

CSR Consumer Insights 2019





Background

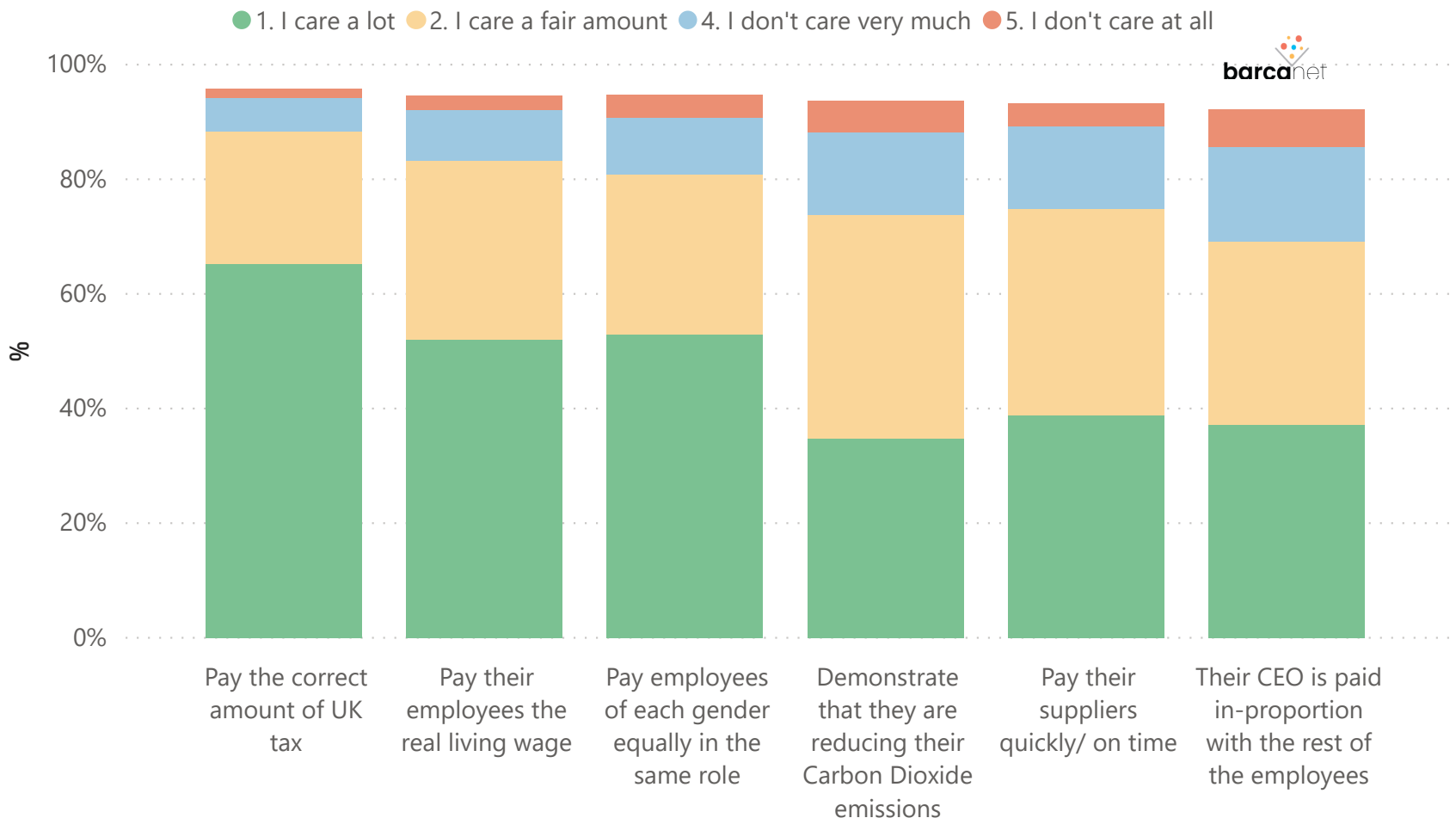
- Survey was conducted by YouGov between 13 & 16 December 2019
- 2,108 UK respondents, over the age of 18, mixed gender, social grade, marital/working/child status
- Aim was to determine what priority consumers placed on 6 specific measures

We asked - **“In general, to what extent, if at all, do you personally care if ANY company and/or manufacturer does each of the following?”** (options – I care a lot; I care a fair amount; I don’t care very much; I don’t care at all; Don’t know)

- Pay the correct amount of UK tax
- Demonstrate that they are reducing their Carbon Dioxide emissions
- Pay employees of each gender equally in the same role
- Pay their suppliers quickly/ on time
- Pay their employees the real living wage (i.e. £9.30 an hour in the UK)
- Their CEO (Chief Executive Officer) is paid in-proportion with the rest of the employees

Summary results;

HOW MUCH DO YOU CARE?



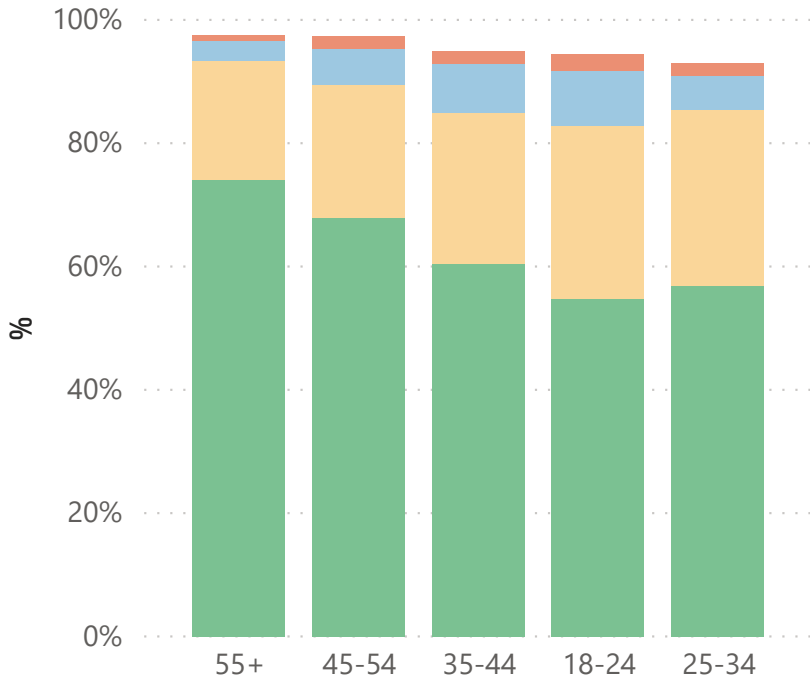
TAX

Pay the correct amount of tax

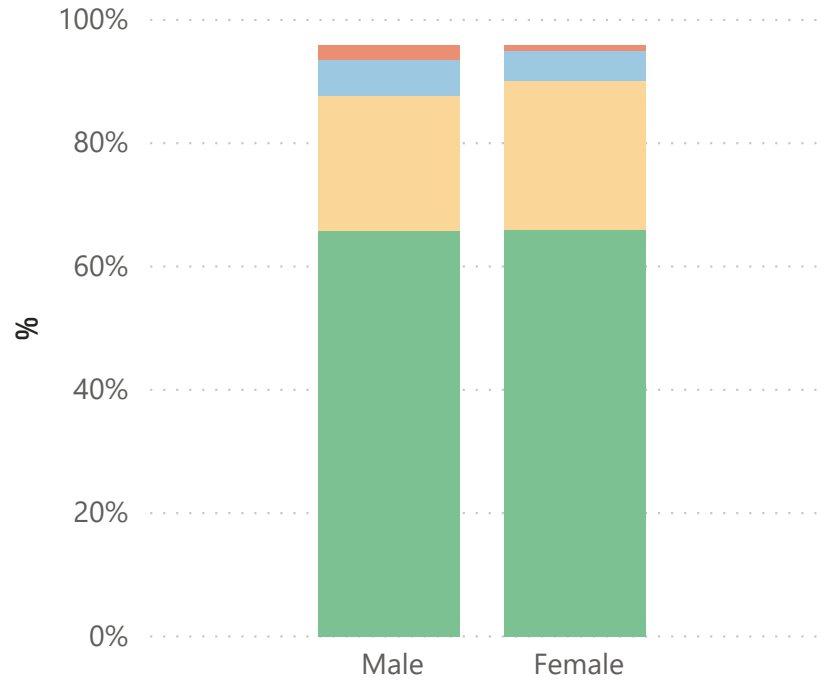


● 1. I care a lot ● 2. I care a fair amount ● 4. I don't care very much ● 5. I don't care at all

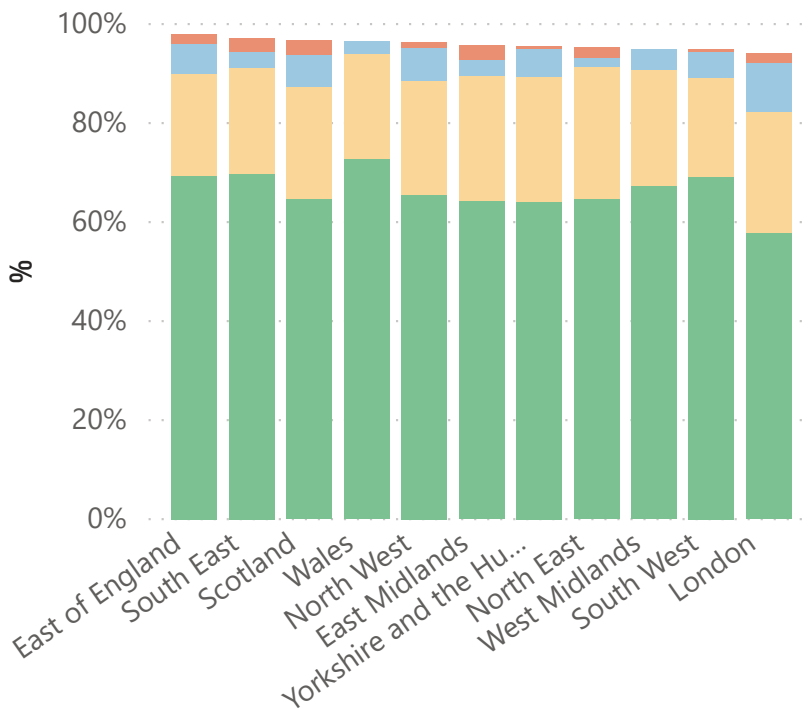
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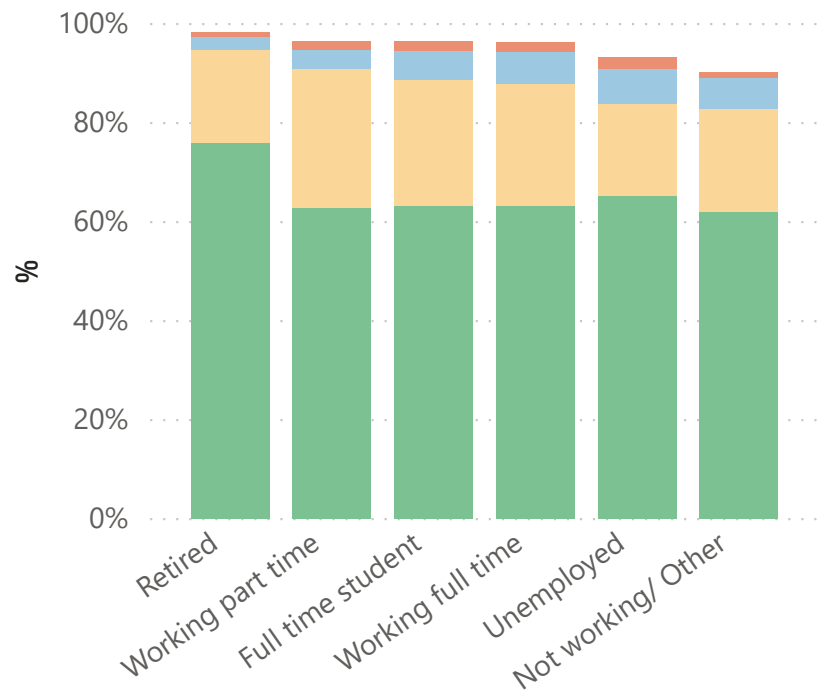
GENDER



LOCATION



WORKING STATUS



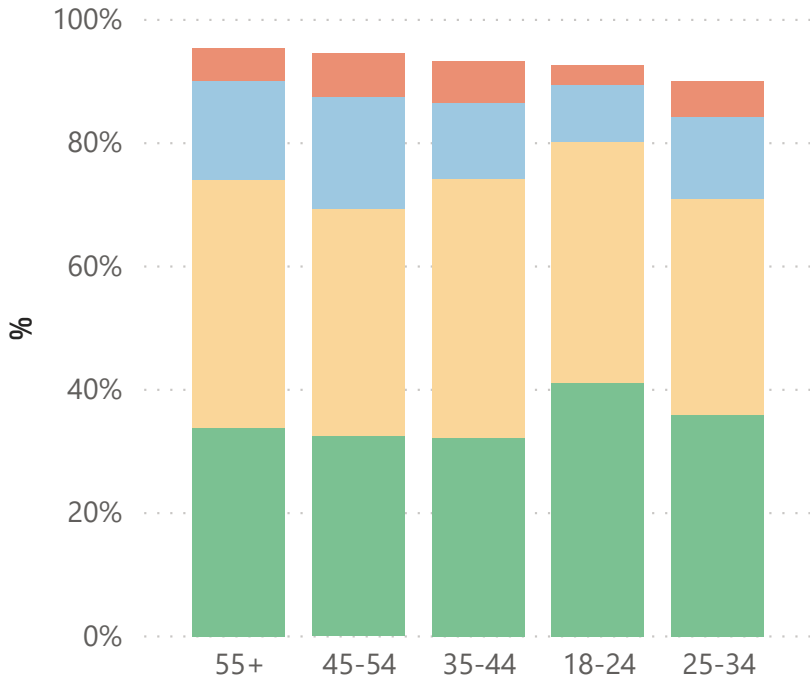
CARBON

Demonstrate that they are reducing their carbon emissions

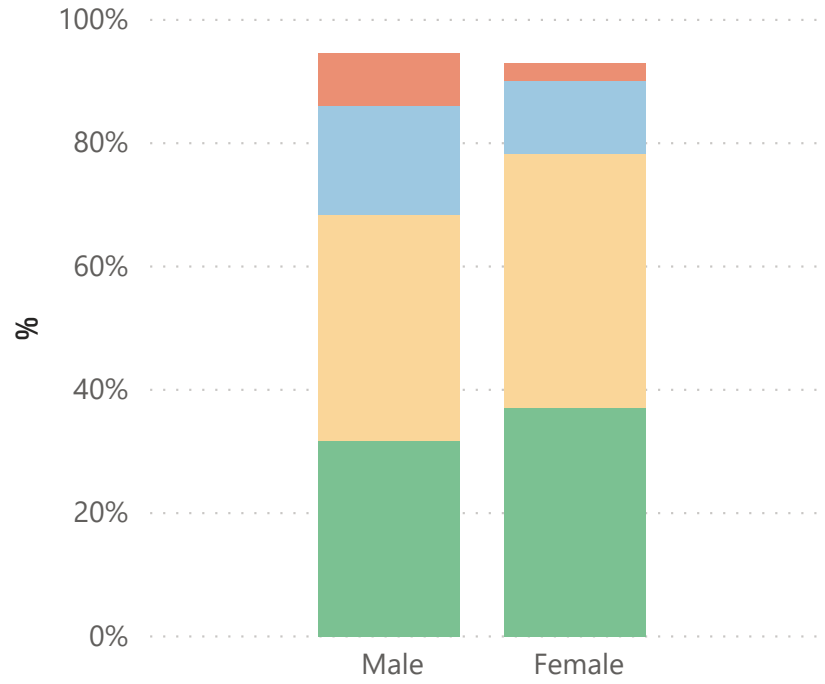


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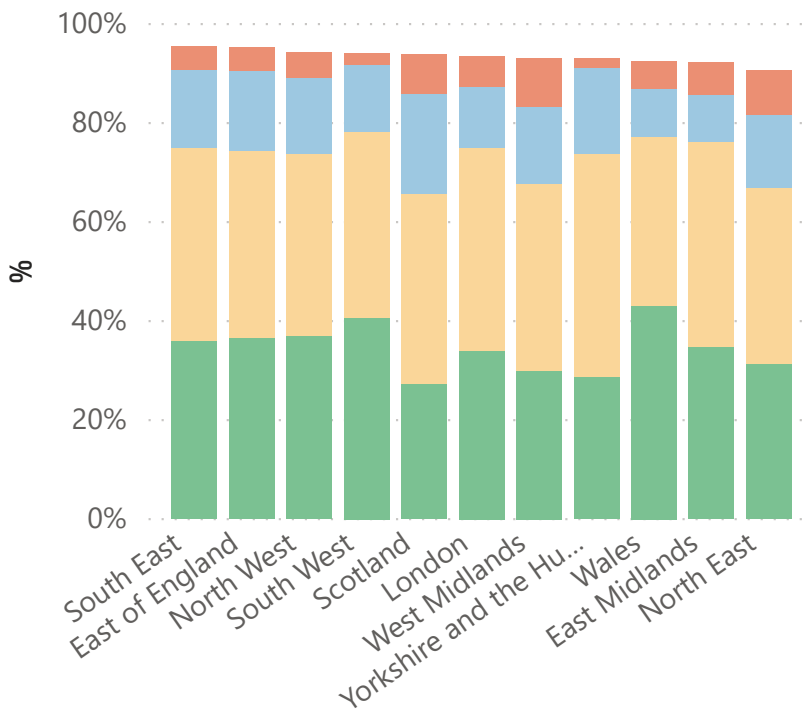
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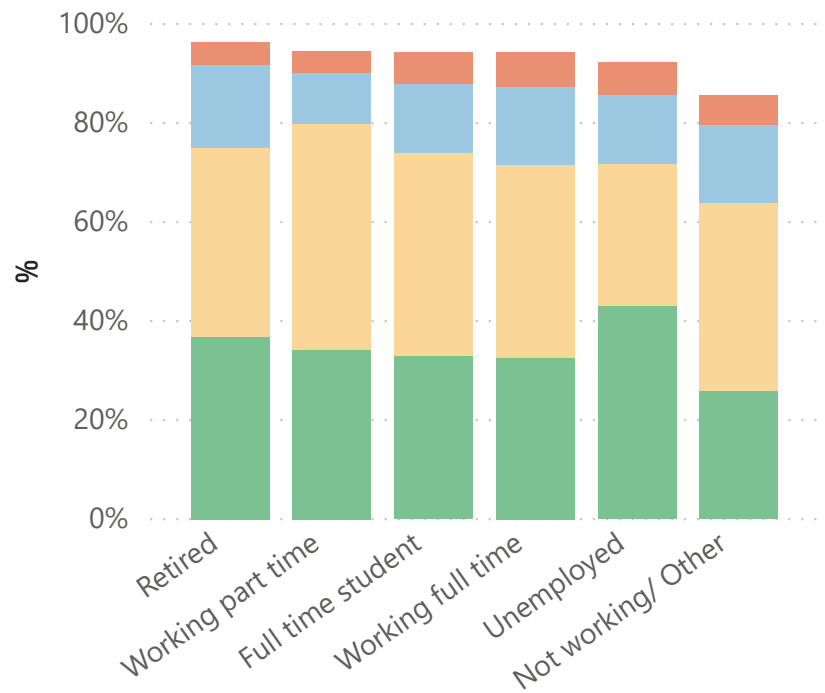
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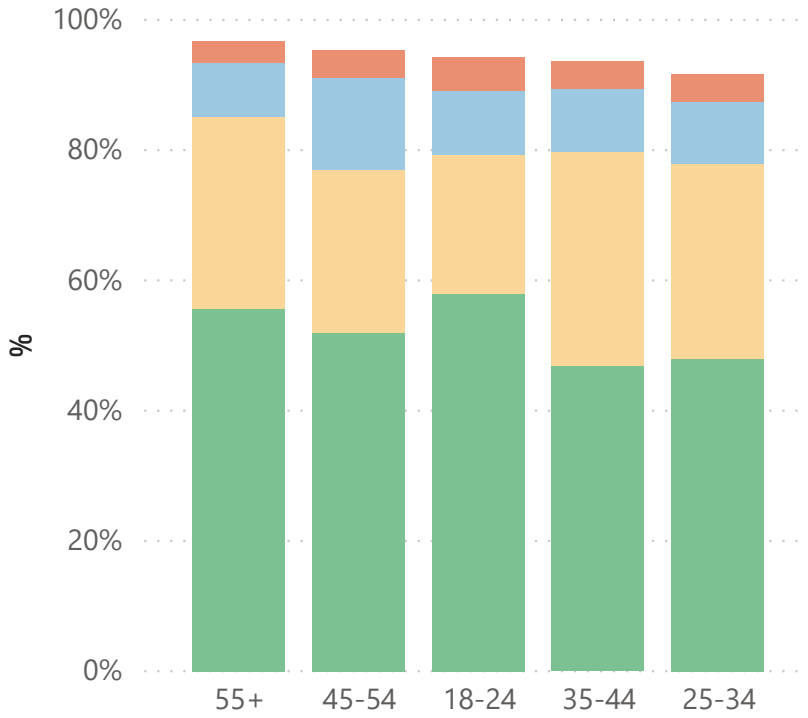
EQUALITY

Pay employees in the same role equally, regardless of gender

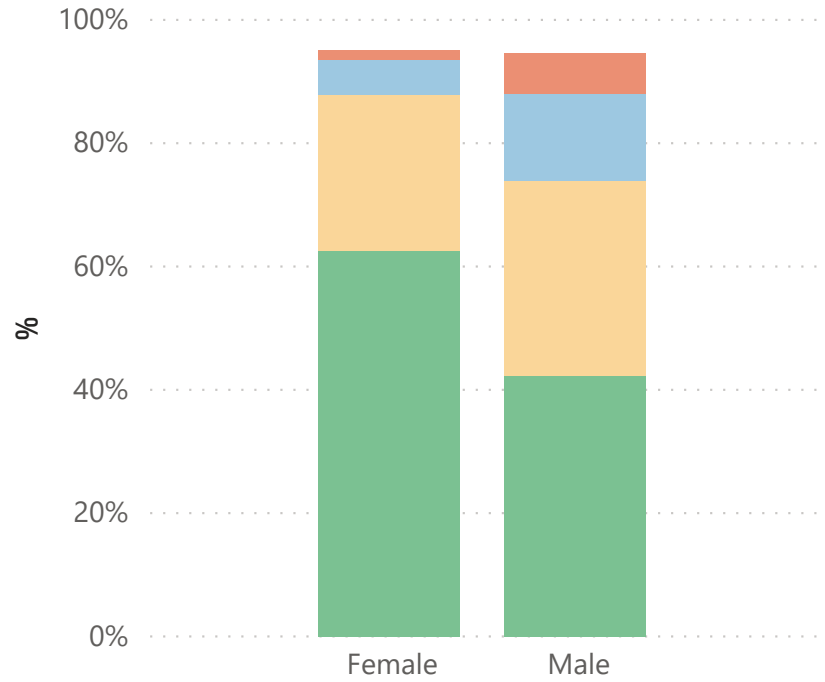


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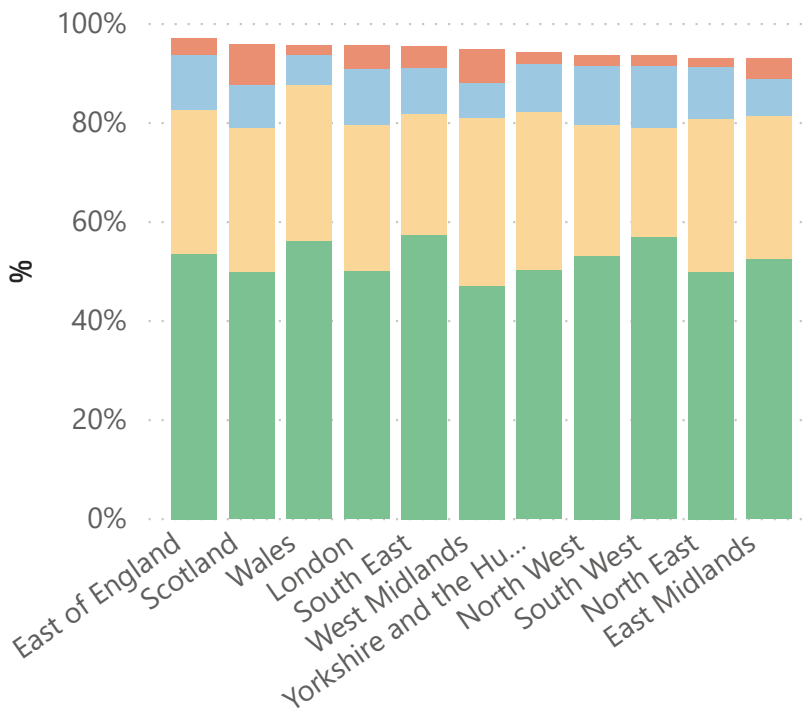
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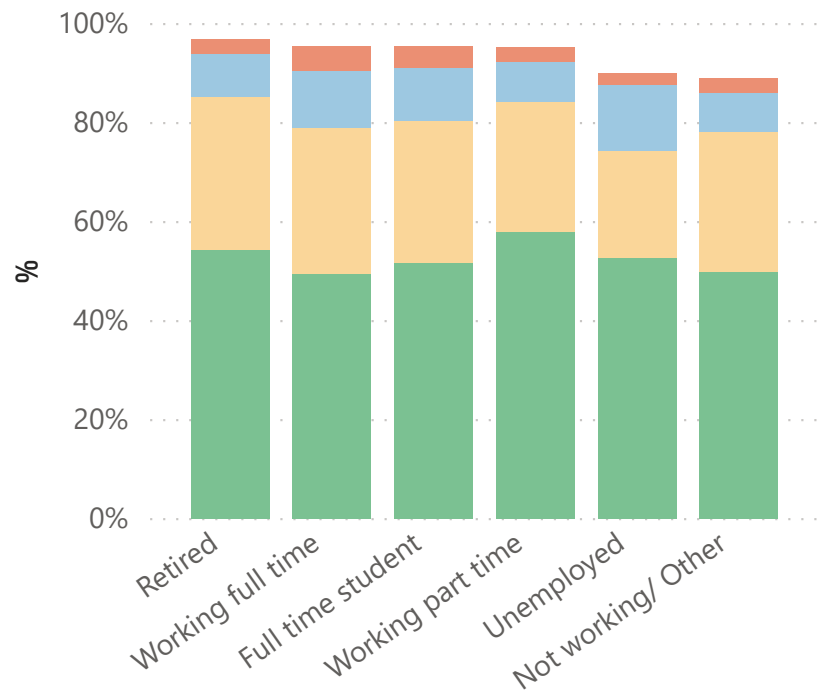
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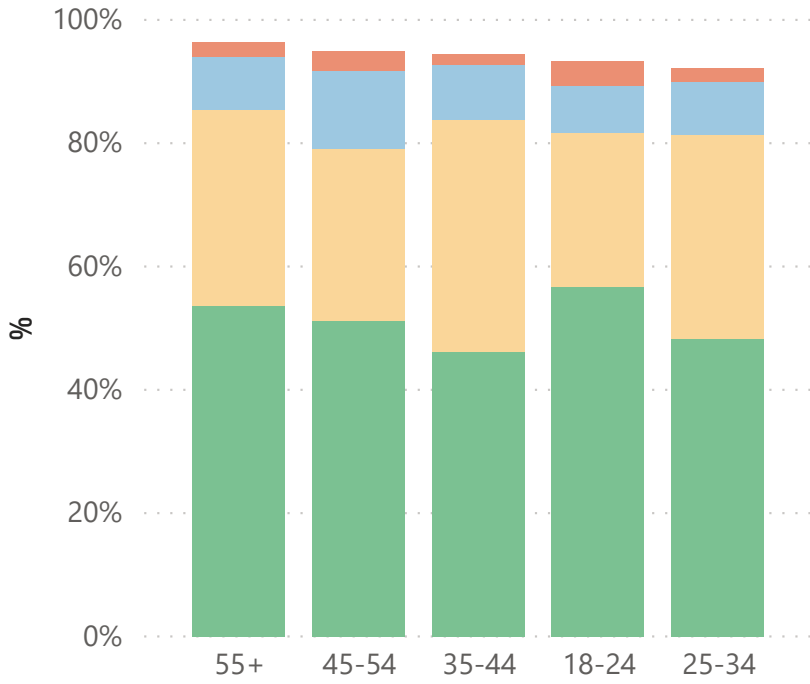
WAGES

Pay employees at least the real living wage

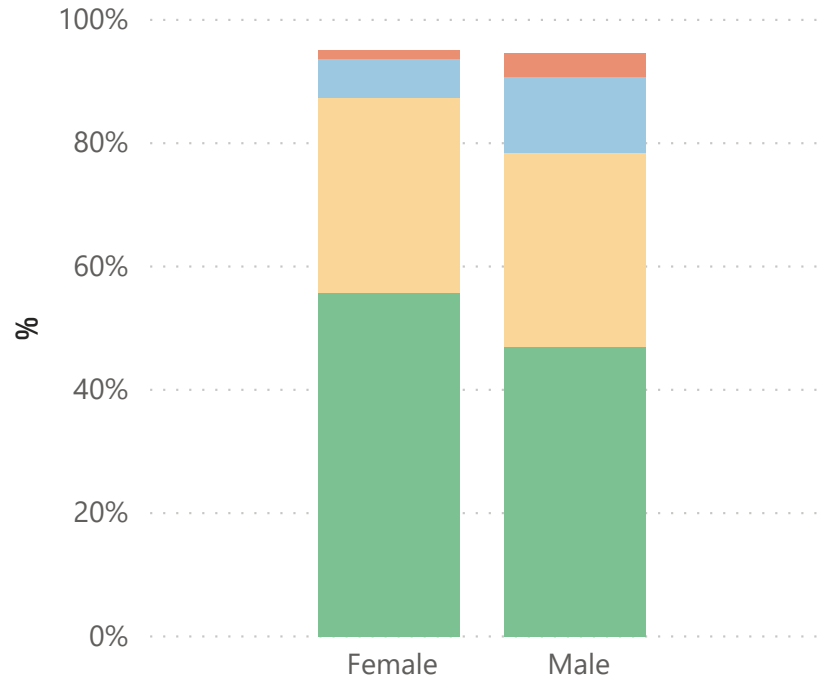


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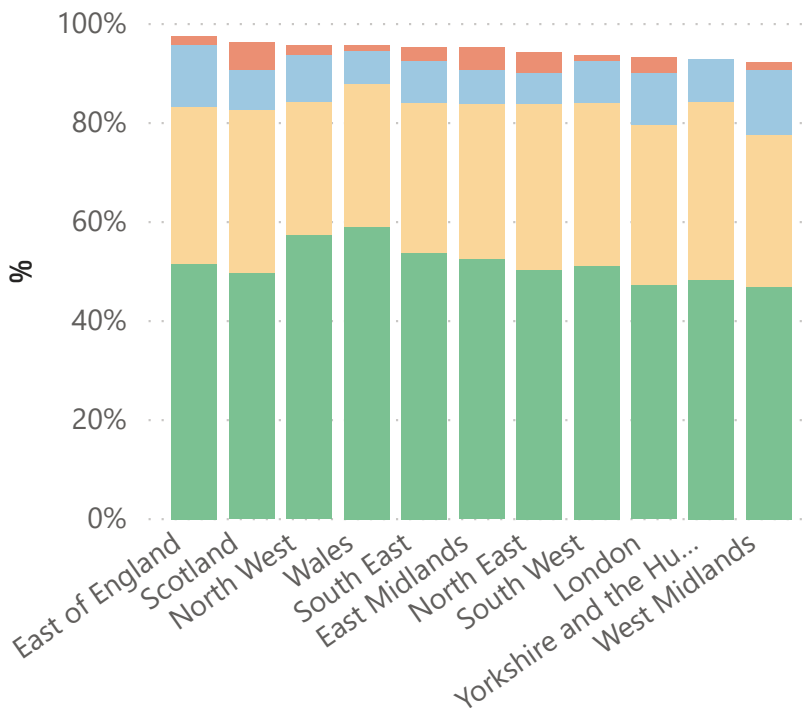
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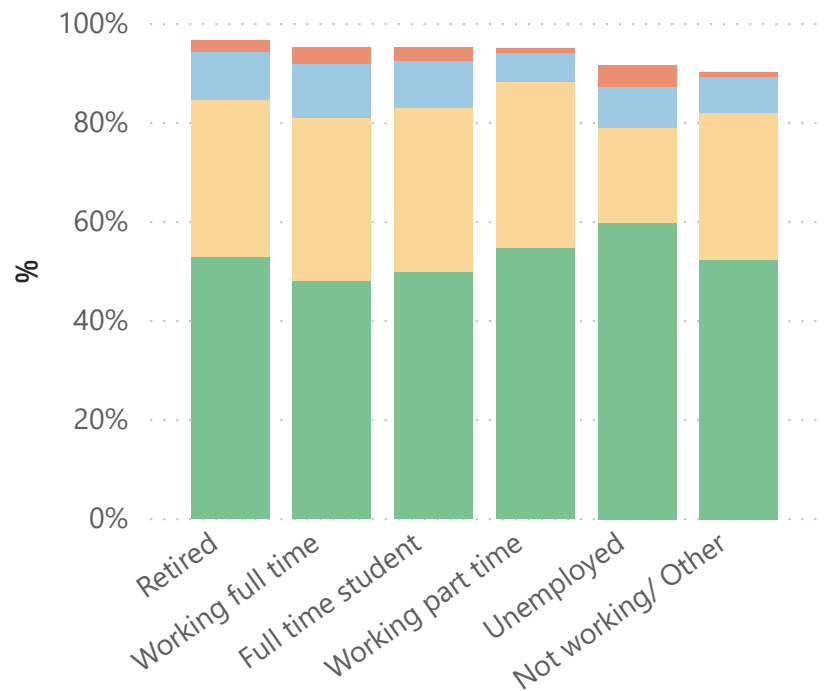
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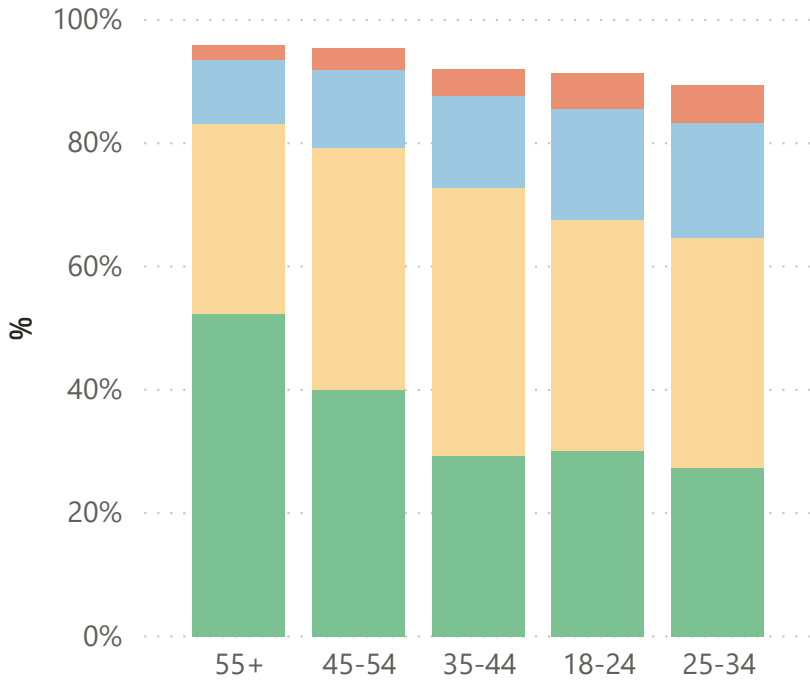
SUPPLIERS

Pay suppliers quickly and on time

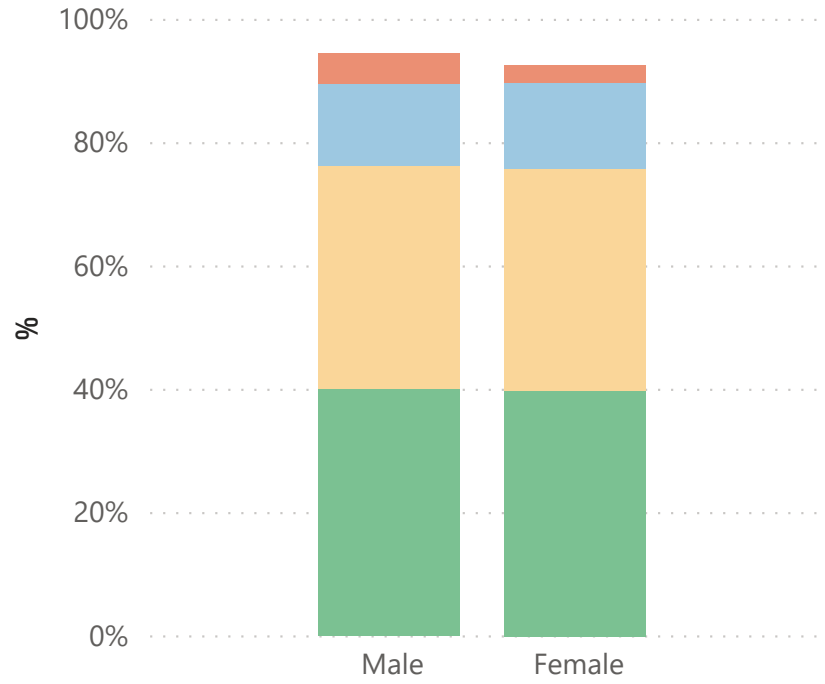


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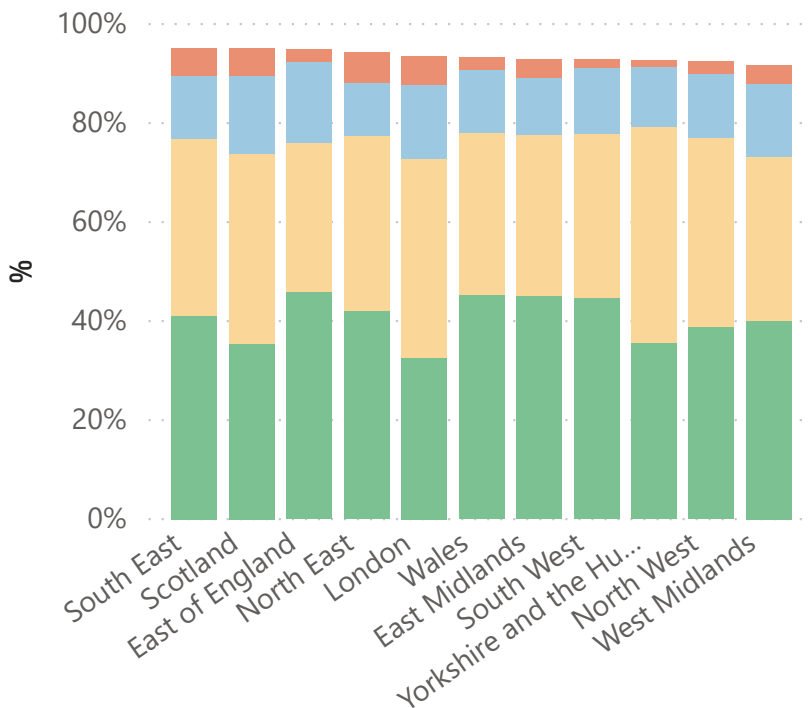
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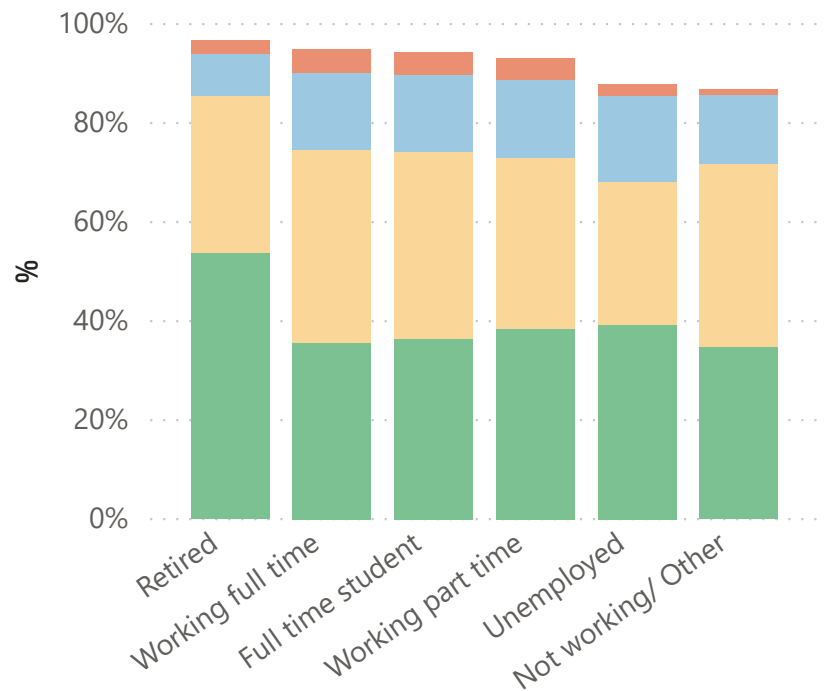
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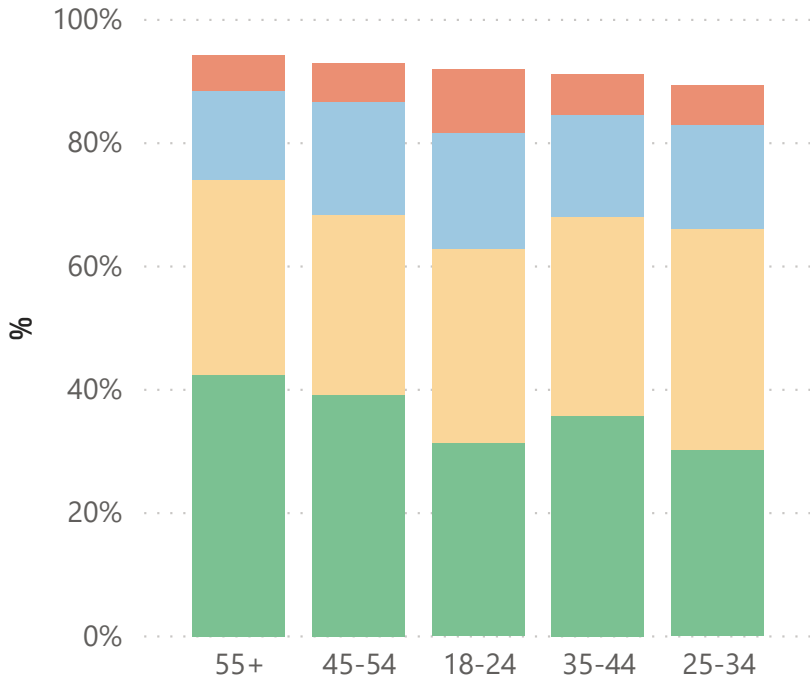


CEO PAY In proportion with the rest of the employees

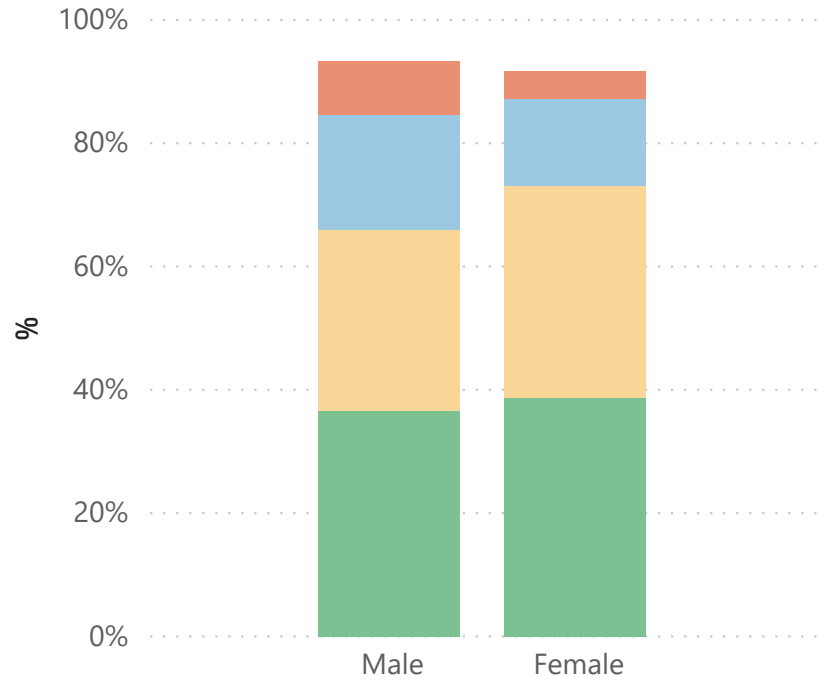


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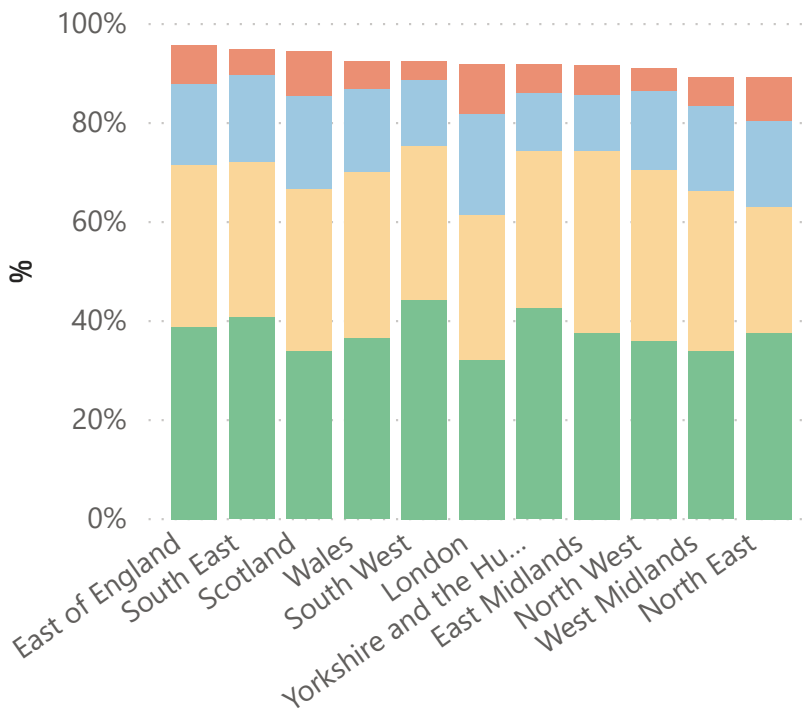
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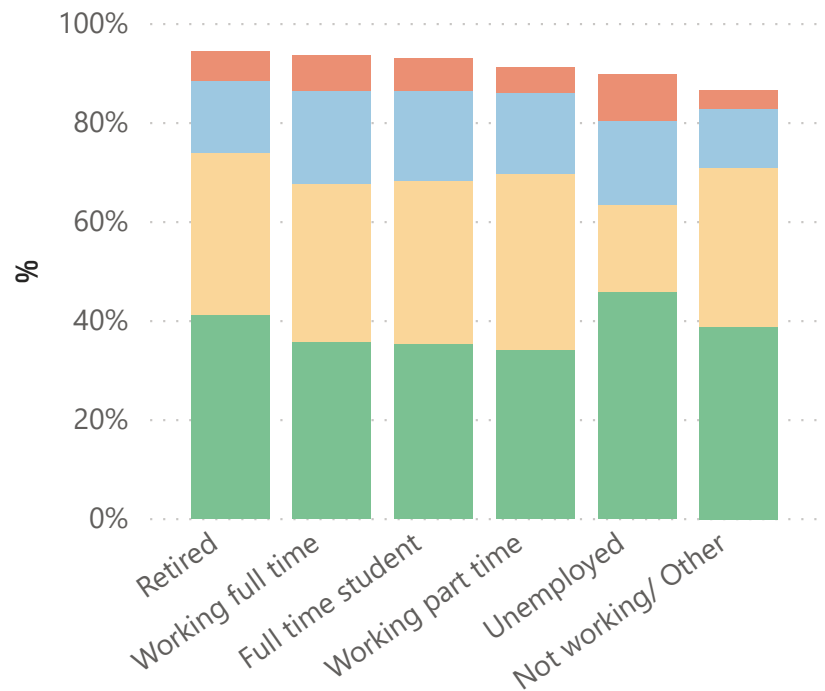
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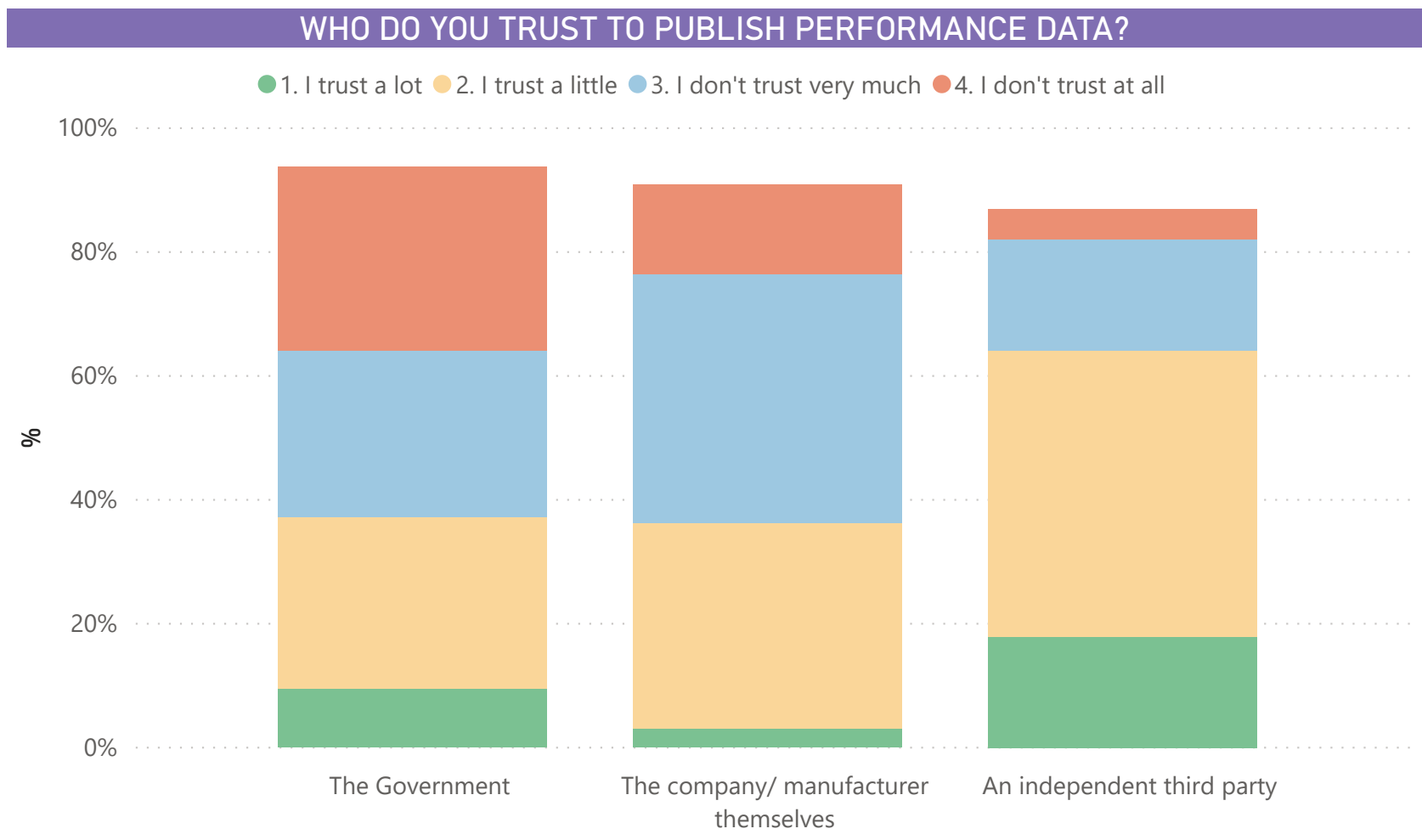


Building on what priority consumers placed on these 6 measures, we also asked who they would trust to publish performance against these measures. Specifically, we asked;

“Thinking about the above statements, in general, to what extent do you trust or distrust each of the following to publish unbiased data on the performance of ANY company and/ or manufacturer on these statements?” (options – I trust a lot; I trust a little; I don’t trust very much; I don’t trust at all; Don’t know)

- a. The Government
- b. The company/ manufacturer themselves
- c. An independent third party

Summary results;



Assess your CSR Score, and your supply chain's, against these 6 key measures, using Barcanet’s proprietary analytics tools.

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