

## YouGov Survey Results

Sample Size: 2051

Fieldwork: 5th - 8th November 2010

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

Approximately, what do you think a chief executive in a FTSE 100 company (i.e. the largest firms listed on the London Stock Exchange) should be paid per year (before tax and including all financial rewards such as pension contributions, bonuses and share options)?

Unweighted Base	2051	941	1110	184	266	338	336	927	1125	926	525	322	227	189	489	108	191
<b>Base: All GB adults</b>	2051	984	1067	246	333	383	371	718	1128	923	505	336	197	263	470	103	178
Up to £50,000	9%	6%	11%	9%	7%	11%	14%	5%	6%	12%	10%	10%	10%	6%	6%	14%	7%
£51,000 to £150,000	22%	17%	25%	20%	22%	18%	24%	22%	21%	22%	25%	23%	23%	13%	24%	16%	16%
£151,000 to £250,000	17%	16%	18%	11%	19%	17%	16%	19%	20%	13%	17%	16%	18%	17%	17%	13%	18%
£251,000 to £500,000	16%	20%	13%	11%	16%	17%	19%	17%	19%	13%	17%	16%	17%	14%	15%	16%	20%
£501,000 to £750,000	9%	10%	7%	6%	6%	10%	8%	10%	10%	7%	7%	7%	9%	11%	10%	8%	10%
£751,000 to £1,000,000	7%	10%	5%	14%	5%	5%	6%	8%	7%	7%	6%	7%	9%	11%	7%	5%	6%
£1,000,001 to £2,000,000	4%	7%	2%	2%	5%	7%	3%	4%	5%	3%	3%	4%	3%	4%	5%	5%	4%
£2,000,001 to £4,000,000	1%	2%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	4%
More than £4,000,000	1%	2%	0%	3%	-	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	0%
Don't know	14%	10%	17%	22%	18%	11%	9%	13%	9%	20%	13%	13%	9%	19%	13%	20%	15%

And approximately how much do you think a chief executive in a FTSE 100 company (i.e. the largest firms listed on the London Stock Exchange) is paid per year (before tax and including all financial rewards such as pension contributions, bonuses and share options)?

Unweighted Base	2051	941	1110	184	266	338	336	927	1125	926	525	322	227	189	489	108	191
<b>Base: All GB adults</b>	2051	984	1067	246	333	383	371	718	1128	923	505	336	197	263	470	103	178
Up to £50,000	4%	3%	4%	6%	3%	3%	5%	3%	2%	6%	4%	6%	5%	3%	2%	4%	3%
£51,000 to £150,000	5%	3%	6%	3%	4%	3%	7%	6%	5%	5%	7%	5%	6%	1%	5%	4%	2%
£151,000 to £250,000	6%	5%	6%	5%	5%	5%	6%	6%	6%	5%	6%	4%	4%	6%	7%	8%	4%
£251,000 to £500,000	10%	9%	11%	7%	12%	12%	8%	9%	11%	8%	13%	8%	9%	7%	10%	6%	10%
£501,000 to £750,000	8%	7%	9%	6%	9%	7%	7%	9%	8%	8%	7%	9%	9%	7%	7%	10%	8%
£751,000 to £1,000,000	12%	12%	11%	10%	13%	12%	12%	12%	13%	11%	14%	11%	14%	10%	12%	5%	12%
£1,000,001 to £2,000,000	17%	20%	14%	16%	16%	14%	21%	17%	18%	15%	14%	20%	16%	17%	16%	18%	21%
£2,000,001 to £4,000,000	14%	17%	11%	9%	13%	16%	14%	15%	17%	10%	11%	11%	14%	17%	16%	14%	15%
More than £4,000,000	9%	12%	6%	14%	7%	12%	6%	8%	9%	8%	7%	10%	8%	10%	9%	11%	10%
Don't know	17%	12%	21%	25%	19%	15%	15%	16%	13%	22%	17%	17%	15%	22%	15%	20%	14%

All figures, unless otherwise stated, are from YouGov Plc.