



## Ipsos conducted two sets of polls in the UK on perceptions of corporate sustainability issues, the economy, and the environment.

### Data tables

#### Global @dvisor simplified summary tables:

1. To what extent, if at all, do you agree or disagree with each of the following statements?
  - a. **The current economic system is working well for people in the UK.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>	<b>Business Owner N=98</b>	<b>Not a Business Owner N=902</b>
Agree/Strongly Agree (Top2box)	18%	23%	13%	31%	17%
Disagree/Strongly Disagree (Low2box)	52%	48%	56%	46%	52%
Neither Agree nor Disagree	30%	29%	31%	29%	30%

- b. **The current economic system is working well for business in the UK.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>	<b>Business Owner N=98</b>	<b>Not a Business Owner N=902</b>
Agree/Strongly Agree (Top2box)	29%	37%	22%	40%	28%
Disagree/Strongly Disagree (Low2box)	33%	27%	39%	31%	33%
Neither Agree nor Disagree	38%	36%	39%	36%	39%

- c. **Businesses should put social purpose ahead of making profits.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>	<b>Business Owner N=98</b>	<b>Not a Business Owner N=902</b>
Agree/Strongly Agree (Top2box)	37%	38%	36%	33%	37%
Disagree/Strongly Disagree (Low2box)	19%	21%	17%	22%	18%
Neither Agree nor Disagree	44%	42%	47%	43%	48%

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**d. I prefer to use or purchase from businesses that act ethically.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>	<b>Business Owner N=98</b>	<b>Not a Business Owner N=902</b>
Agree/Strongly Agree (Top2box)	48%	44%	51%	60%	47%
Disagree/Strongly Disagree (Low2box)	8%	11%	6%	13%	8%
Neither Agree nor Disagree	44%	45%	43%	43%	44%

**e. Ethically run businesses are better for the economy.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>	<b>Business Owner N=98</b>	<b>Not a Business Owner N=902</b>
Agree/Strongly Agree (Top2box)	43%	38%	48%	51%	42%
Disagree/Strongly Disagree (Low2box)	10%	13%	6%	15%	9%
Neither Agree nor Disagree	47%	49%	46%	43%	50%

2. Would you be more or less likely to purchase products and/or services from a business that does the following:
- a. **Has a positive stance on social issues.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>
Much more/Somewhat more likely (Top2box)	57%	52%	62%
Somewhat Less/Much less likely (Low2box)	2%	3%	1%
No difference	41%	46%	37%

**b. Pays employees a fair, livable wage.**

	<b>Total N=1000</b>	<b>Male N=499</b>	<b>Female N=501</b>
Much more/Somewhat more likely (Top2box)	70%	65%	74%
Somewhat Less/Much less likely (Low2box)	1%	2%	1%
No difference	29%	33%	25%



3. Do you agree or disagree with the following statements?

a. **I would not take a job with a business I believe to behave unethically.**

	<b>Total N=673</b>	<b>Male N=349</b>	<b>Female N=324</b>
Agree/Strongly Agree (Top2box)	49%	43%	59%
Disagree/Strongly Disagree (Low2box)	14%	18%	9%
Neither Agree nor Disagree	36%	39%	32%

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