



IB01 How ethically do you think British business generally behaves?

Base: All respondents

	Weighted Total (A)	Age			Gender		Class		Working status		Education			Children in household		Region												Unweighted Total
		18-34 (b)	35-54 (c)	55+ (d)	Male (e)	Female (f)	ABC1 (g)	C2DE (h)	Working (i)	Not working (j)	University degree (k)	No university degree declared (l)	Secondary education (m)	Yes (n)	No (o)	North East (p)	North West (q)	Yorkshire and The Humber (r)	West Midlands (s)	East Midlands (t)	East of England (u)	South West (v)	South East (w)	Greater London (x)	Wales (y)	Scotland (z)	Northern Ireland (B)	
Weighted base	2001	728	870	404	996	1005	1100	901	1501	500	993	1008	994	629	1372	82*	226	170	178	146	188	168	278	294	96*	174	-**	2001
Unweighted sample	2001	615	950	436	915	1088	1193	808	1457	544	1019	992	970	643	1358	87	226	193	194	151	177	174	220	274	98	197	-	2001
Very ethically	163	85	56	22	111	52	79	84	137	27	81	82	76	83	80	4	19	13	13	10	14	9	27	38	6	11	-	141
	8%	12%	6%	5%	11%	5%	7%	9%	9%	5%	8%	8%	8%	13%	6%	5%	8%	8%	7%	7%	7%	5%	10%	13%	6%	6%	-	7%
	cdjfo	Ac			AF				Aj		m			Ao										Apvt				
Fairly ethically	1027	346	467	214	487	541	569	459	765	262	481	547	542	328	699	42	117	89	97	81	108	79	146	129	50	90	-	1038
	51%	48%	54%	53%	49%	54%	52%	51%	51%	52%	48%	54%	55%	52%	51%	51%	52%	52%	54%	56%	57%	47%	53%	44%	52%	52%	-	52%
	blx	Ab			Ae						Ak	Ak	Ak					x	x	x								
Not very ethically	589	205	260	123	282	307	344	245	447	142	347	242	242	168	421	27	66	49	47	34	49	60	75	99	27	57	-	599
	29%	28%	30%	31%	28%	31%	31%	27%	30%	28%	35%	24%	24%	27%	31%	33%	29%	29%	27%	23%	26%	35%	27%	33%	28%	33%	-	30%
	lm				A						Alm		l								t			t				
Not at all ethically	83	34	28	21	48	35	45	38	53	30	49	34	34	20	63	5	7	9	2	6	7	10	13	8	2	13	-	83
	4%	5%	3%	5%	5%	3%	4%	4%	4%	6%	5%	3%	3%	3%	5%	6%	3%	5%	1%	4%	4%	6%	5%	3%	2%	8%	-	4%
	cls				Al				Al							s		s			s					Aqxs		
No opinion	139	57	58	23	68	71	64	75	99	40	36	103	99	29	110	4	17	10	19	14	10	12	18	20	11	3	-	140
	7%	8%	7%	6%	7%	7%	6%	8%	7%	8%	4%	10%	10%	5%	8%	5%	8%	6%	11%	10%	6%	7%	6%	7%	12%	2%	-	7%
	glnz				g						Ak	Ak	Ak	An				z	z	z	z	z	z	z	z	z		
NET Any Ethically	1191	431	523	236	597	593	648	543	902	289	562	629	619	411	779	46	136	102	109	92	121	87	173	167	56	101	-	1179
	59%	59%	60%	59%	60%	59%	59%	60%	60%	58%	57%	62%	62%	65%	57%	56%	60%	60%	61%	63%	65%	52%	62%	57%	58%	58%	-	59%
	kov										Ak	Ak	Ak	Ao						v		v						
NET Any Not ethically	672	239	288	144	330	342	389	283	500	172	396	276	276	188	483	32	72	58	50	40	56	69	87	107	29	70	-	682
	34%	33%	33%	36%	33%	34%	35%	31%	33%	34%	40%	27%	28%	30%	35%	40%	32%	34%	28%	27%	30%	41%	31%	36%	30%	40%	-	34%
	lmm				A				Alm		Alm		l	An							Astu					Astu		
NET Ethically	519	191	235	92	268	251	259	260	402	117	166	353	343	223	296	13	64	44	60	52	65	18	86	60	27	31	0	497
	26%	26%	27%	23%	27%	25%	24%	29%	27%	23%	17%	35%	34%	36%	22%	16%	28%	26%	33%	35%	35%	11%	31%	21%	28%	18%	0%	25%
	gkopvz				Ag				Ag		Akm	Ak	Ak	Ao		pvz		v	Apvz	Apvz	Apvz		pvz	v	v			

Proportions/Means: Columns Tested [5% risk level] - A/b/c/d - A/e/f - A/g/h - A/i/j - A/k/l/m - A/n/o - A/p/q/r/s/t/u/v/w/x/y/z/B
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Fieldwork Dates: 23.09.2020 - 02.10.2020
 Respondent Type: Consumer



1803 In your view of company behaviour, which two or three of these issues most need addressing?

Base: All respondents

	Weighted Total (A)	Age			Gender		Class		Working status		Education			Children in household		Region											Unweighted Total	
		18-34 (b)	35-54 (c)	55+ (d)	Male (e)	Female (f)	ABC1 (g)	C2DE (h)	Working (i)	Not working (j)	University degree (k)	No university degree declared (l)	Secondary education (m)	Yes (n)	No (o)	North East (p)	North West (q)	Yorkshire and The Humber (r)	West Midlands (s)	East Midlands (t)	East of England (u)	South West (v)	South East (w)	Greater London (x)	Wales (y)	Scotland (z)		Northern Ireland (B)
Weighted base	2001	728	870	404	996	1005	1100	901	1501	500	993	1008	994	629	1372	82*	226	170	178	146	188	168	278	294	96*	174	-**	2001
Unweighted sample	2001	615	950	436	915	1086	1193	808	1457	544	1019	982	970	643	1358	87	236	193	194	151	177	174	220	274	98	197	-	2001
Advertising and marketing practices	61 3%	16 2%	27 3%	18 5%	29 3%	32 3%	38 3%	24 3%	41 3%	20 4%	38 4%	23 2%	23 2%	22 4%	39 3%	3	12	10	6	6	2	4	2	5	5	6	-	63 3%
Bribery and corruption	203 10%	93 13%	70 8%	40 10%	119 12%	84 8%	104 9%	99 11%	138 9%	65 13%	107 11%	96 9%	96 10%	52 8%	151 11%	9	19	18	22	12	12	20	35	31	9	17	-	193 10%
Corporate tax avoidance	706 35%	196 27%	329 38%	181 45%	389 39%	317 32%	426 39%	281 31%	520 35%	187 37%	396 40%	310 31%	308 31%	193 31%	514 37%	31	78	54	63	49	70	66	103	81	40	71	-	724 36%
Discrimination	384 19%	184 25%	146 17%	54 13%	146 15%	238 24%	167 20%	167 19%	295 20%	90 18%	200 20%	184 18%	179 18%	121 19%	264 19%	27	45	30	28	29	34	28	43	70	17	32	-	377 19%
Employees being able to speak out about company wrongdoing	389 19%	129 18%	162 19%	98 24%	160 16%	230 23%	200 18%	189 21%	290 19%	99 20%	174 18%	215 21%	215 22%	125 20%	264 19%	15	41	28	43	25	41	33	45	56	25	37	-	401 20%
Environmental responsibility	571 29%	205 28%	271 31%	94 23%	273 27%	298 30%	330 30%	240 27%	435 29%	136 27%	339 34%	231 23%	230 23%	179 28%	392 29%	21	58	44	46	31	55	54	85	91	30	56	-	587 29%
Executive pay	421 21%	117 16%	194 22%	110 27%	230 23%	191 19%	245 22%	175 19%	315 21%	106 21%	216 22%	204 20%	203 20%	134 21%	287 21%	12	41	45	40	25	40	39	61	47	26	44	-	435 22%
Fair and open pricing of products and services	261 13%	93 13%	115 13%	53 13%	133 13%	128 13%	150 14%	111 12%	194 13%	67 13%	129 13%	132 13%	132 13%	96 15%	165 12%	9	33	19	28	19	23	23	31	46	12	18	-	255 13%
Harassment and bullying in the workplace	344 17%	119 16%	152 17%	73 18%	133 13%	211 21%	182 17%	162 18%	238 16%	106 21%	152 15%	192 19%	189 19%	108 17%	236 17%	12	35	32	31	32	33	28	44	52	14	30	-	351 18%
Human rights	212 11%	107 15%	85 10%	21 5%	89 9%	124 12%	100 9%	113 12%	153 10%	59 12%	96 10%	116 12%	114 11%	81 13%	131 10%	12	22	22	21	16	15	19	27	33	8	16	-	202 10%
Openness with information	147 7%	57 8%	55 6%	35 9%	73 7%	74 7%	82 7%	65 7%	112 7%	34 7%	70 7%	76 8%	74 7%	45 7%	102 7%	3	16	13	12	10	14	11	24	28	7	11	-	145 7%
Safety and security in the workplace	235 12%	97 13%	96 11%	42 10%	103 11%	132 13%	122 11%	113 13%	182 12%	53 11%	101 10%	135 13%	134 13%	80 13%	155 11%	10	28	21	22	15	20	20	30	38	10	21	-	231 12%
Exploitative labour	415 21%	161 22%	161 19%	93 23%	222 22%	193 19%	236 21%	179 20%	317 21%	98 20%	238 24%	177 18%	177 18%	104 16%	311 23%	18	47	30	34	35	27	36	54	75	22	37	-	411 21%
Treatment of suppliers	145 7%	35 5%	73 8%	38 9%	95 10%	50 5%	81 7%	64 7%	108 7%	37 7%	78 8%	68 7%	68 7%	47 8%	98 7%	7	9	16	12	13	21	13	14	27	6	7	-	147 7%
Work-home balance for employees	416 21%	145 20%	204 23%	67 17%	176 18%	240 24%	242 22%	174 19%	319 21%	96 19%	202 20%	214 21%	214 22%	149 24%	267 19%	17	58	40	27	36	41	37	66	42	17	35	-	428 21%
Protection of customer data/data privacy	216 11%	58 8%	106 12%	52 13%	114 11%	102 10%	121 11%	95 11%	165 11%	51 10%	127 13%	89 9%	86 9%	71 11%	145 11%	5	26	23	21	10	20	20	37	26	10	18	-	220 11%
Ethics of Artificial Intelligence (AI)	81 4%	43 6%	28 3%	10 3%	56 6%	25 3%	46 4%	35 4%	62 4%	20 4%	39 4%	42 4%	40 4%	32 5%	49 4%	3	8	5	6	7	10	4	14	16	5	3	-	74 4%
Other (please specify)	16 1%	7 1%	3 *	5 1%	8 1%	8 1%	8 1%	7 1%	10 1%	6 1%	6 1%	10 1%	10 1%	2 *	13 1%	2	1	-	1	-	1	4	2	3	-	2	-	16 1%
None of these/ no opinion	112 6%	47 7%	50 6%	14 3%	66 7%	45 4%	44 4%	68 8%	89 6%	23 5%	28 3%	84 8%	81 8%	28 4%	83 6%	4	17	9	13	11	13	3	13	21	3	5	-	102 5%

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