Attitudes of the British Public to Business Ethics 2014

For each of the last 11 years the Institute of Business Ethics has asked the British public its view on business ethics. This infographic shows the overall view of the British public for 2014. Once again in 2014 the majority of the British public consider the general behaviour of British business to be fairly/very ethical.

Current Business Behaviour

Overall, the British public consider the general behaviour of business to be more ethical than unethical – this is consistent with results for the last 11 years.

- 58% thought that British business behaved “very” or “fairly” ethically.
- 40% thought the behaviour of business was “not very” or “not at all” ethically.
- Only 2% had no opinion.

10 Years Ago

When asked to compare the behaviour of British businesses to 10 years ago views are mixed, but leaning towards ‘less ethical’.

- 25% said “more ethically”.
- 36% thought it was the “same”.
- 36% thought British business was behaving “less ethically” than 10 years ago.
- Only 3% had no opinion.

Which Issues Concern You Most?

The British public still think companies need to address the same issues as last year. The top three issues have not changed. Bribery and corruption has moved up one place and Exploitative labour has joined the top five at the expense of Discrimination.

- Corporate tax avoidance: 35%
- Executive pay: 34%
- Employees being able to speak out about company wrongdoing: 20%
- Bribery and corruption: 19%
- Exploitative labour: 19%

Research Methodology

The research is conducted on behalf of the IBE by Ipsos MORI. A total of 997 face-to-face interviews were conducted between 1-10 August 2014 and data has been weighted to reflect the adult population (16+) in the UK in terms of age, gender, region, social grade, ethnicity, housing tenure and working status.

*Exploitative labour* changed in 2014 from ‘sweatshop labour’
Differences According To Gender

For each of the last 11 years the Institute of Business Ethics has asked the British public its view on business ethics. This infographic shows differences between representative samples of men and women in the British public. The overall view of the British public for 2014 is shown on a separate graphic, available from the IBE website.

Women rate British business more ethically than men

- 61% of women thought that the behaviour of British business was either “very” or “fairly” ethical
- 37% of women thought that the behaviour of British business was either “not very” or “not at all” ethical
- Whereas, only 55% of men thought the same compared to 43% of men

This pattern is similar when comparing business behaviour to 10 years ago

- 28% of women thought business was behaving “more ethically” now than 10 years earlier
- 34% of women thought business was behaving “less ethically” now than 10 years earlier
- Whereas, only 22% of men did compared with 38% of men

Women are significantly more concerned about:

- Speaking out: 23% women, 17% men
- Harassment and bullying: 17% women, 9% men

Men are significantly more concerned about:

- Bribery and corruption: 16% women, 23% men

For women the top five most important issues are:
- Corporate tax avoidance: 31%
- Executive pay: 31%
- Employees being able to speak out about company wrongdoing: 23%
- Discrimination: 20%
- Exploitative labour: 19%

For men the top five are:
- Corporate tax avoidance: 40%
- Executive pay: 37%
- Bribery and corruption: 23%
- Exploitative labour: 18%
- Employees being able to speak out about company wrongdoing: 17%

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Differences According To Age

For each of the last 11 years the Institute of Business Ethics has asked the British public its view on business ethics. This infographic shows differences between different age ranges of the British public. The overall view of the British public for 2014 is shown on a separate graphic, available from the IBE website.

The proportion of those aged 55+ thinking that British business is behaving ethically has increased since 2013.

- Business is behaving “very” or “fairly” ethically: 62% (66% in 2013)
- Business is behaving “not very” or “not at all” ethically: 36% (30% in 2013)

The proportion of people who think that business is behaving “less ethically” than 10 years ago increases with age.

- Business is behaving “more ethically”: 27% (28% in 2013)
- Business is behaving “less ethically”: 28% (27% in 2013)

16-34
- Arising more concerned about: Discrimination (28%), Human rights (22%), Security of Information (11%)
- The top five issues are: Discrimination (28%), Corporate tax avoidance (26%), Executive pay (23%), Human rights (22%), Employees being able to speak out about company wrongdoing (17%)

35-54
- Arising more concerned about: Corporate tax avoidance (41%)
- The top five issues are: Corporate tax avoidance (41%), Executive pay (31%), Exploitative labour (20%), Employees being able to speak out about company wrongdoing (19%), Discrimination/Bribery and corruption (16%)

55+
- Arising more concerned about: Executive pay (46%), Employees being able to speak out about company wrongdoing (23%), Bribery and corruption (25%)
- The top five issues are: Executive pay (46%), Corporate tax avoidance (39%), Bribery and corruption (25%), Employees being able to speak out about company wrongdoing (23%), Exploitative labour (18%)

Research Methodology

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Attitudes of the British Public to Business Ethics 2014

Differences According To Social Grade

For each of the last 11 years the Institute of Business Ethics has asked the British public its view on business ethics. This infographic shows differences between representative samples of the population, according to social grade. The overall view of the British public for 2014 is shown on a separate graphic, available from the IBE website.

Current Business Behaviour

ABC1 respondents think that the behaviour of British business is more ethical than C2DE respondents do

- Business is behaving “very” or “fairly” ethically
  - ABC1: 62%
  - C2DE: 53%
- Business is behaving “not very” or “not at all” ethically
  - ABC1: 37%
  - C2DE: 44%

Increase of 7% from 2013

C2DE respondents are more likely to think that the behaviour of British business is less ethical than it was 10 years ago than ABC1 respondents

- Business is behaving “more ethically”
  - ABC1: 30%
  - C2DE: 20%
- Business is behaving “less ethically”
  - ABC1: 34%
  - C2DE: 39%

10 Years Ago

Are significantly more concerned about:

ABC1
- Corporate tax avoidance (43%)
- Exploitative labour (22%)
- Environmental responsibility (15%)
  - than the general population

C2DE
- Human rights (18%)
- Safety and security in the workplace (13%)
  - than the general population

They are significantly less concerned about:

ABC1
- Corporate tax avoidance (27%)
- Exploitative labour (15%)
- Environmental responsibility (7%)

C2DE

The top five issues are:

- Corporate tax avoidance 43%
- Executive pay 35%
- Exploitative labour 22%
- Employees being able to speak out about company wrongdoing 20%
- Bribery and corruption 20%

- Executive pay 32%
- Corporate taxation 27%
- Employees being able to speak out about company wrongdoing 20%
- Bribery and corruption 19%
- Human rights 18%

Research Methodology

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## Attitudes of the British Public to Business Ethics 2014

**Differences for those Working, With Children in their Household and Graduates**

For each of the last 11 years the Institute of Business Ethics has asked the British public its view on business ethics. This infographic shows differences between those members of the British public who are classified as ‘working’, ‘with children in household’ and ‘graduates’. The overall view of the British public for 2014 is shown on a separate graphic, available from the IBE website.

### Current Business Behaviour

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<th>Graduates</th>
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### 10 Years Ago

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