

YouGov Survey Results

Sample Size: 2061, representative sample of UK adults
Fieldwork: 21-23 August 2012

Total (A)

q9_1. There is a widespread problem of ethics in the British banking industry : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	1%
Disagree	3%
Neither agree nor disagree	16%
Agree	44%
Strongly agree	36%

q9_3. All British banks are driven by greed : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	1%
Disagree	7%
Neither agree nor disagree	19%
Agree	43%
Strongly agree	30%

Total (A)

q9_4. 'When it comes to the current economic problems we are supposed to 'all be in this together', but UK banks don't think that includes them' : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	1%
Disagree	4%
Neither agree nor disagree	16%
Agree	37%
Strongly agree	43%

q9_5. It is essential to the future of Britain's economy that British banks undergo major reform : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	1%
Disagree	3%
Neither agree nor disagree	13%
Agree	47%
Strongly agree	36%

Total (A)

q9_6. It is too dangerous for a British high street bank to be allowed to also provide investment banking services which are usually more risky : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	2%
Disagree	10%
Neither agree nor disagree	32%
Agree	38%
Strongly agree	18%

q9_7. I think British banks can be good citizens : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	6%
Disagree	14%
Neither agree nor disagree	37%
Agree	37%
Strongly agree	5%

Total (A)

q9_8. Banks are critical to getting the UK economy growing again : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	1%
Disagree	3%
Neither agree nor disagree	17%
Agree	54%
Strongly agree	24%

q9_9. High street banks treat their customers fairly : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	14%
Disagree	35%
Neither agree nor disagree	39%
Agree	10%
Strongly agree	1%

Total (A)

q9_10. British banks have learnt their lessons from the financial crisis of 2008 : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	31%
Disagree	42%
Neither agree nor disagree	19%
Agree	6%
Strongly agree	1%

q9_11. 'British banks have lower ethical standards than other major UK businesses such as manufacturers, pharmaceutical companies or retailers' : How far do you agree or disagree with the following statements?

Unweighted Base	2061
Base	2061
Strongly disagree	2%
Disagree	10%
Neither agree nor disagree	37%
Agree	34%
Strongly agree	17%

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