

Corporate Social Responsibility
Consumer Insights Survey 2019



Background;

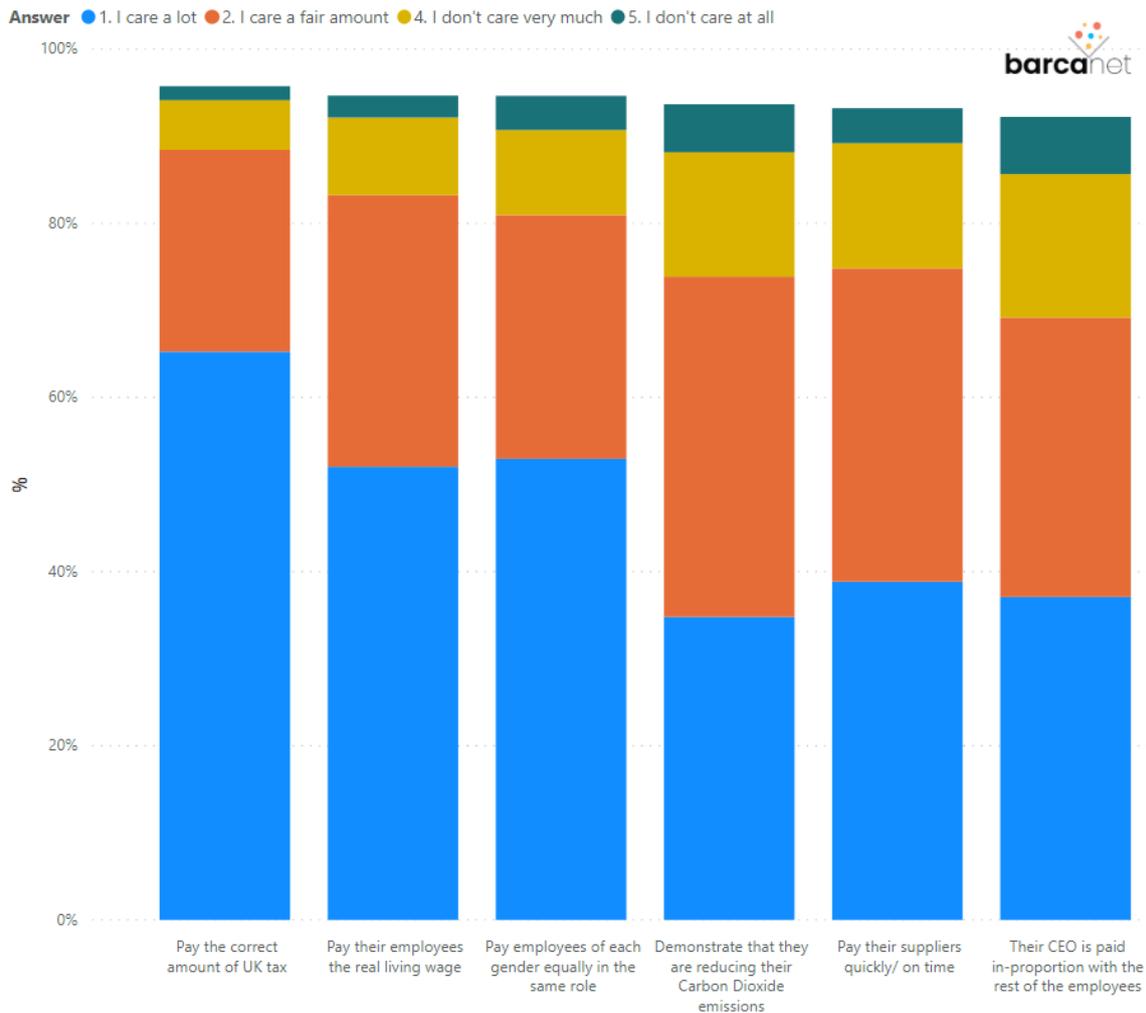
- Between 13 & 16 December 2019, in conjunction with our partners at Barcanet & YouGov, we conducted a survey
- 2,108 respondents from all over the UK, over the age of 18, mixed gender, social grade, marital/working/child status
- The aim was to determine what priority consumers placed on 6 specific measures
- And who they trusted to publish performance results against these 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 being – 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;

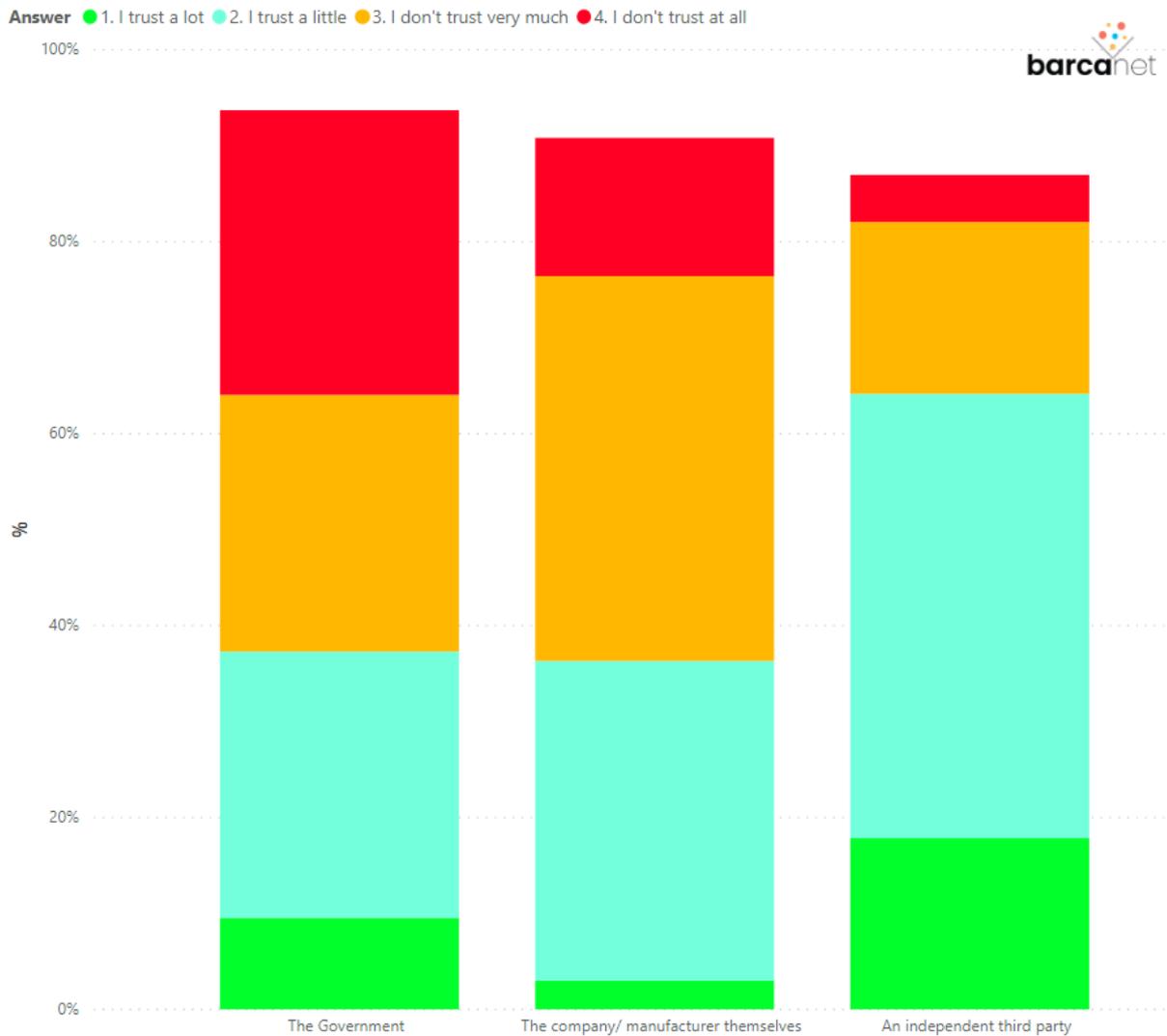


Building on what priority consumers placed on these 6 measures, we also asked who they would trust to publish performance against these measures. Specifically, we asked;

“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 being – 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;

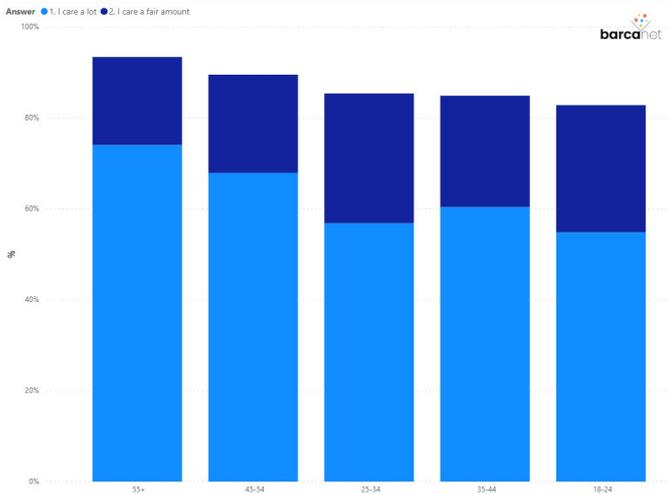


On the back of this feedback, we decided to set-up a company with a mission is to give people a simple way to apply pressure and make businesses more accountable to society and the environment.

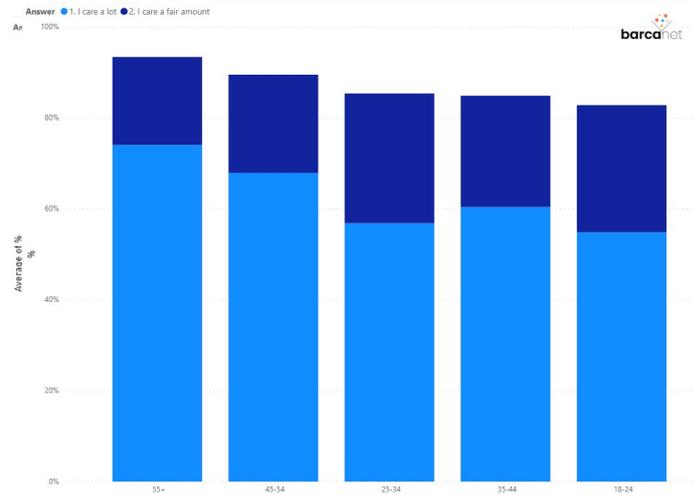
TAX – Pay the correct amount of tax



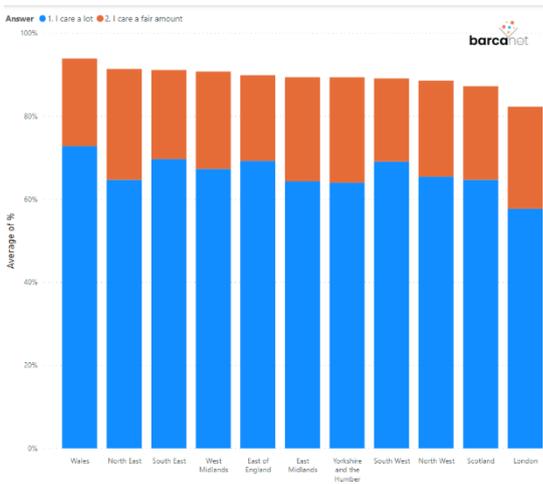
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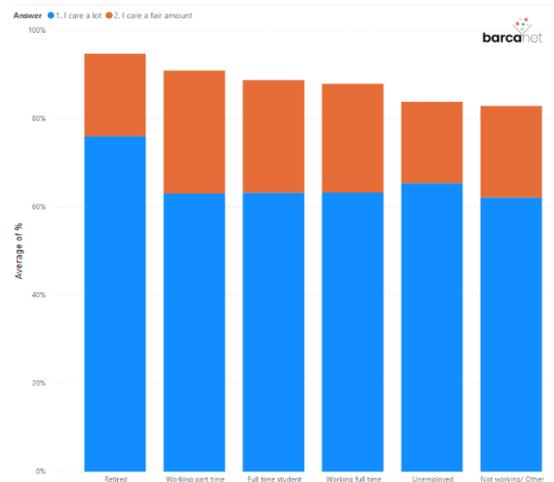
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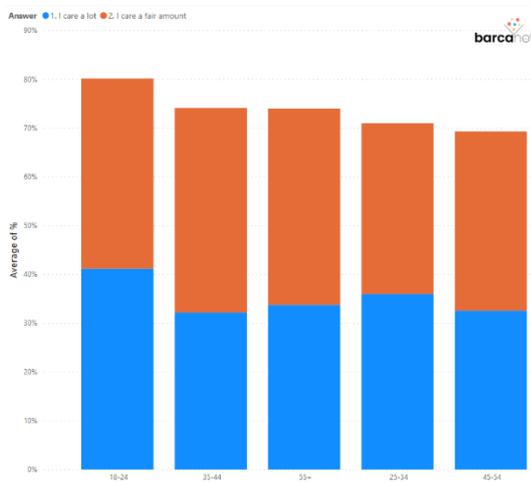
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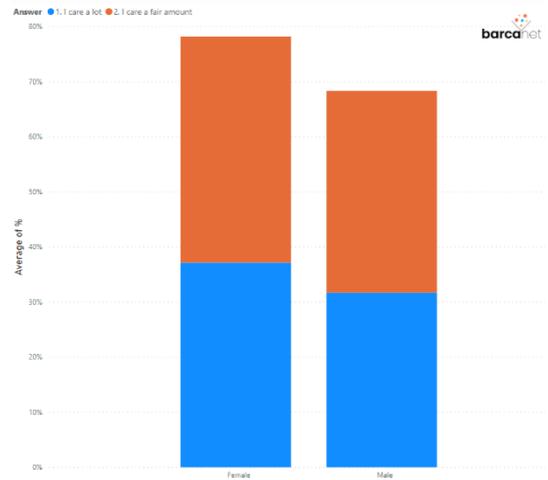
CO2 - Demonstrate that they are reducing their Carbon Dioxide emissions



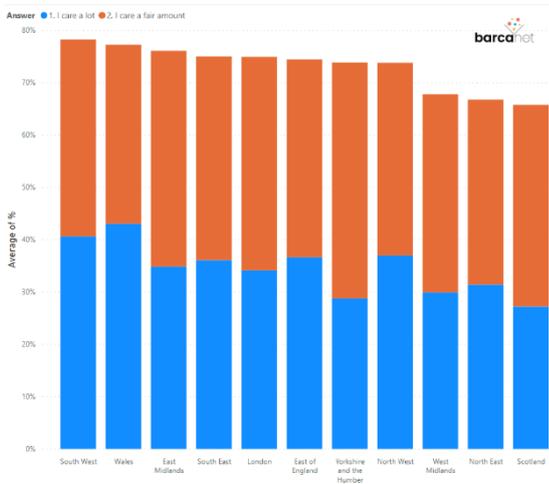
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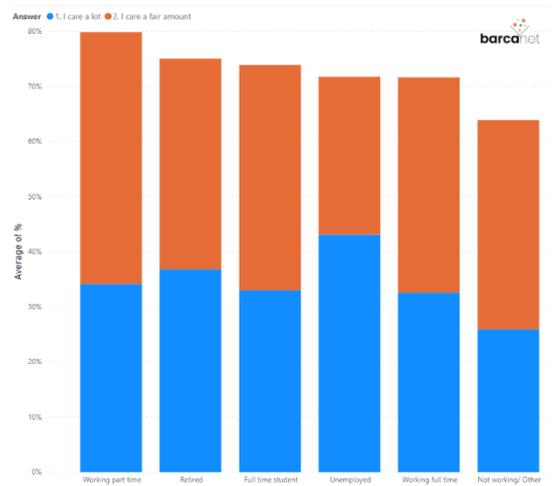
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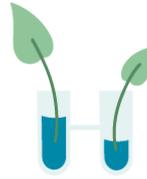
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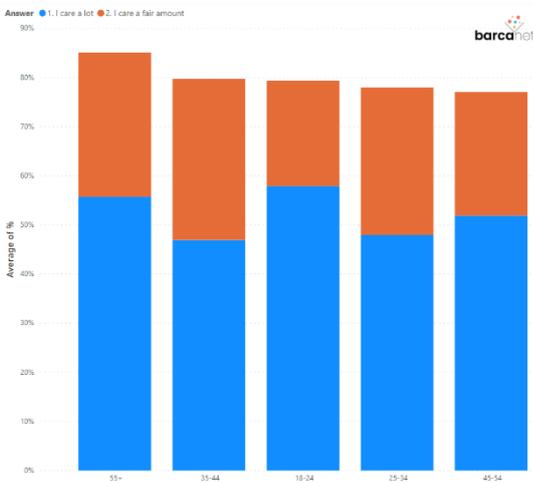
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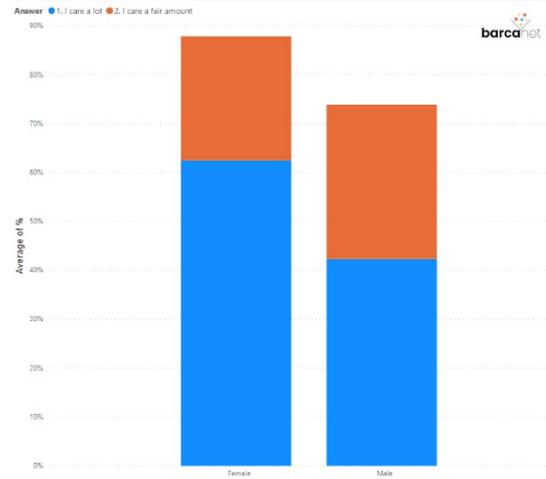
Equality – Pay employees in the same role equally regardless if gender



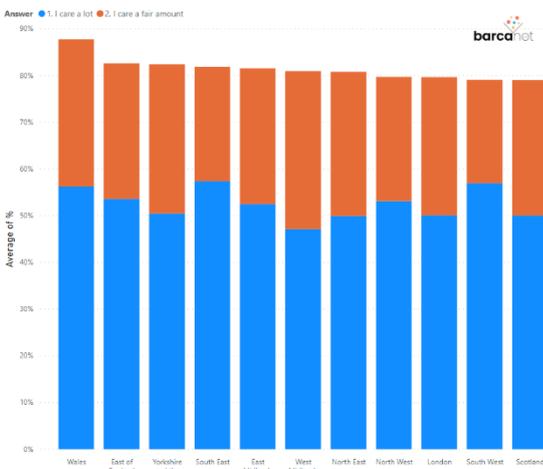
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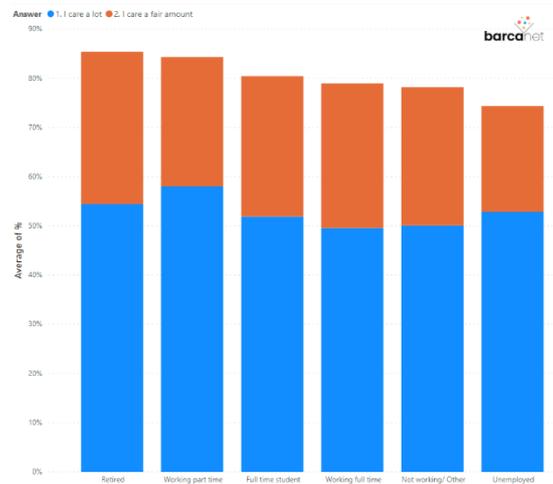
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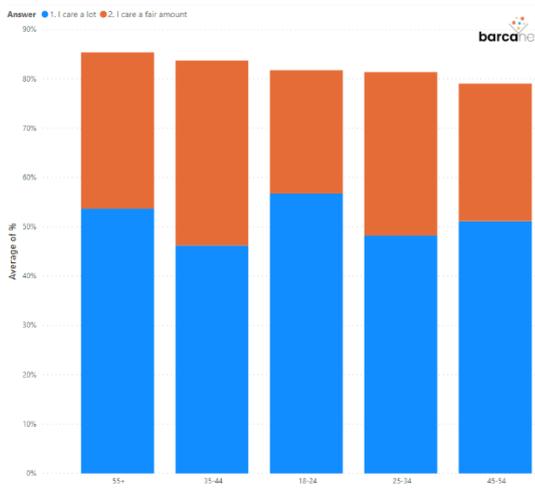
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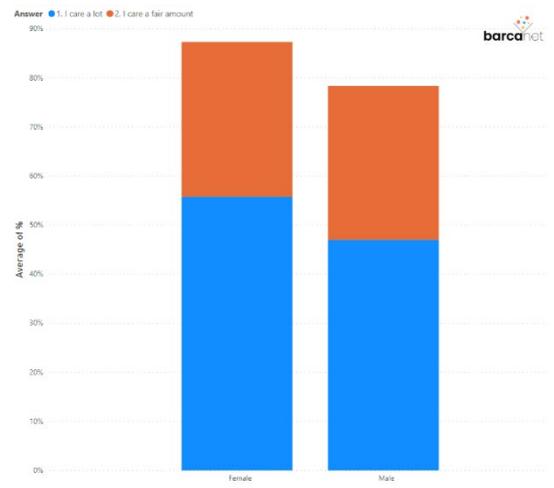
Wages – Pay employees at least the real living wage



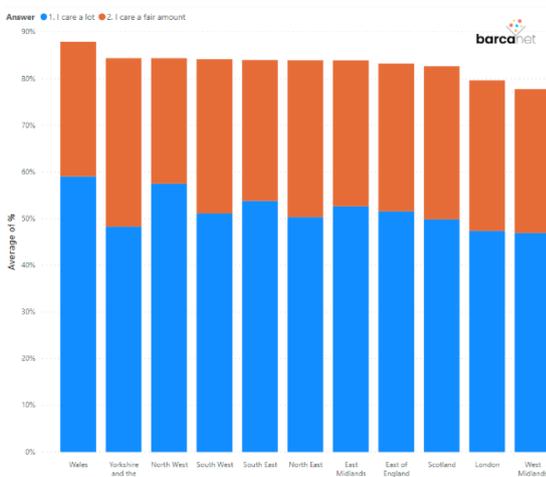
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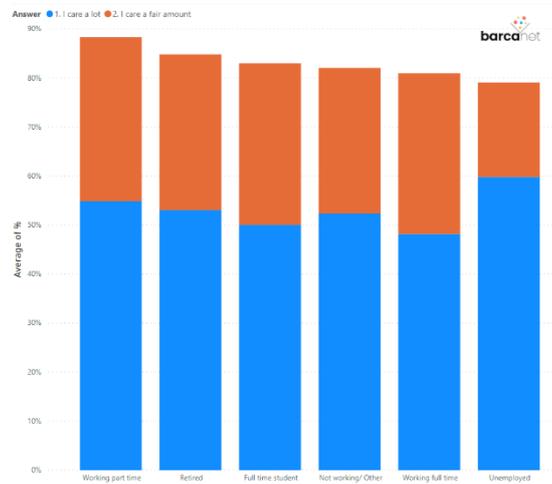
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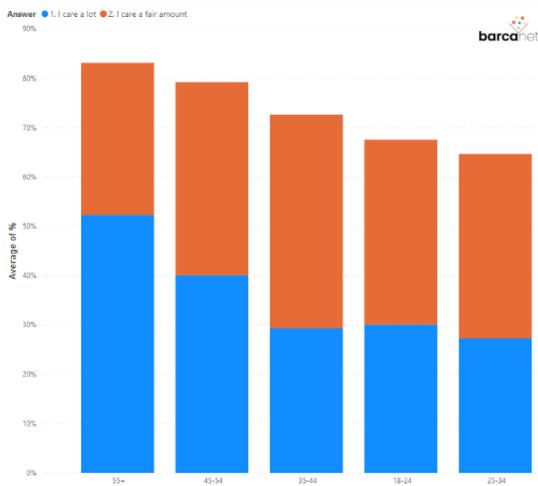
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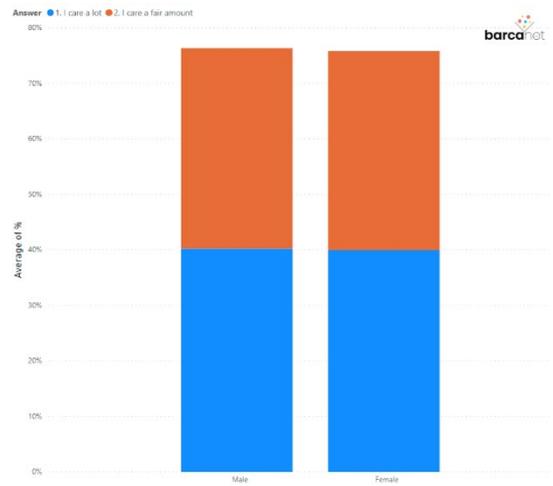
Suppliers – Pay suppliers quickly and on-time



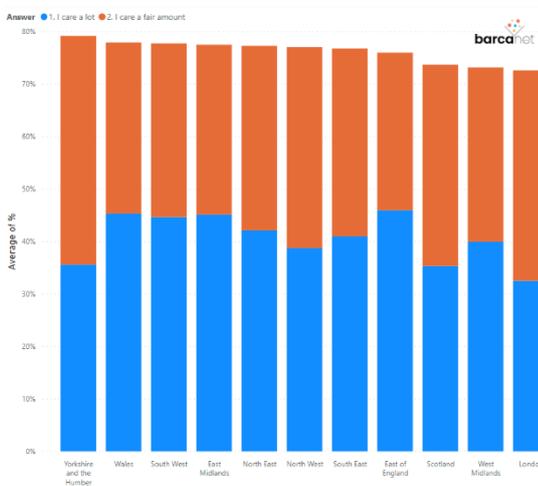
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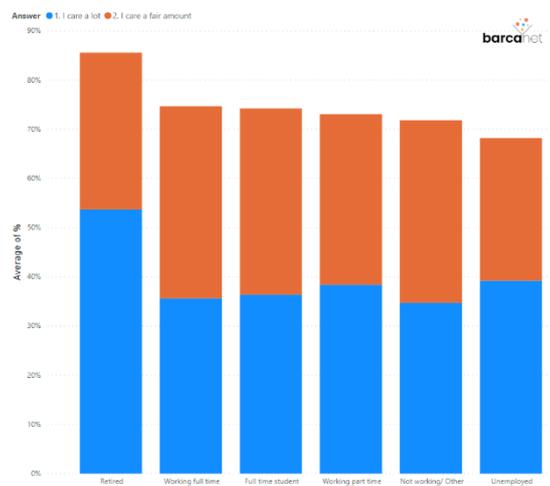
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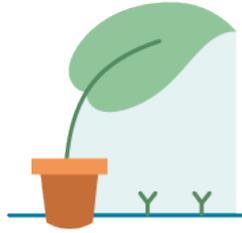
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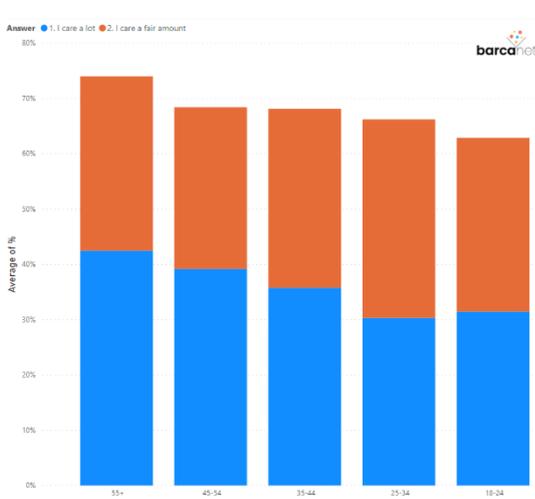
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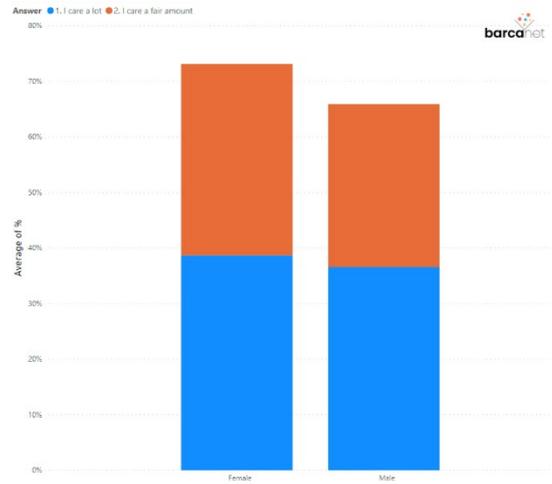
CEO Pay – In proportion with rest of employees



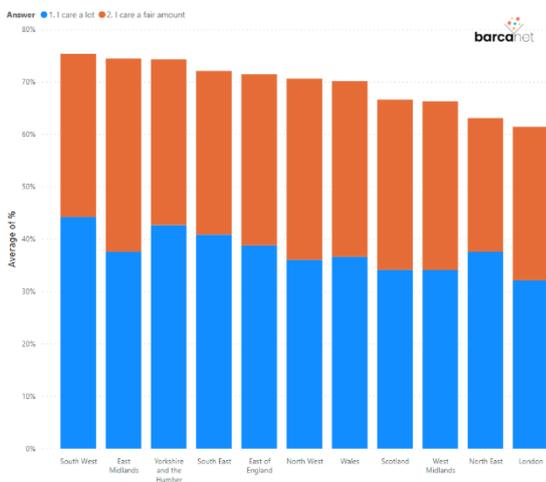
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