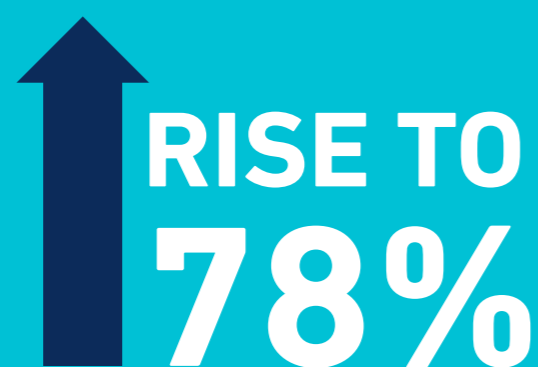


Since January, awareness about the role and contribution of business has improved as people focus on their jobs and livelihoods.

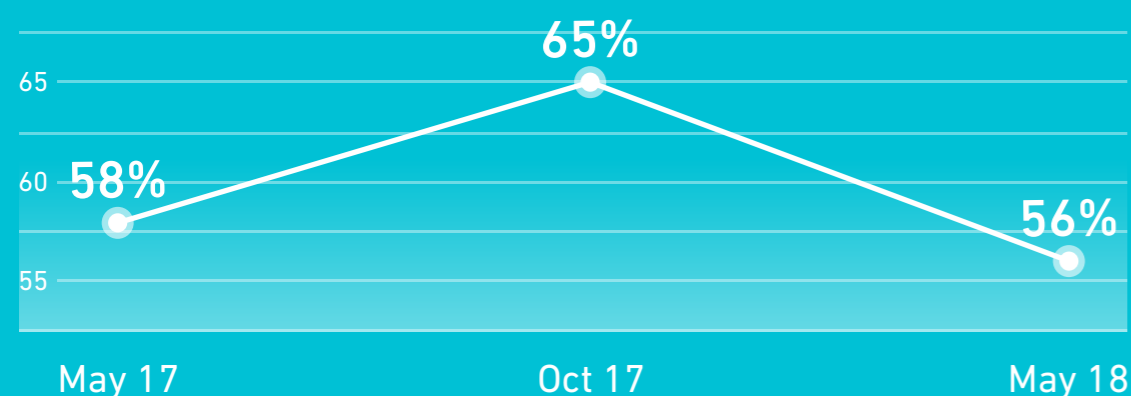


Understand how a company works (6% since May '17)



report a positive relationship with their employer (11% change since Oct '17)

But the impact of high profile business failures has tarnished business reputation and demonstrates its fragility.



56% of the public think the reputation of business is good, down 9% since October

The public are looking to business to take a more active role in society on the issues they care about.



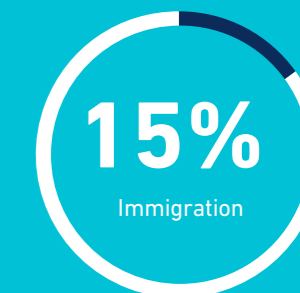
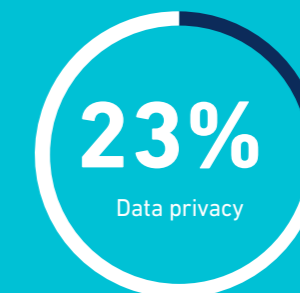
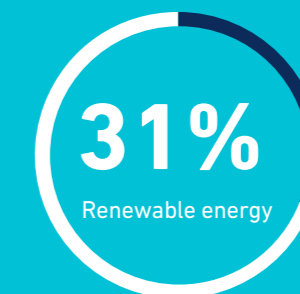
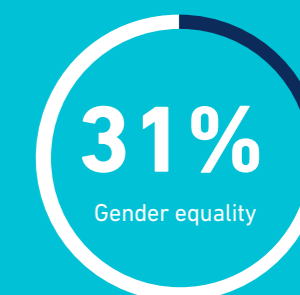
People say businesses should take a stance on the issues they care about

To deliver consistent improvements in business reputation companies must avoid scandals and focus on the issues the public care about most.

Actions for business

- ✔ Treating employees well (59%)
- ✔ Tax transparency (41%)
- ✔ Fair pay (75%)
- ✔ Promoting equality (77%)
- ✔ Data security (84%)

Issues people care about



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