

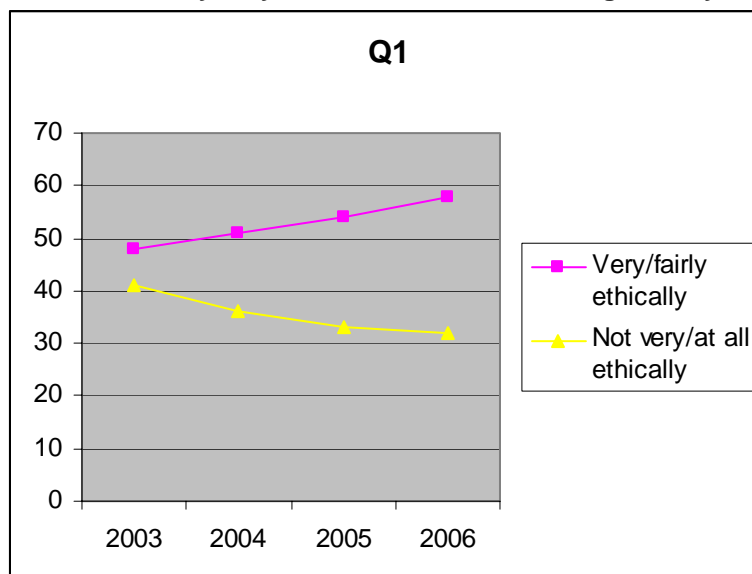
Business Ethics General Public Trends

- Ipsos MORI interviewed nationally representative samples of adults aged 15+ : 1,977 in 2004, 1,979 in 2005 and 2,072 in 2006
- Interviews were carried out face-to-face, in home across 198 sampling points in Great Britain, using Ipsos MORI's national Omnibus survey
- Interviews were conducted 25 and 30 September 2003, 4 – 8 November 2004, 22 – 26 September 2005 and 20 – 24 July 2006
- Data were weighted to match known population profile
- Where figures do not sum to 100 percent, this may be due to computer rounding, multiple codes or the exclusion of 'Don't know'

Q1. SHOWCARD There is a lot of discussion these days about how ethically business is behaving – that is, how far its behaviour and decisions follow good principles.
How ethically do you think British business generally behaves?

	2003 %	2004 %	2005 %	2006 %	Change from last year ±%
Very Ethically	3	3	5	4	-1
Fairly Ethically	45	48	50	54	+4
Not very Ethically	33	31	28	26	-2
Not at all Ethically	8	6	5	5	0
No opinion	11	12	13	10	-3
Very/fairly ethically	48	51	54	58	+4
Not very/at all ethically	41	36	33	32	-1

Q1 How ethically do you think British business generally behaves?



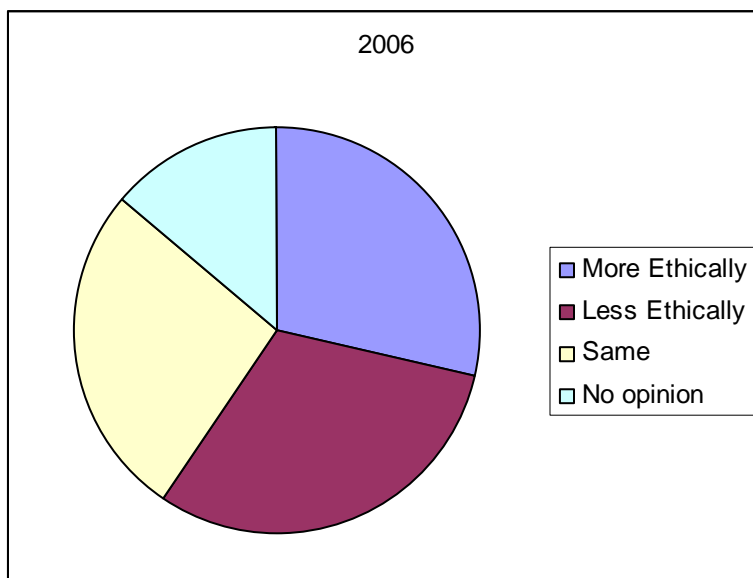
Q2.a How do you think British business is behaving compared to a year ago – is it behaving more ethically than a year ago, less ethically, or the same?

	2003 %	2004 %	2005 %	Change from 2004-2005 ±%
More Ethically	13	12	12	0
Less Ethically	19	17	17	0
Same	55	57	55	-2
No opinion	13	14	16	+2

Q2b How do you think British business is behaving now compared with ten years ago – is it behaving more ethically than ten years ago, less ethically, or the same?

	2006 %
More Ethically	29
Less Ethically	31
Same	27
No opinion	14

Q2b How do you think British business is behaving now compared with ten years ago – is it behaving more ethically than ten years ago, less ethically, or the same?



Q3. SHOWCARD In your view of company behaviour, which two or three of these issues most need addressing? *

	2003 %	2004 %	2005 %	2006 %	Change from last year ±%
Employees being able to speak out about company wrongdoing	-	-	34	32	-2
Environmental responsibility	33	32	31	32	+1
Discrimination in treatment of people	36	34	33	31	-2
Executive pay	38	40	25	27	+2
Harassment and bullying in the workplace	32	29	28	25	-3
Sweatshop labour	30	28	21	23	+2
Safety & security in the workplace	28	29	25	22	-3
Openness with information	23	21	20	22	+2
Bribery and corruption	20	20	15	19	+4
Work-home balance for employees	18	21	16	16	0
Advertising and marketing practices	12	12	7	10	+3
None of these/No opinion	7	6	9	6	-3

- 2004 question wording 'In your view of company standards ...'