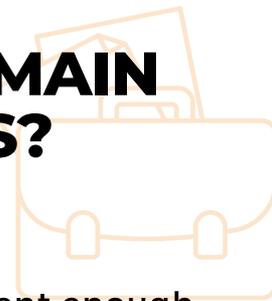


# SHOULD MAKING MONEY BE THE MAIN PRIORITY FOR BIG BUSINESSES?



*Making* sure young people are well-informed and confident enough to build their own opinions on matters of business, politics and the wider world is central to VotesforSchools’ mission. For this VoteTopic, we asked our voters to discuss what they value about the businesses they buy from and what expectations they place on them. They also considered whether these expectations differ depending on the size of the business, and why that might be. We are very proud to have had SEC Newgate’s input on this topic’s content, which received over 60,000 votes from children aged 5-16+!

*Melanie*  
Data Manager 

**61,471**

**TOTAL VOTES**

**12,598**

**VOTES AGE 5-11**

**48,873**

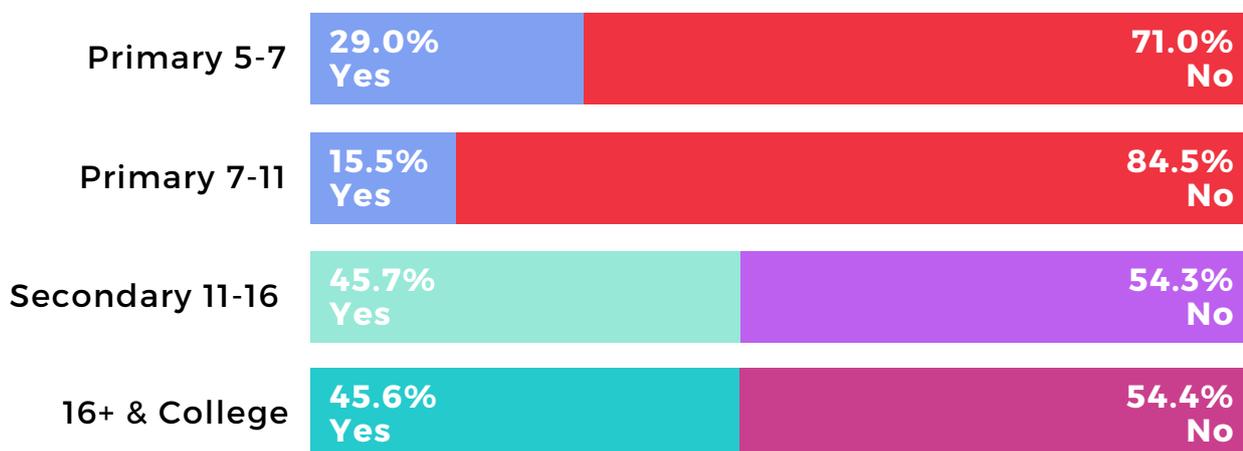
**VOTES AGE 11-16+**

The VoteTopic questions, discussed amongst the different age groups:

**Primary 5-7:** “Should business-owners only think about money?”

**Primary 7-11:** “Should businesses only think about making money?”

**Secondary, 16+ & College:** “Should making money be the main priority for big businesses?”



## SHOULD MAKING MONEY BE THE MAIN PRIORITY FOR BIG BUSINESSES?

Primary pupils discussed business in more absolute terms than their older peers, perhaps leading to a more decisive outcome. The majority thought that businesses should consider factors beyond money when making decisions, such as the environment, their employees and the quality of their product or service. It is worth noting, a significant number of 5-7-year olds (close to one third) voted that 'Yes', money was the sole consideration for business-owners.

Secondary and College students were much more split, as they discussed whether money should be the main, but not sole, priority. A slim majority voted 'No', citing similar factors to Primary pupils and stressing that the most successful businesses focus on having a good quality product or service alongside customer and employee retention.

Just over 45% of Secondary and College students voted 'Yes', arguing that money should come first. Many said that without money, a business can't sustain itself or work towards its other priorities. However, students were quick to name businesses they believed to be unethical for valuing profit over employee wellbeing and the environment.

*My mum owns a cleaning business and you have to pay your staff and buy the products, plus you need to keep the business going, so money is really important.*

**Primary Yes Voter**

*There are many things that should be thought about such as kindness, employee rights, and working conditions. There is more to life than money.*

**Primary No Voter**

*If you don't make money as a first priority, you don't have the resources to make change.*

**Secondary Yes Voter**

*If a business plans to be successful, they will consider everything from environment, cost, and how they look after staff. They [will] make money if people think highly of them.*

**Secondary No Voter**

Please contact [info@votesforschools.com](mailto:info@votesforschools.com) to find out more about the data relating to this VoteTopic.