	4%	2%	2%	8%	7%	8%	5%	8%	3%	8%	3%	13%	-	1%
Reimburse/ subsidise employees standard commuting travel costs (e.g. petrol, train tickets, etc.)	3%	-	2%	5%	12%	2%	5%	11%	-	8%	3%	6%	-	-
Take clients out for food/ drinks paid for by the company	7%	4%	6%	7%	11%	8%	14%	5%	10%	8%	11%	19%	3%	12%
Other	2%	6%	4%	2%	2%	4%	5%	3%	3%	8%	6%	19%	3%	1%
Don't know	4%	2%	-	3%	7%	6%	10%	3%	3%	4%	3%	-	6%	4%
Not applicable - I don't think anything is a non-essential outgoing for my business	38%	35%	30%	41%	21%	49%	33%	35%	36%	33%	29%	31%	50%	34%
Not applicable - my business doesn't do any of the above/ I don't know if they do	20%	18%	36%	23%	11%	15%	5%	13%	26%	17%	26%	6%	16%	24%

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A new UK legislation has been brought in that means by April 2018 organisations with 250 employees or more must report on their gender pay gap. The gender pay gap is the percentage difference between average hourly earnings for men and women in the company. Before taking this survey, were you aware of this new legislation?

Base: Financial decision makers	504	407	50	47
Yes, I was	63%	61%	70%	72%
No, I wasn't	37%	39%	30%	28%

As a reminder, legislation has been brought in that means organisations with 250 employees or more must report on their gender pay gap, by April 2018. The gender pay gap is the percentage difference between average hourly earnings for men and women working in the company. This gap is based on the overall average across ALL job roles, and does not compare the difference in pay at similar job levels. Thinking generally about all UK companies... Which ONE of the following statements do you think applies?

Base: Financial decision makers	504	407	50	47
I think there is a gender pay gap in favour of women in UK companies (i.e. the average female salary is higher than the average male salary)	2%	1%	2%	2%
I think there is no gender pay gap in UK companies	13%	13%	16%	19%
I think there is a gender pay gap in favour of men in UK companies (i.e. the average male salary is higher than the average female salary)	78%	77%	80%	77%
Don't know	7%	9%	2%	2%

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A new UK legislation has been brought in that means by April 2018 organisations with 250 employees or more must report on their gender pay gap. The gender pay gap is the percentage difference between average hourly earnings for men and women in the company. Before taking this survey, were you aware of this new legislation?

Base: Financial decision makers	504	51	50	61	57	53	21	63	39	24	35	16	32	92
Yes, I was	63%	73%	58%	66%	68%	66%	62%	60%	67%	67%	66%	81%	69%	60%
No, I wasn't	37%	27%	42%	34%	32%	34%	38%	40%	33%	33%	34%	19%	31%	40%

As a reminder, legislation has been brought in that means organisations with 250 employees or more must report on their gender pay gap, by April 2018. The gender pay gap is the percentage difference between average hourly earnings for men and women working in the company. This gap is based on the overall average across ALL job roles, and does not compare the difference in pay at similar job levels. Thinking generally about all UK companies... Which ONE of the following statements do you think applies?

Base: Financial decision makers	504	51	50	61	57	53	21	63	39	24	35	16	32	92
I think there is a gender pay gap in favour of women in UK companies (i.e. the average female salary is higher than the average male salary)	2%	2%	-	2%	2%	4%	5%	6%	3%	-	-	-	3%	1%
I think there is no gender pay gap in UK companies	13%	20%	20%	15%	12%	2%	-	13%	13%	17%	14%	13%	9%	10%
I think there is a gender pay gap in favour of men in UK companies (i.e. the average male salary is higher than the average female salary)	78%	76%	70%	79%	75%	89%	90%	73%	77%	83%	80%	88%	78%	77%
Don't know	7%	2%	10%	5%	11%	6%	5%	8%	8%	-	6%	-	9%	12%

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For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your experiences. If your business currently only has employees of one gender (i.e. they are all men or all women), please select the "Not applicable" option. Now thinking about your business... Which ONE, if any, of the following statements do you think best applies?

Base: Financial decision makers - excluding sole traders	403	306	50	47
There is a gender pay gap in favour of women in my business (i.e. the average female salary is higher than the average male salary)	4%	3%	8%	2%
There is no gender pay gap in my business	62%	69%	48%	32%
There is a gender pay gap in favour of men in my business (i.e. the average pay for men is higher than the average pay for women)	21%	13%	38%	55%
Don't know	2%	1%	-	6%
Not applicable - my business currently only has employees of one gender (i.e. the average male salary is higher than the average female salary)	10%	12%	6%	4%
Prefer not to say	1%	2%	-	-

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For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your experiences. If your business currently only has employees of one gender (i.e. they are all men or all women), please select the "Not applicable" option. Now thinking about your business... Which ONE, if any, of the following statements do you think best applies?

Base: Financial decision makers - excluding sole traders	403	46	31	44	50	44	17	52	27	20	26	15	26	74
There is a gender pay gap in favour of women in my business (i.e. the average female salary is higher than the average male salary)	4%	2%	6%	5%	2%	2%	-	6%	7%	-	4%	7%	-	4%
There is no gender pay gap in my business	62%	61%	55%	59%	48%	70%	71%	58%	41%	55%	58%	47%	62%	59%
There is a gender pay gap in favour of men in my business (i.e. the average pay for men is higher than the average pay for women)	21%	26%	23%	20%	36%	14%	18%	21%	33%	30%	27%	33%	27%	20%
Don't know	2%	-	-	-	6%	-	6%	4%	-	-	-	-	-	1%
Not applicable - my business currently only has employees of one gender (i.e. the average male salary is higher than the average female salary)	10%	7%	13%	14%	8%	9%	6%	8%	15%	10%	4%	7%	12%	14%
Prefer not to say	1%	4%	3%	2%	-	5%	-	4%	4%	5%	8%	7%	-	1%