



Perceptions of business transparency

Summary Report for Centrica

September 2009

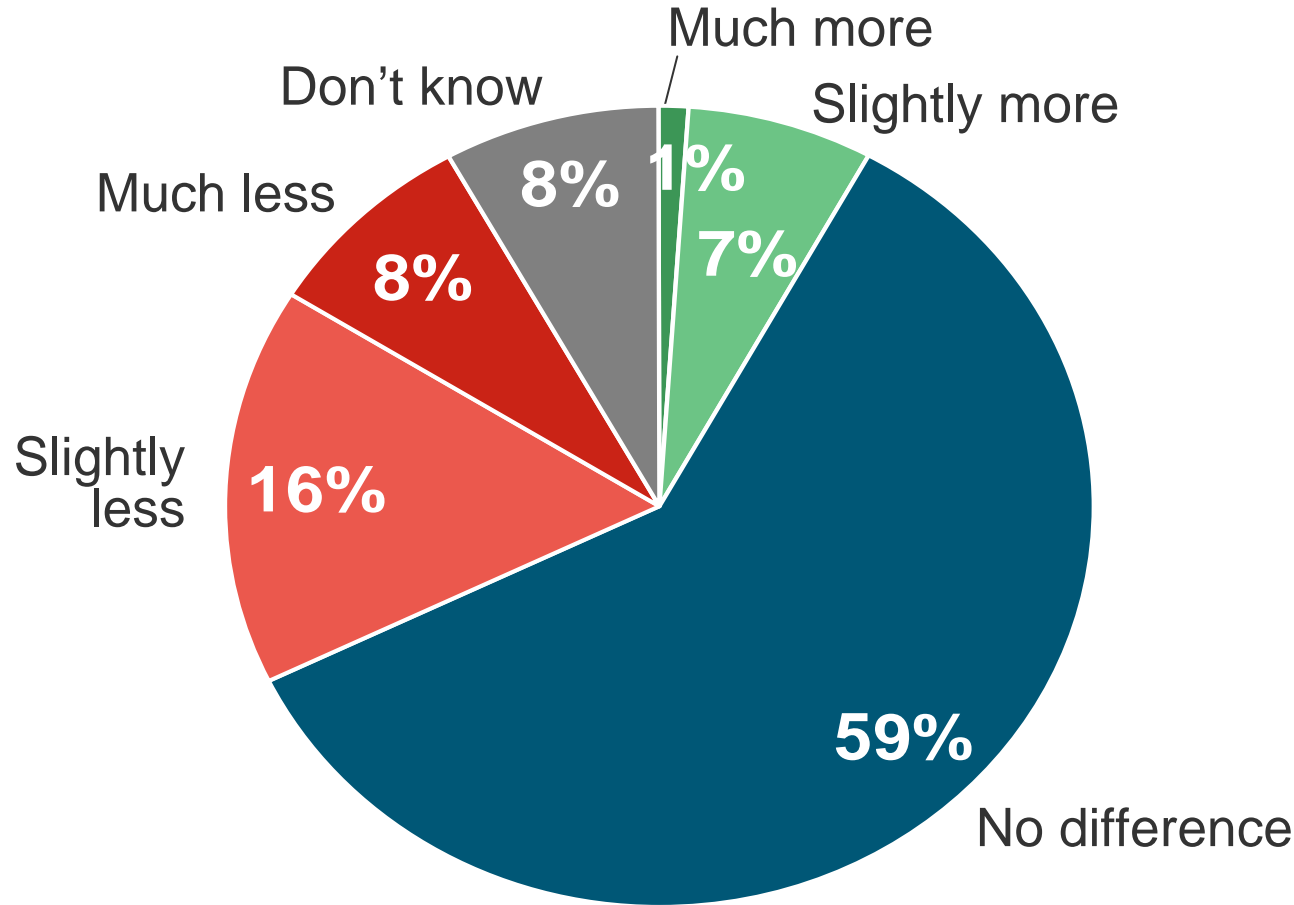
Introduction

Methodology details:

- Total number of respondents: 981 GB adults aged 15+.
- Interviews were conducted using our face-to-face Omnibus.
- Fieldwork was conducted 18 – 24 September 2009.
- Data has been weighted to reflect profile of the British population in terms of key demographics.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of “Don't know” categories
- No publication of the data is permitted without the advance approval of Ipsos MORI, since we recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted, or could appear to be inaccurately or misleadingly presented

Most think there is no change in company openness/ honesty

Q Compared to a year ago, do you think companies are now being more open and honest, or is there no difference?



Much/slightly more: 9%

Much/slightly less: 24%

No significant differences in views of different sub-groups of the public

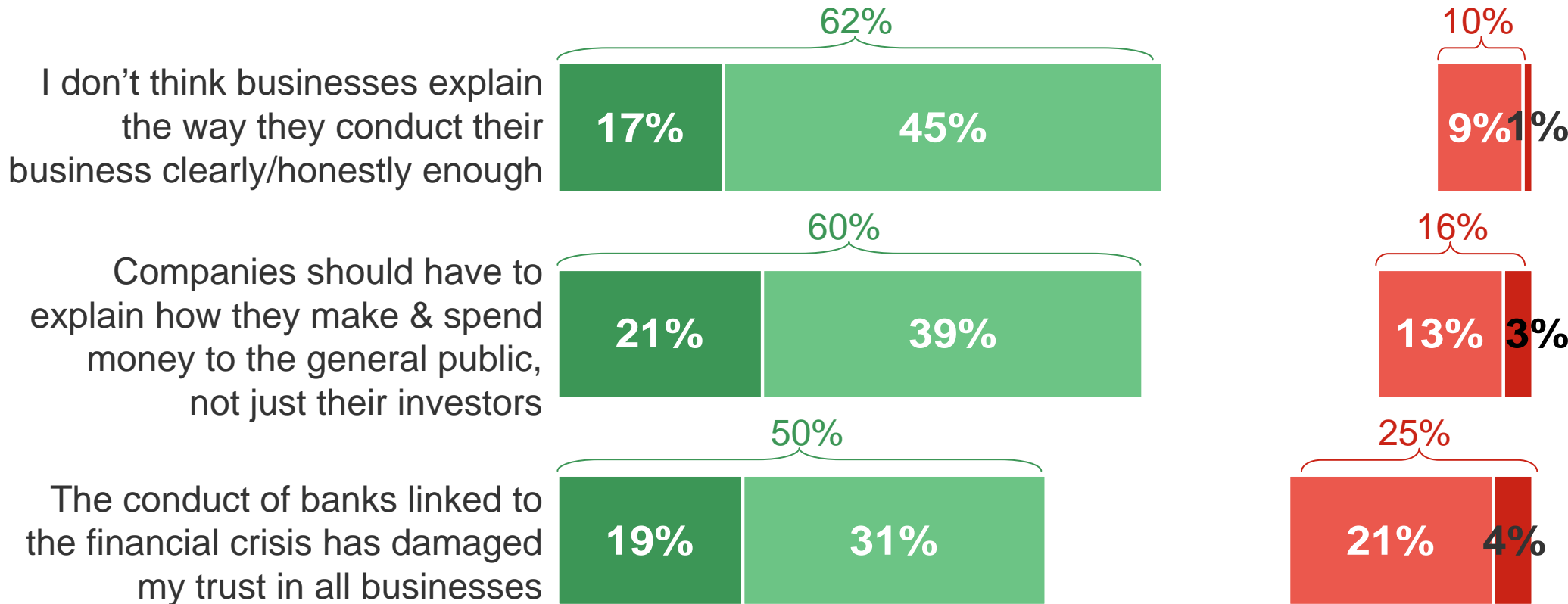
Base: 981 British adults aged 15+, 18th – 24th September 2009

Source: Ipsos MORI

Majority would like to see more transparency

Q To what extent do you agree or disagree with the following?

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree



Base: 981 British adults aged 15+, 18th – 24th September 2009

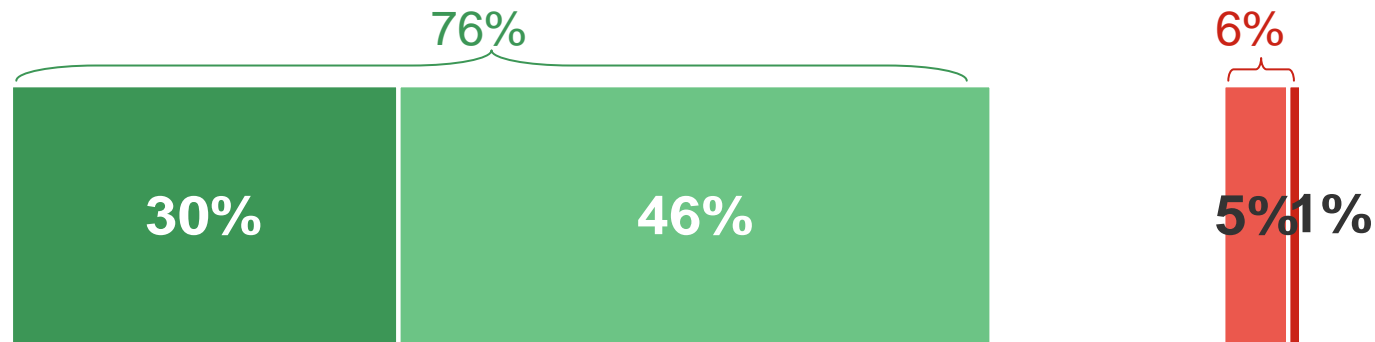
Source: Ipsos MORI

Three-quarters think companies aren't voluntarily open

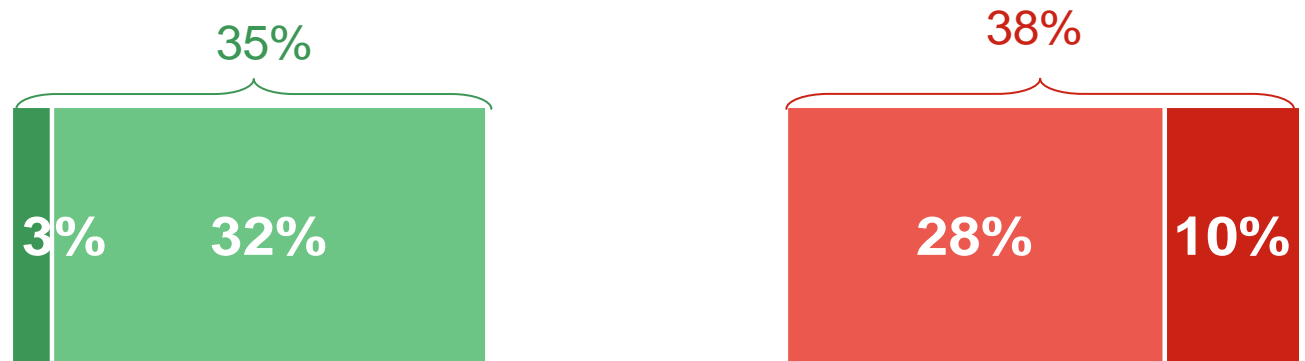
Q To what extent do you agree or disagree with the following?

■ Strongly agree ■ Tend to agree ■ Tend to disagree ■ Strongly disagree

Most large companies will not be open & honest about their behaviour unless they are forced to be



Most large companies are open & honest – it is only a few that are not

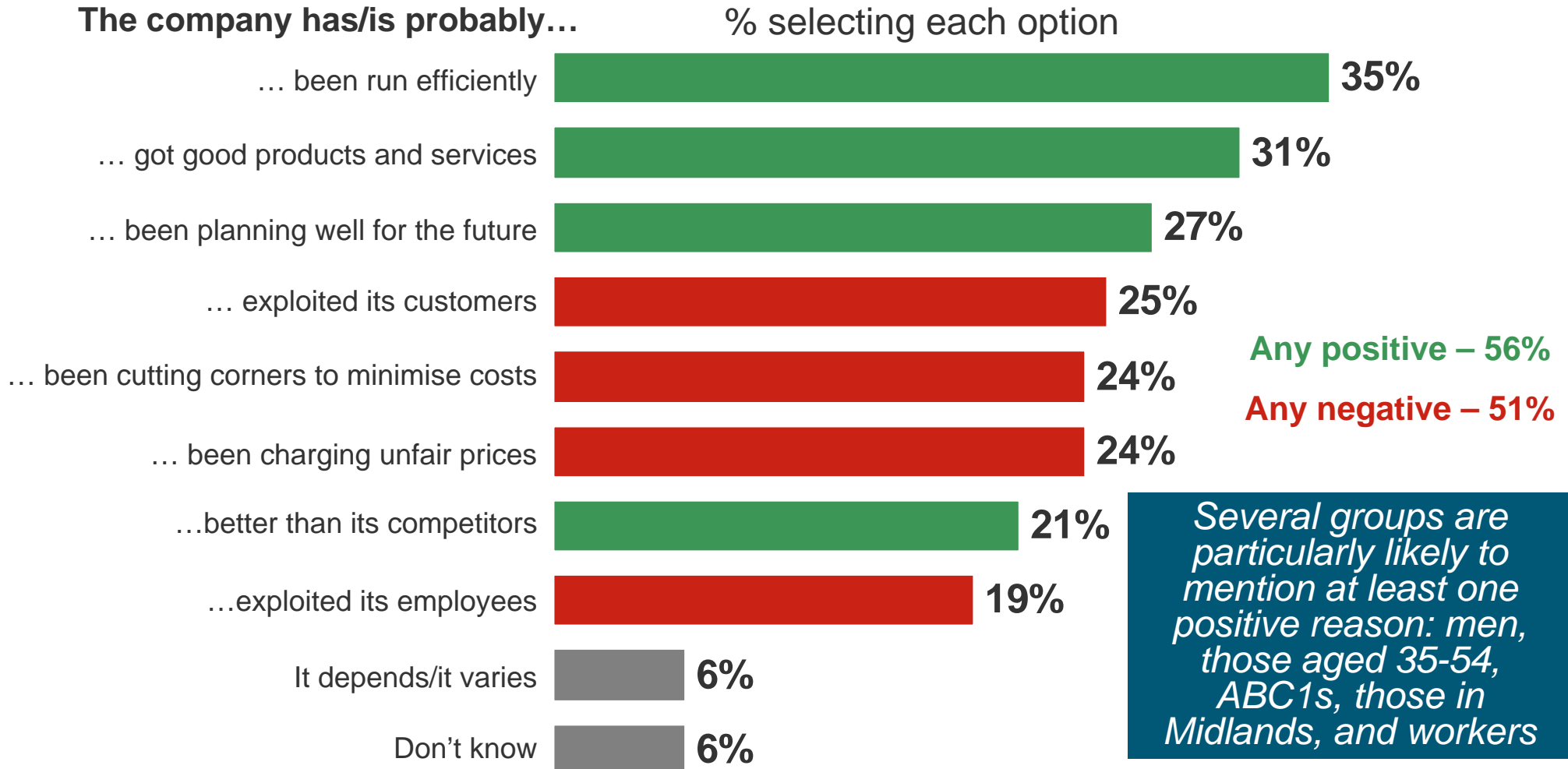


Base: 981 British adults aged 15+, 18th – 24th September 2009

Source: Ipsos MORI

People most commonly attribute positive reasons to profits

Q If a large company were to announce increased profits during the current economic downturn, which if any of the following would you think are the most likely reasons for its increased profits?



Ipsos MORI

*For more information please contact:
Jenny Dawkins +44 (0)20 7347 3087
jenny.dawkins@ipsos-mori.com
Our ref: J36850*