



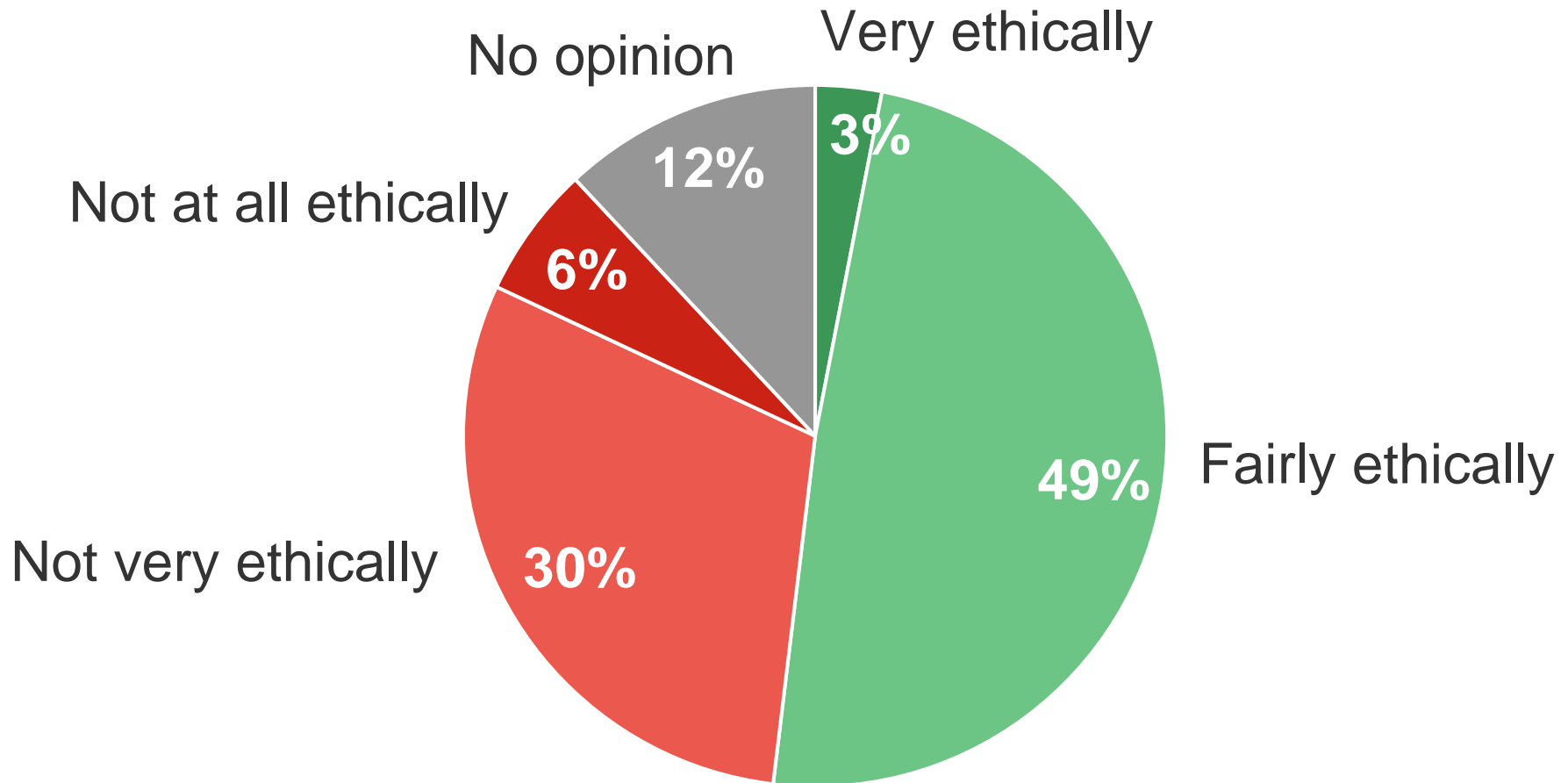
# Corporate Responsibility Attitudes of the British Public - Ethics in Business

## **Report for Institute of Business Ethics**

Fieldwork Dates: 4-10 September 2009

# Around half believe business behaves ethically

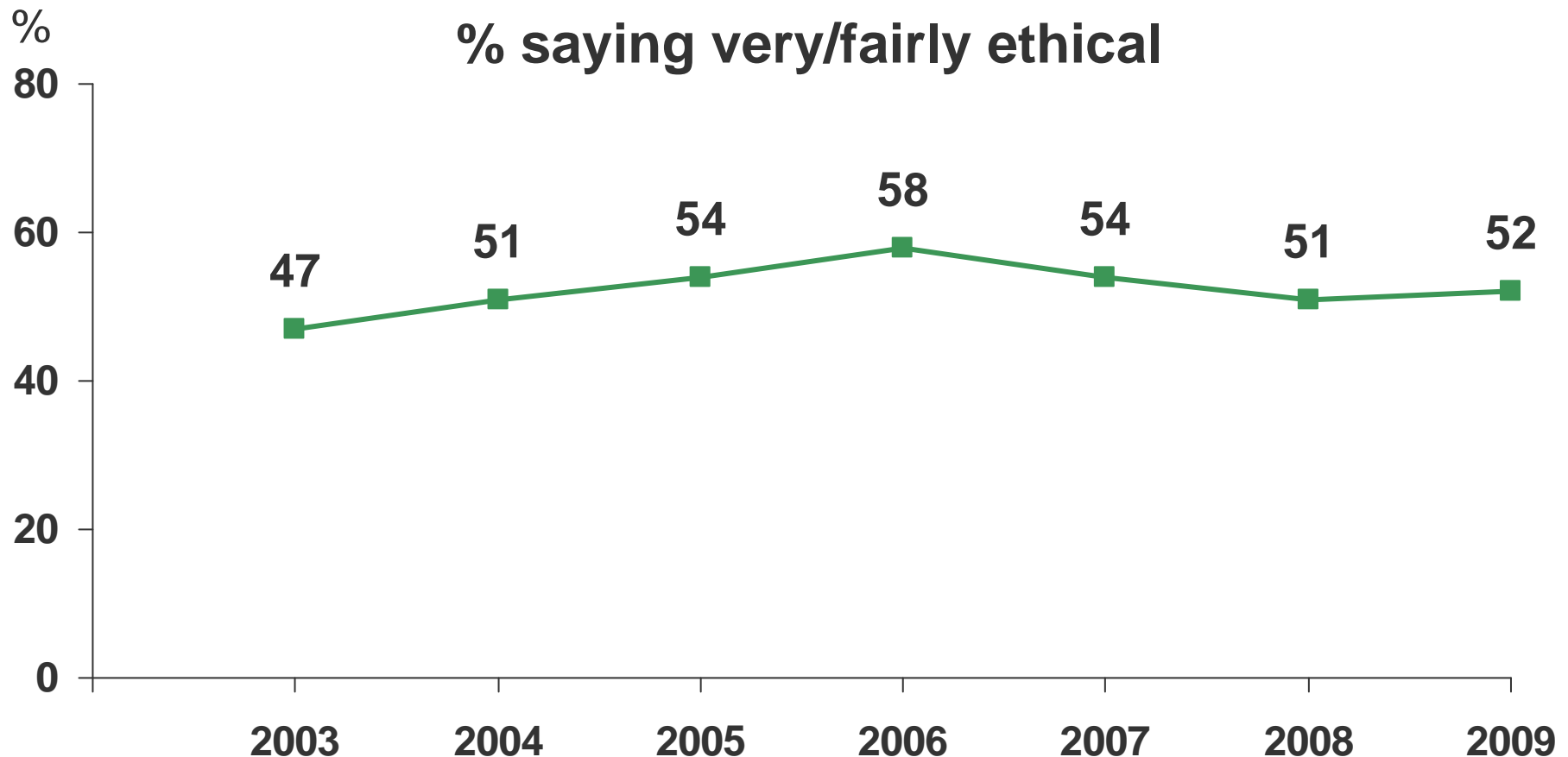
Q How ethically do you think British business generally behaves?



Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

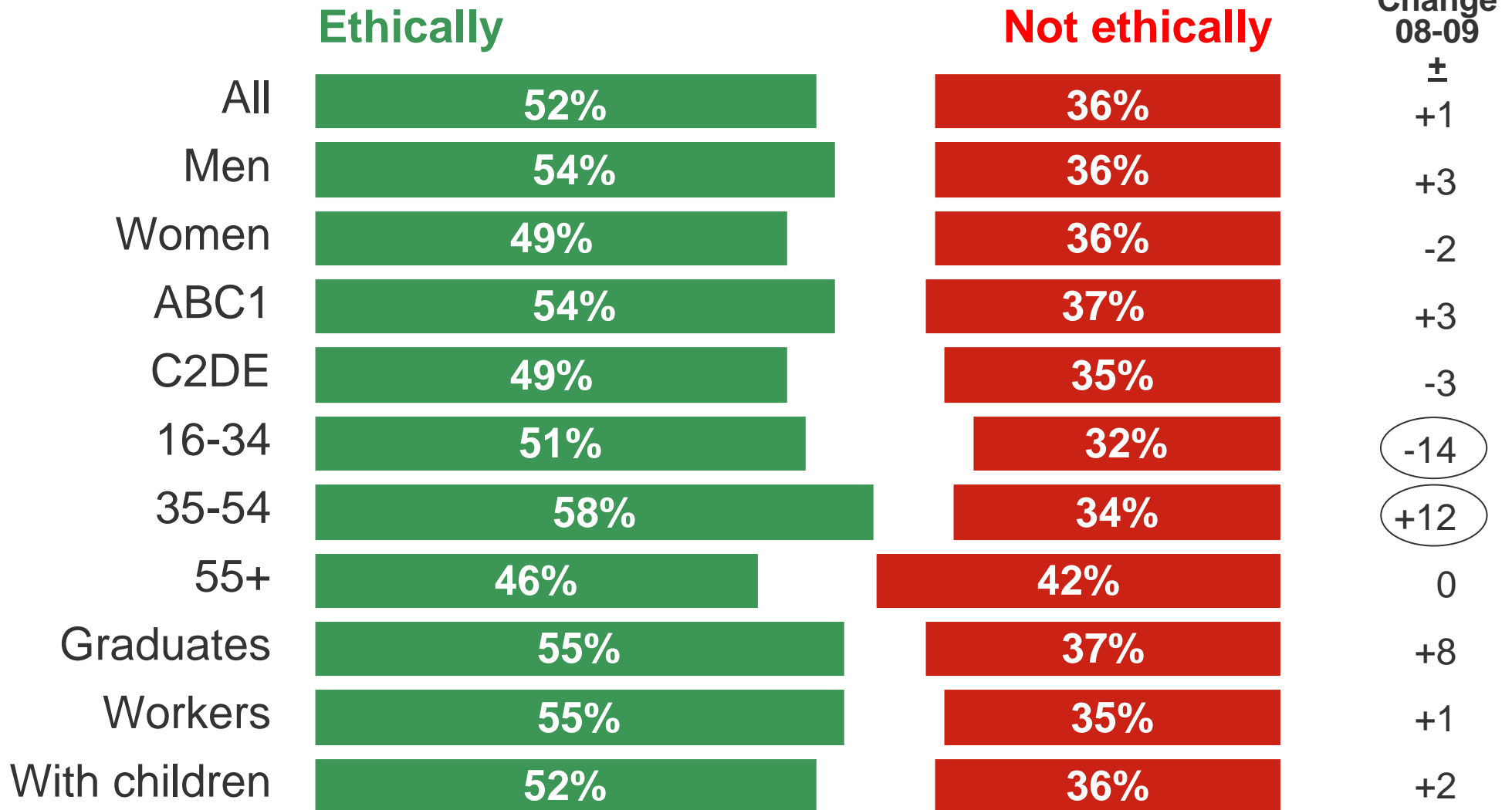
# Views stabilising after 2006 peak

Q How ethically do you think British business generally behaves?



# Younger people are much less positive this year

Q How ethically do you think British business generally behaves?



Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

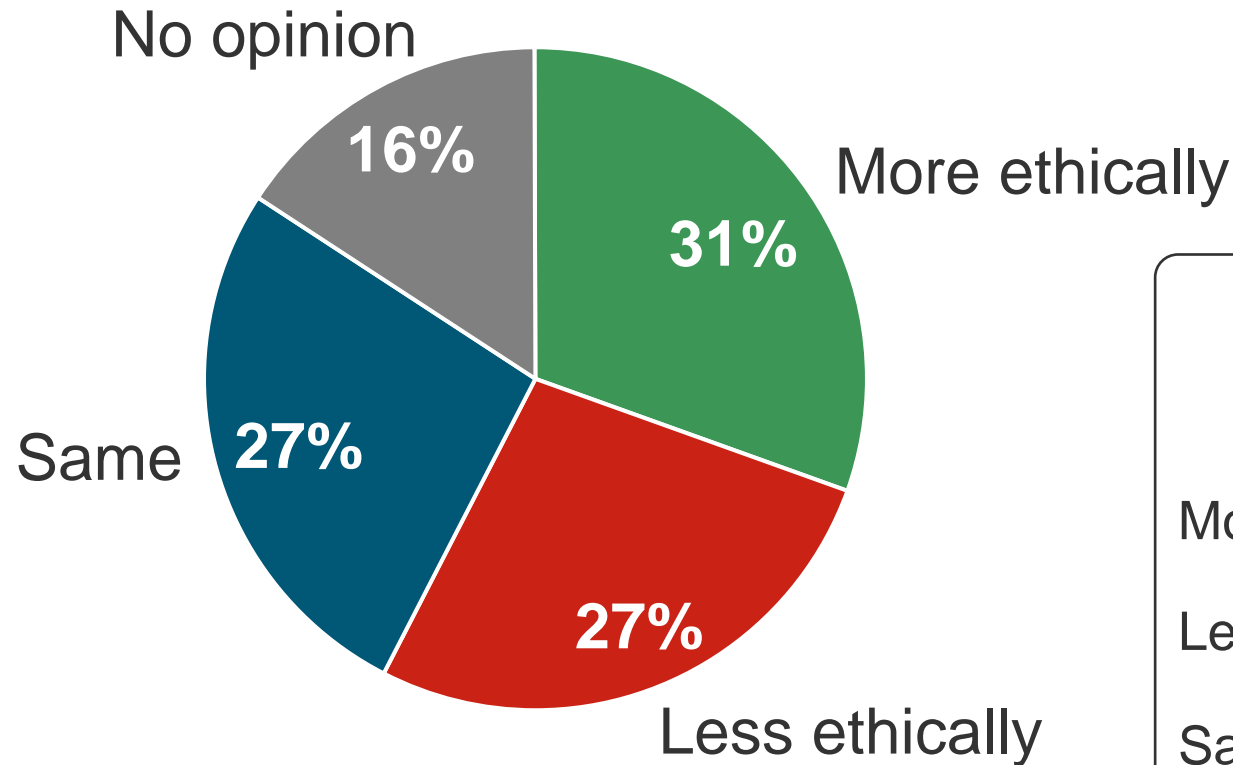
Ipsos MORI

Circles indicate that the change figures are statically significant at 95% confidence level



# Views divided on whether business ethics improving

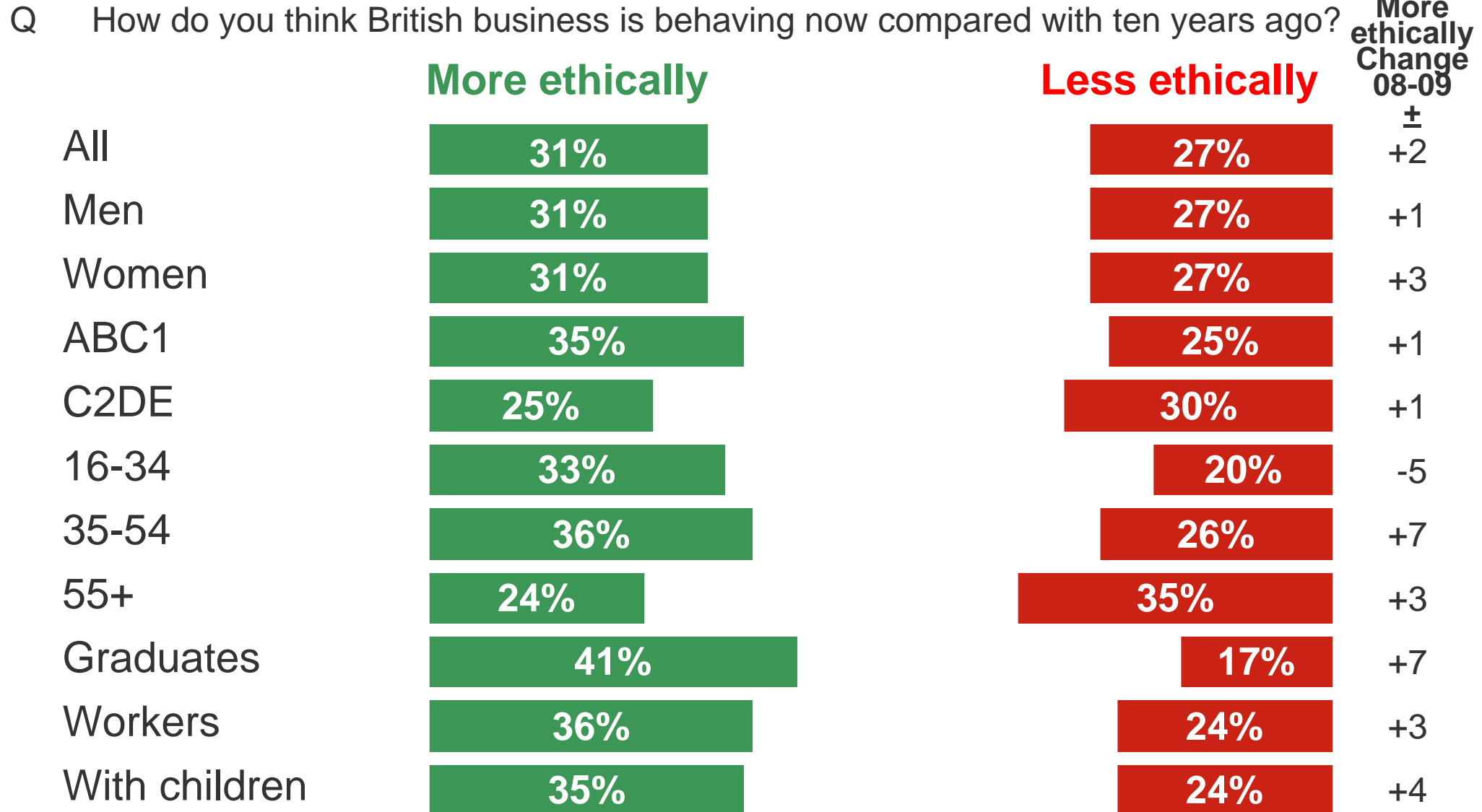
Q How do you think British business is behaving now compared with ten years ago – is it behaving more ethically than ten years ago, less ethically, or the same?



	2009 %	Change 08-09 ±
More	31	+2
Less	27	-9
Same	27	+2

Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

# With little change in views of subgroups

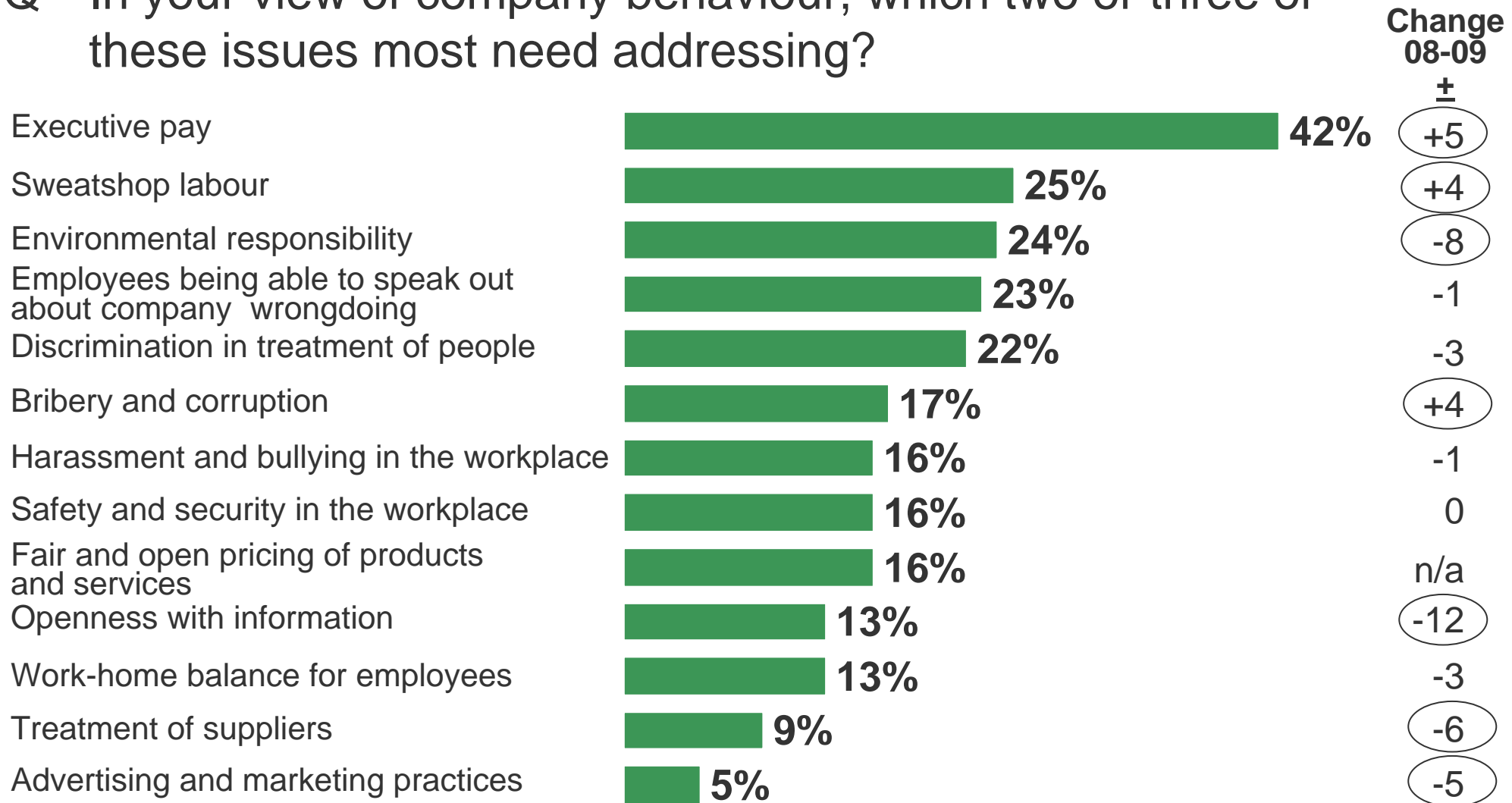


Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

None of the change figures are statically significant at 95% confidence level

# Focus on executive pay continues to rise

Q In your view of company behaviour, which two or three of these issues most need addressing?



Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

Ipsos MORI

Circles indicate that the change figures are statically significant at 95% confidence level

# Ethics of British Business - Details

Q1. How ethically do you think British business generally behaves?

	Total %	Men %	Women %	16-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Graduates* %	Workers %	With children %
Very	3	2	3	2	4	2	3	2	3	3	3
Fairly	49	52	46	49	54	44	51	46	52	52	49
Not very	30	30	30	27	27	36	32	27	33	30	30
Not at all	6	7	6	5	7	7	5	8	4	5	5
No opinion	12	9	15	17	9	12	9	16	8	10	12
Very/fairly	52	54	49	51	58	46	54	49	55	55	52
Not very/not at all	36	36	36	32	34	42	37	35	37	35	36
Net 'ethical'	15	18	13	18	24	4	16	14	18	19	17

\* Graduates = all those with a degree

Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

Circles indicate statistically significant differences at 95% confidence level (only summary codes tested, compared to all figure)

# Change in Past Decade - Details

Q2. How do you think British business is behaving compared to ten years ago?

	Total %	Men %	Women %	16-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Graduates* %	Work-ers %	With children %
More ethically than 10 years ago	31	31	31	33	36	24	35	25	41	36	35
Less ethically	27	27	27	20	26	35	25	30	17	24	24
No difference	27	29	24	24	27	29	26	27	29	26	26
No opinion	16	12	19	23	12	12	13	18	12	14	16

\* *Graduates = all those with a degree*

Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

Circles indicate statistically significant differences at 95% confidence level (compared to all figure)

# Most Pressing Ethical Issues – Details (1)

Q3. In your view of company behaviour, which two or three of these issues most need addressing? (Top mentions)

	Total %	Men %	Women %	16-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Graduates* %	Work-ers %	With children %
Executive pay	42	46	39	32	44	49	45	39	37	43	42
Sweatshop labour	25	20	29	26	23	26	24	25	25	23	25
Environmental responsibility	24	24	24	26	26	20	30	17	34	28	25
Employees speaking out about wrongdoing	23	20	27	24	21	25	23	23	22	21	23
Discrimination in treatment of people	22	20	24	27	21	18	18	27	21	22	25
Bribery/corruption	17	17	16	14	16	21	15	18	13	14	13
Workplace harassment/ bullying	16	12	21	18	16	16	14	20	11	17	14

Circles indicate statistically significant differences at 95% confidence level (compared to all figure)

\* Graduates = all those with a degree

Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

# Most Pressing Ethical Issues – Details (2)

Q3. In your view of company behaviour, which two or three of these issues most need addressing? (Top mentions)

	Total %	Men %	Women %	16-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Graduates* %	Work-ers %	With children %
Fair and open pricing	16	16	17	17	15	18	18	15	20	16	19
Workplace safety/security	16	18	14	14	16	18	14	18	11	16	14
Work-home balance for employees	13	13	13	11	19	8	16	8	20	16	19
Openness with information	13	15	11	12	12	14	14	11	13	12	9
Treatment of suppliers	9	13	5	6	11	10	11	6	14	10	9
Advertising and marketing practice	5	5	5	3	5	6	5	4	6	4	4

\* *Graduates = all those with a degree*

Base: 1,014 British adults 16+; 4<sup>th</sup>-10<sup>th</sup> September 2009

Circles indicate statistically significant differences at 95% confidence level (only summary codes tested, compared to all figure)