



Flash Eurobarometer 363

HOW COMPANIES INFLUENCE OUR SOCIETY: CITIZENS' VIEW

REPORT

Fieldwork: October-November 2012

Publication: April 2013

This survey has been requested by the European Commission, Directorate-General Enterprise and Industry and co-ordinated by Directorate-General for Communication.

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Flash Eurobarometer 363 - TNS Political & Social

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**How Companies Influence Our Society:
Citizens' View**

Conducted by TNS Political & Social at the request of
the European Commission,
Directorate-General Enterprise and Industry

Survey co-ordinated by the European Commission,
Directorate-General for Communication
(DG COMM "Research and Speechwriting" Unit)

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INTRODUCTION

Corporate social responsibility (CSR), defined by the European Commission as "*the responsibility of enterprises for their impacts on society*", underpins the Europe 2020 objectives for "*smart, sustainable and inclusive growth*"¹.

To further the integration of CSR into business practice across the European Union, the Commission published a new policy on corporate social responsibility (CSR) in October 2011². This policy aims to enhance the positive impacts of companies on society, and to prevent or minimise possible negative impacts. The policy also sets out a plan of actions for the period 2011-2014 which includes:

- Raising the profile of CSR within the EU and within Member States, and promoting and rewarding responsible business conduct;
- Tracking the level of trust citizens have in business;
- Improving regulation mechanisms, and working towards new legislation around CSR;
- Aligning EU and global approaches to CSR.

As part of the work of this action agenda, this survey was designed to investigate the views of Europeans and selected other nationalities about the influence companies have on society. In particular the survey investigated:

- Levels of interest and information about what companies do to behave responsibly towards society;
- Perceptions of the efforts companies in different sectors make to behave in a socially responsible way;
- Perceptions of the overall influence of companies on society - is it positive or negative;
- Who should take the lead in influencing companies to behave in a more responsible way towards society?

The results are first analysed at the overall EU level, and then these results are compared to those from the US, China, Brazil, India and Turkey (called "big players" in the report). EU country level results are then discussed, with reference to those from Croatia and Israel. Finally, interesting socio-demographic differences are detailed, including any differences based on the level of interest in and information about what companies do to behave responsibly towards society.

¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:EN:PDF>

² <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:EN:PDF>

This survey was carried out by TNS Political & Social network in the 27 Member States of the European Union and in Croatia, Israel, Turkey, Brazil, the United States, China and India between 22nd October and 23rd November 2012. Over 32,000 respondents from different social and demographic groups were interviewed via telephone (except for India, where the interviews were conducted face-to-face) in their mother tongue on behalf of the European Commission's Directorate-General Enterprise and Industry. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Research and Speechwriting" Unit)³. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals⁴.

³ http://ec.europa.eu/public_opinion/index_en.htm

⁴ The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

ABBREVIATIONS

BE	Belgium	LV	Latvia
CZ	Czech Republic	LU	Luxembourg
BG	Bulgaria	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
IE	Ireland	SI	Slovenia
IT	Italy	SK	Slovakia
CY	Republic of Cyprus*	FI	Finland
LT	Lithuania	SE	Sweden
		UK	The United Kingdom
HR	Croatia		
TR	Turkey	EU27	European Union – 27 Member States
IL	Israel		
BR	Brazil		
US	The United States		
IN	India		

* Cyprus as a whole is one of the 27 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU27 average.

The Eurobarometer web site can be consulted at the following address:

http://ec.europa.eu/public_opinion/index_en.htm

We would like to take the opportunity to thank all the respondents across the continent who gave their time to take part in this survey.

Without their active participation, this study would not have been possible.

MAIN FINDINGS

Just over half of European citizens believe that companies have a positive influence on society, while more than 4 out of 10 believe companies have a negative influence. Europeans are more sceptical about the influence of companies than citizens from other major economies.

- Europeans are divided about whether the overall influence of companies is positive or negative - 52% think that the overall influence of companies on society is positive, while 41% think it is negative.
- When compared with the EU, respondents living in non-European countries are much more likely to be positive about the overall influence of companies on society. For example 79% of Brazilian respondents think that companies have a positive influence on society.
- There is, however, a wide diversity of views across EU27 countries, from the 85% of respondents in Denmark who think the influence of companies on society is generally positive, to 36% of those in Italy and Slovenia.
- Opinion is divided as to whether companies pay more or less attention to their influence on society than they did 10 years ago: 40% of Europeans say they pay more attention, while 39% say they pay less attention.
- Respondents in non-European countries are generally more optimistic about how much attention companies pay to their influence on society, with more than half in Brazil (74%), China (65%), India (62%) and Turkey (57%) saying companies pay more attention.
- Food production and agriculture companies (70%), and retail companies and supermarkets (67%), are the most likely to be seen as making efforts to behave in a responsible way towards society by Europeans. Finance and banking, and mining, oil and gas companies are the least likely to be seen as making these efforts (both 34%).

Europeans are more likely to think SMEs make efforts to behave responsibly compared to large companies

- European respondents are much more likely to say that small and medium sized companies (71%), rather than large companies (48%), make efforts to behave in socially responsible ways.
- Respondents living in the EU and the US are the only ones who are more likely to think that small and medium companies are making efforts to behave responsibly towards society compared to large companies. In Brazil, India and Turkey the situation is reversed, with respondents more likely to say that large companies are making these efforts. In China the proportions for both large and small/medium companies are the same (68%).
- More than half of Europeans who work at a company say their company has taken measures they consider effective to behave in a socially responsible way (53%), although respondents in the US are the most likely to say this (67%).

There is an information gap in Europe: Although 79% say they are interested in what companies do to behave in a responsible way, only 36% say they feel informed in this area

- Just over one third of Europeans (36%) say they feel informed about what companies do with regard to socially responsible behaviour whereas 62% say that they do not feel informed.
- This does not mean Europeans are not interested - 79% say they are interested in what companies do to behave in a responsible way towards society. Respondents in the US are even more likely to be interested (87%).
- When we combine information and interest, we see that almost one half (47%) say they do not feel informed about what companies do to behave in a socially responsible way, but that they are interested in this information. This compares to China and Turkey where respectively only 10% and 6% say that they do not feel informed about what companies do in this area but that they are interested in this information.
- Respondents in India (69%), the US (63%) and Brazil (57%) are more likely to feel informed about what companies do to behave in a socially responsible way than those in the EU (36%).

In the EU and other major economies job creation is considered to be the most positive impact of companies on society

- Europeans consider job creation (57%) to be the most positive influence companies have on society, followed at some distance by contributing to economic growth (32%) and providing training to employees (31%). In all 27 EU countries job creation is the most mentioned positive effect of companies on society, as it is for all the non-European countries.
- Europeans consider corruption (41%), reducing staff (39%) and environmental pollution (also 39%) as the main negative effects of companies on society. Corruption is much more widely mentioned in India (71%) and China (65%) compared to the EU.

European citizens think that citizens themselves should take the lead role in influencing the actions of companies, through the purchasing decisions they make.

- Europeans think that citizens themselves should take the lead role in influencing the actions of companies through their decisions about what they buy (49%), followed by company management (40%) and public authorities (36%).
- Respondents in India (70%), the US (59%), Brazil (45%) and Turkey (29%) are also most likely to think that citizens themselves should take the lead in influencing companies' actions. Respondents in China, on the other hand, are most likely to mention public authorities (42%).

1. HOW INFORMED DO CITIZENS FEEL ABOUT WHAT COMPANIES DO TO BEHAVE RESPONSIBLY TOWARDS SOCIETY? ARE THEY INTERESTED IN THIS INFORMATION?

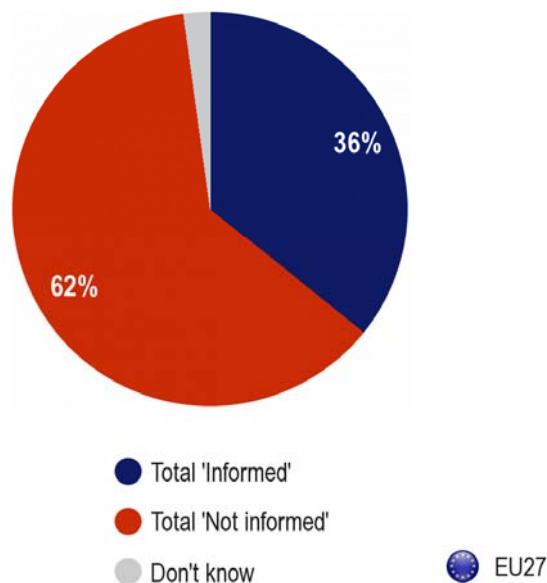
This section will discuss the level of information respondents feel they have about what companies do to behave in a responsible way towards society, as well as how interested they are in this information.

1.1 *Level of information about what companies do to behave responsibly towards society*

- Just over one third of Europeans (36%) say they feel informed about what companies do to behave in a responsible way towards society, and 62% say they do not feel informed -

Respondents were asked how informed they felt about what companies do to behave in a responsible way towards society in their country. Overall at the EU level, 36% say they feel informed to some degree. One in twenty (5%) say they feel 'very well informed', while 31% say they feel 'fairly well informed'. In contrast 62% say they do not feel informed - 46% feel they are 'not very well informed', while 16% say they do not feel well informed at all.

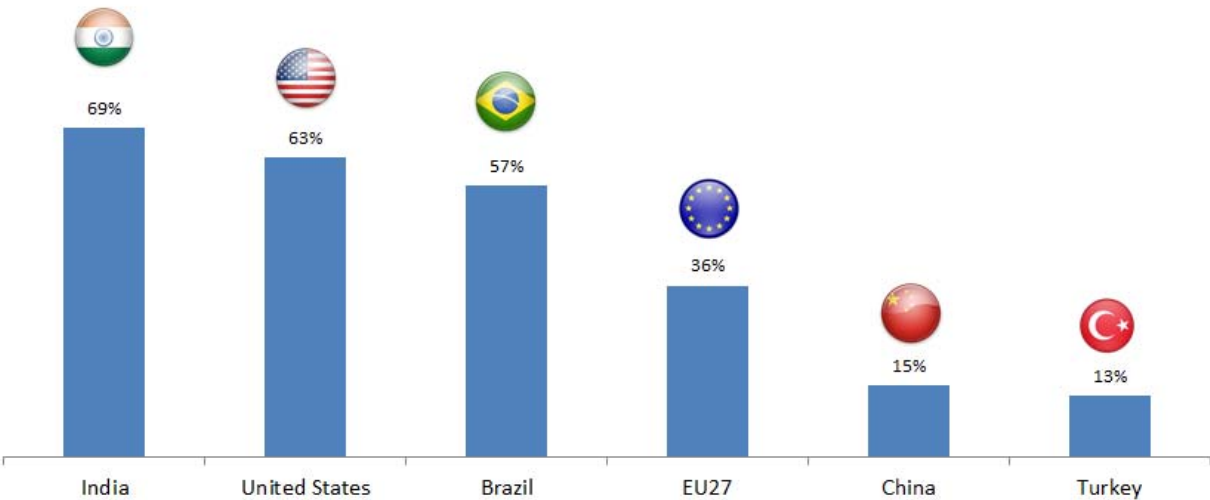
Q2. Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in (OUR COUNTRY)?



EU vs. other “big players”

Of all the countries surveyed, respondents living in India are the most likely to say they feel informed about what companies do to behave responsibly towards society (69%), followed by those in the US (63%). In Brazil more than half of all respondents also say they feel informed (57%). These results are all considerably higher than the EU result of 36%, ranking it 4th in this group of six countries. However all of these results are in stark contrast to those of China and Turkey, where 15% and 13% respectively feel informed.

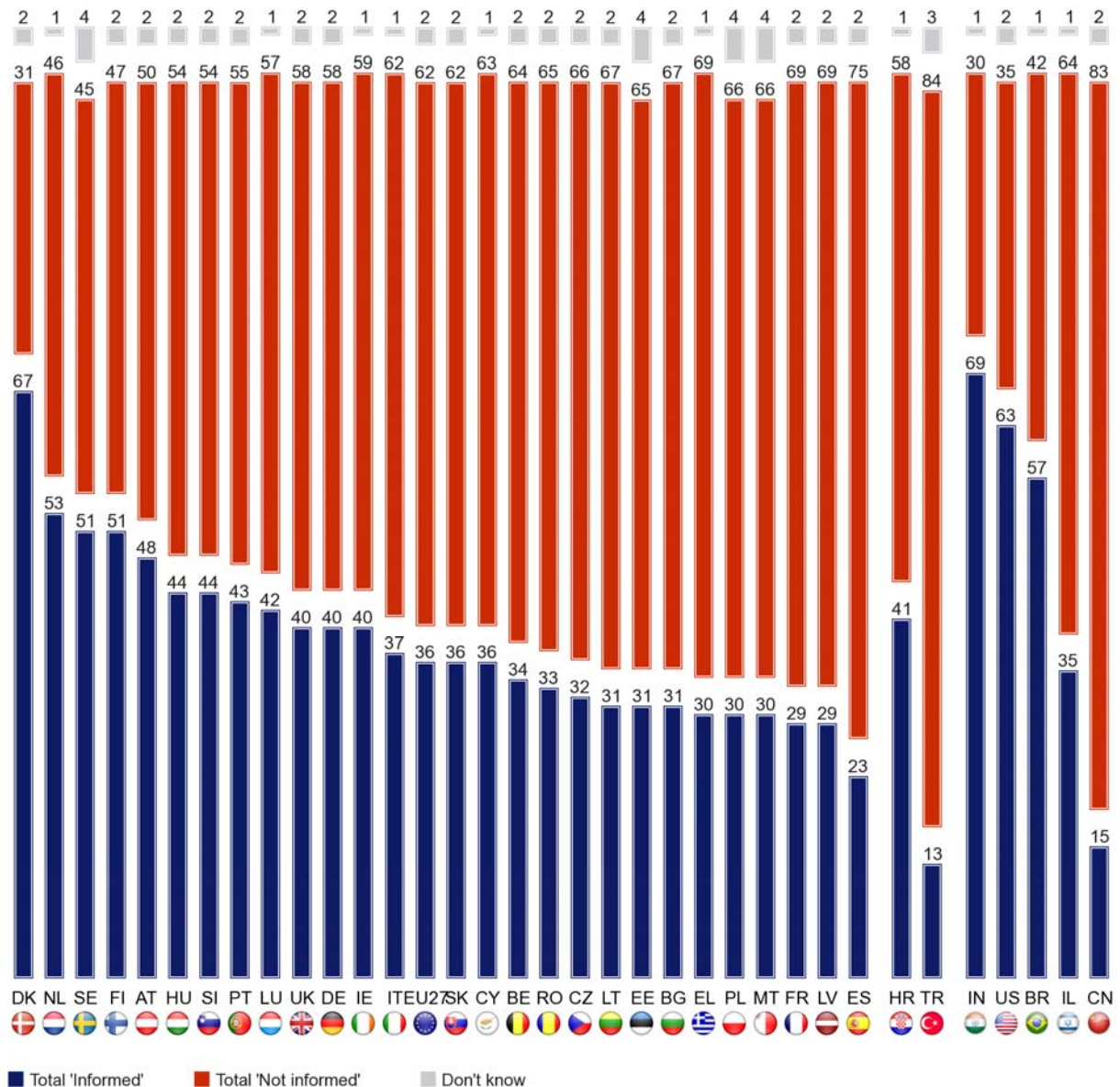
LEVEL OF INFORMATION ABOUT WHAT COMPANIES DO TO BEHAVE RESPONSIBLY TOWARDS SOCIETY



Country-by-country analysis

The proportion who feel informed about what companies do to behave responsibly towards society varies dramatically across EU countries. Danish respondents are the most likely to say they feel informed in this area (67%), and they are much more likely to do so than respondents in the next countries in the ranking: the Netherlands (53%) and Finland and Sweden (both 51%). In a sharp contrast 23% of Spanish and 29% of Latvian and French respondents say they feel informed about what companies do to behave in a socially responsible way.

Q2. Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in (OUR COUNTRY)?



Just over one third of respondents in Israel feel informed (35%), very similar to the EU average of 36%. However, respondents in Croatia are slightly more likely than the EU average to say they feel informed about what companies do to behave responsibly towards society (41%).

Socio-demographic analysis shows that those who say they feel informed about what companies do to behave responsibly in society are more likely to:

- Be male (41%);
- Be aged 55+ (39%);
- Have completed their education aged 20+ (40%);
- Be self-employed (38%);
- Say they are interested in what companies do to behave responsibly towards society (40%).

Those who say they do not feel informed about what companies do to behave responsibly in society are more likely to:

- Be female (67%);
- Be aged 15-24 (67%);
- Have completed their education prior to age 16 (66%);
- Say they are not interested in what companies do to behave responsibly towards society (74%).

Q2 Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in (OUR COUNTRY)?

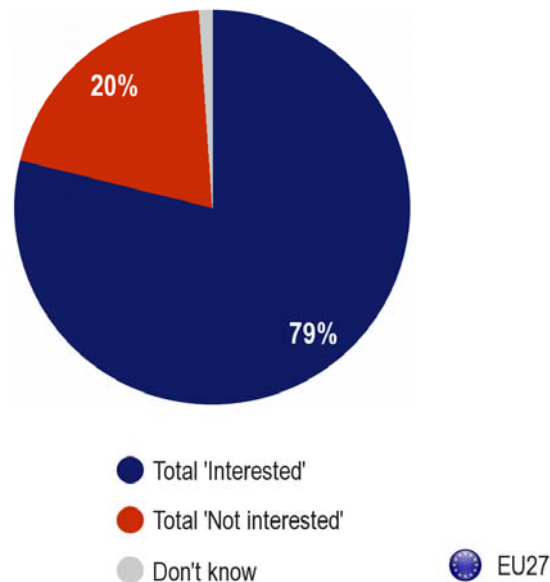
	Total 'Informed'	Total 'Not informed'	Don't Know
EU27	36%	62%	2%
Sex			
Male	41%	57%	2%
Female	31%	67%	2%
Age			
15-24	32%	67%	1%
25-39	35%	64%	1%
40-54	36%	62%	2%
55 +	39%	58%	3%
Education (End of)			
15-	31%	66%	3%
16-19	35%	63%	2%
20+	40%	58%	2%
Still studying	31%	68%	1%
Respondent occupation scale			
Self-employed	48%	50%	2%
Employee	37%	61%	2%
Manual workers	33%	65%	2%
Not working	33%	64%	3%
Companies responsible behaviour			
Interested	40%	59%	1%
Not interested	23%	74%	3%

1.2 Level of interest in what companies do to behave responsibly towards society

- Nearly eight out of ten Europeans are interested in what companies do to behave in a socially responsible way, while 20% are not interested -

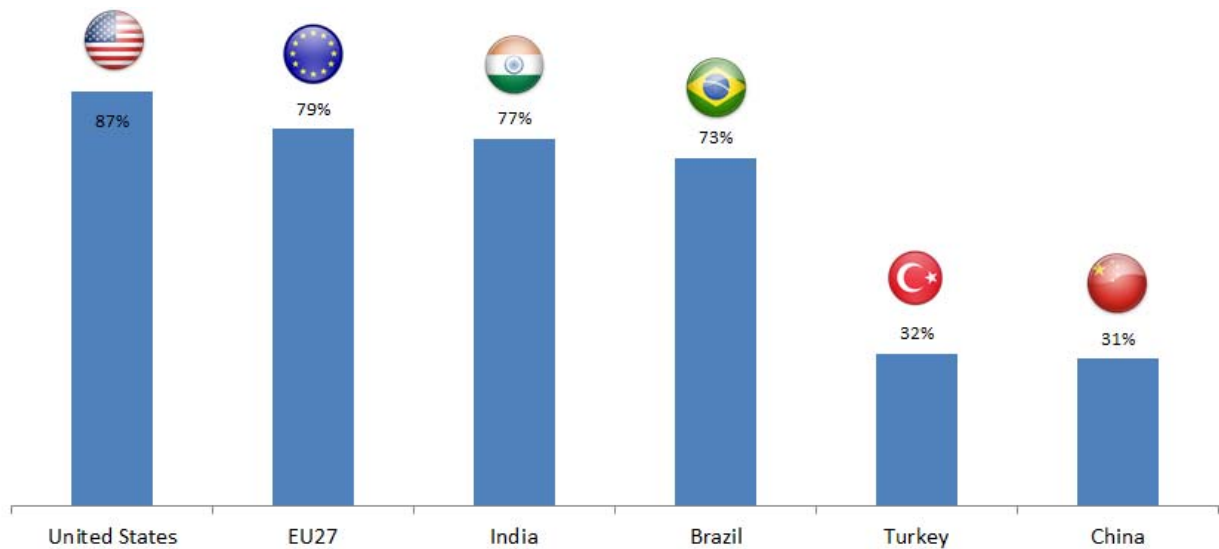
The previous section illustrated that most Europeans do not feel informed about what companies are doing to behave in a responsible way towards society. However, this does not mean they are not interested in this information. In fact a large majority (79%) say they are interested in what companies do regarding social responsibility. Almost one third (31%) say they are 'very interested', while 48% are 'fairly interested'. One in five (20%) say they are not interested - 14% say they are 'not very interested', while 6% are 'not interested at all'.

Q3. Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in (OUR COUNTRY)?



EU vs. other big players

Almost nine out of ten respondents in the US are interested in what companies do to behave in a responsible way towards society (87%), compared to 79% of those in the EU (ranking second), 77% of those in India and 73% of those in Brazil. Turkish and Chinese respondents, who are the least likely in this group of countries to feel informed about what companies do to behave in a socially responsible way, are also the least likely to say they are interested in this information. Less than one third of Turkish (32%) and Chinese (31%) respondents say they are interested in what companies do to behave responsibly towards society.

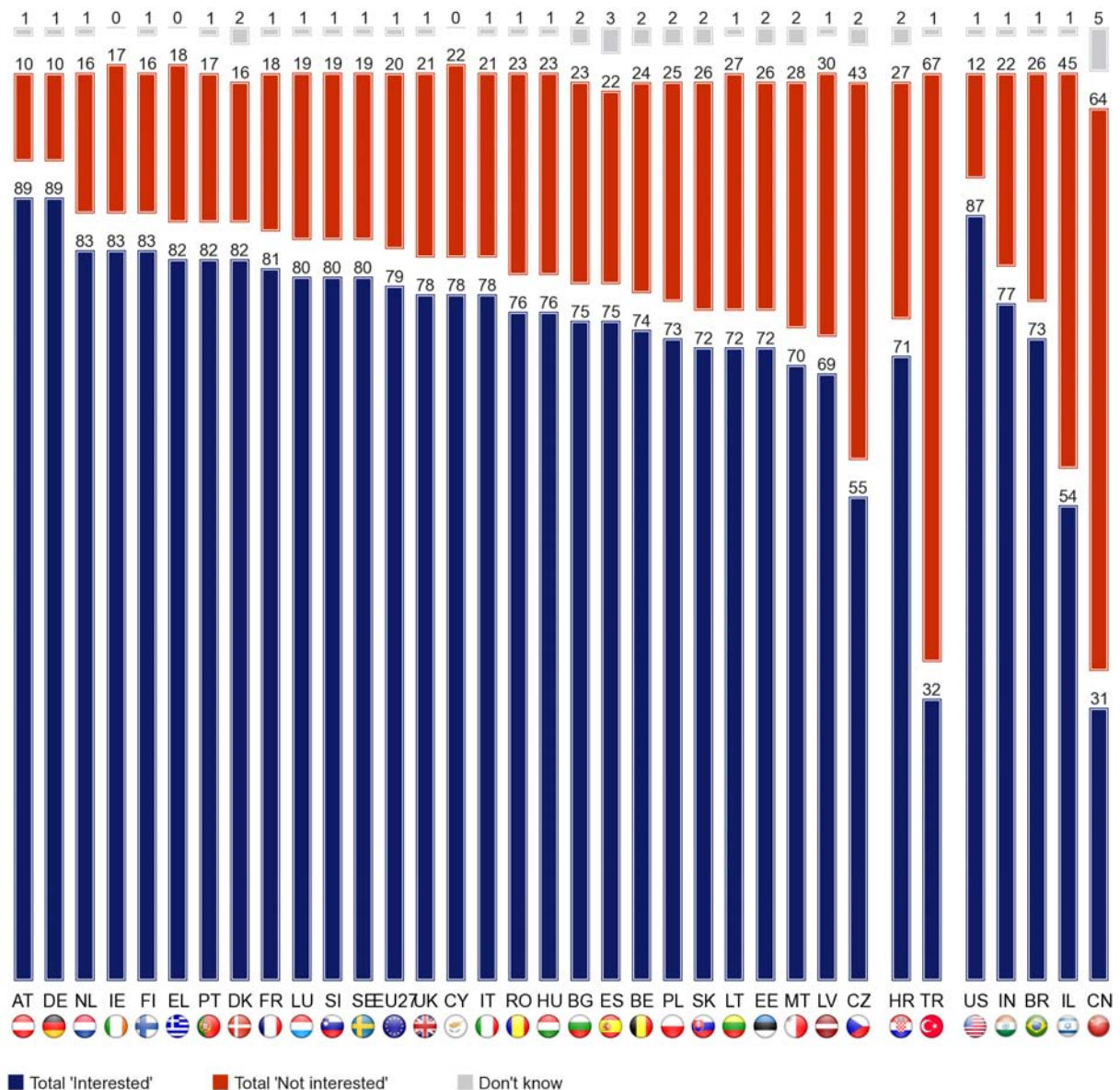
LEVEL OF INTEREST ABOUT WHAT COMPANIES DO TO BEHAVE RESPONSIBLY TOWARDS SOCIETY

Country-by-country analysis

Turning to the European results, almost all respondents in Germany and Austria (both 89%) say they are interested in what companies do to behave responsibly towards society. In fact at least two thirds of respondents in all EU countries except the Czech Republic (55%) say this.

Respondents in Israel are considerably less likely than the EU average to be interested in what companies do to behave responsibly towards society (54%). Respondents living in Croatia are also slightly less likely than the EU average to be interested in this (71%).

Q3. Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in (OUR COUNTRY)?



Socio-demographic analysis shows that respondents who are interested in what companies do to behave in a responsible way towards society are more likely to:

- Be aged 25 - 54 (82% - 83%);
- Have completed their education aged 20+ (70%);
- Be self-employed (85%) or employees (84%);
- Feel informed about what companies do to behave responsibly towards society (87%).

Respondents who are not interested in what companies do to behave in a responsible way towards society are more likely to:

- Be aged 15-24 (28%);
- Have completed their education prior to age 16 (27%);
- Be manual workers, or not working (23%);
- Say they do not feel informed about what companies do to behave responsibly towards society (23%).

Q3 Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in (OUR COUNTRY)?

	Total 'Interested'	Total 'Not interested'	Don't Know
EU27	79%	20%	1%
Age			
15-24	71%	28%	1%
25-39	82%	17%	1%
40-54	83%	16%	1%
55 +	78%	20%	2%
Education (End of)			
15-	70%	27%	3%
16-19	78%	21%	1%
20+	85%	14%	1%
Still studying	73%	26%	1%
Respondent occupation scale			
Self-employed	85%	14%	1%
Employee	84%	16%	-
Manual workers	76%	23%	1%
Not working	75%	23%	2%
Companies responsible behaviour			
Informed	87%	12%	1%
Not Informed	76%	23%	1%

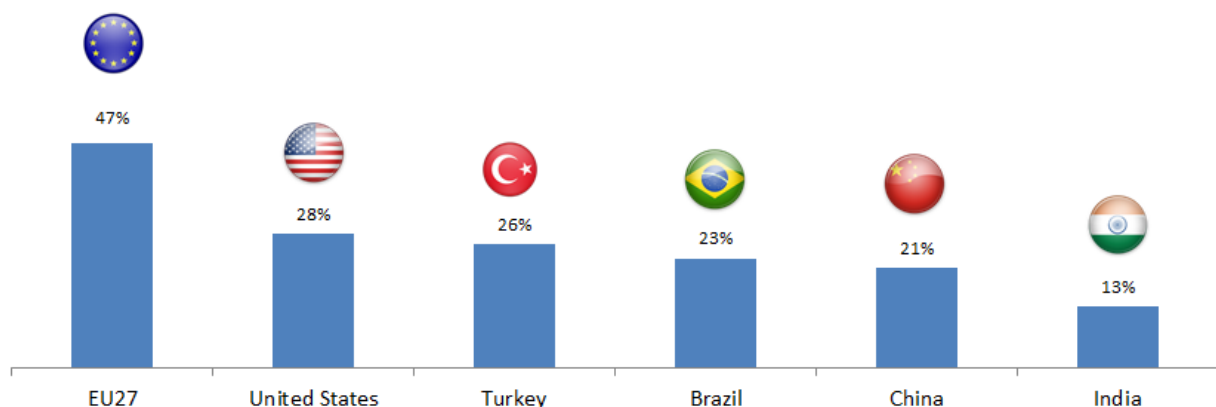
Interested but not informed: an opportunity for information provision

An additional analysis was conducted to investigate the relationship between feeling informed about what companies do to behave responsibly towards society, and being interested in this information.

The results highlight that many Europeans wish to be more informed about what companies do to behave responsibly towards society. Almost half (47%) do not feel informed about what companies do in this area, but they are interested in this information. Almost one third (31%) are interested and also feel informed already, while 15% do not feel informed, but are not interested.

EU vs. other 'big players'




































Respondents in the EU are more likely to say they are interested and not informed (47%) than those living in the US (28%), Turkey (26%), Brazil (23%), China (21%) and India (13%). In the case of India, the US and Brazil this is because at least half of the respondents say they are interested and feel informed already (63%, 58% and 50% respectively). In the case of China and Turkey, however, the majority say that they do not feel informed about what companies do to behave in a socially responsible way, and that they are not interested in this information (China: 58%, Turkey: 57%).



Country-by-country analysis

Within EU countries respondents who are interested but do not feel informed are most likely to be found in Spain and France (both 55%), Greece (53%) and Germany (50%). Within the EU they are least likely to be found in Denmark (22%) - although it should be noted that 59% of respondents in Denmark say they are interested and already feel informed.

Information and interest about what what companies do to behave responsibly towards society in (OUR COUNTRY)

	Interested and informed	Interested but not informed	Not interested but informed	Not interested and not informed
 EU27	31%	47%	4%	15%
 BE	28%	46%	5%	18%
 BG	25%	48%	5%	18%
 CZ	21%	33%	10%	32%
 DK	59%	22%	7%	9%
 DE	37%	50%	3%	7%
 EE	27%	44%	3%	21%
 IE	37%	44%	3%	14%
 EL	28%	53%	3%	15%
 ES	19%	55%	3%	18%
 FR	25%	55%	4%	14%
 IT	32%	46%	5%	15%
 CY	31%	47%	5%	16%
 LV	22%	46%	6%	23%
 LT	24%	46%	7%	20%
 LU	35%	44%	7%	12%
 HU	38%	37%	6%	17%
 MT	26%	42%	4%	24%
 NL	48%	33%	4%	13%
 AT	45%	43%	4%	6%
 PL	25%	46%	5%	19%
 PT	38%	42%	5%	12%
 RO	30%	45%	4%	18%
 SI	38%	41%	6%	13%
 SK	29%	42%	7%	19%
 FI	48%	34%	3%	13%
 SE	46%	31%	4%	14%
 UK	34%	43%	5%	15%
 HR	36%	35%	4%	22%
 TR	6%	26%	7%	57%
 US	58%	28%	5%	7%
 CN	10%	21%	5%	58%
 IN	63%	13%	5%	17%
 BR	50%	23%	7%	19%
 IL	27%	27%	8%	36%

Highest percentage per country	Lowest percentage per country
Highest percentage per item	Lowest percentage per item

Socio-demographic analysis shows that respondents who are interested in what companies do to behave responsibly towards society, but do not feel informed are more likely to:

- Be female (51%);
- Be aged 25-39 (51%);
- Think that the overall influence of companies on society is negative (53%).

Q2_3 - Information and interest about what what companies do to behave responsibly towards society in (OUR COUNTRY)

	Interested and informed	Interested but not informed	Not interested but informed	Not interested and not informed
EU27	31%	47%	4%	15%
Sex				
Male	36%	42%	5%	14%
Female	27%	51%	4%	15%
Age				
15-24	26%	45%	6%	21%
25-39	30%	51%	4%	13%
40-54	32%	49%	4%	12%
55 +	34%	42%	5%	14%
Influence of companies				
Positive	39%	42%	5%	12%
Negative	23%	53%	4%	17%

2. HOW RESPONSIBLE DO CITIZENS' THINK COMPANIES ARE TOWARDS SOCIETY?

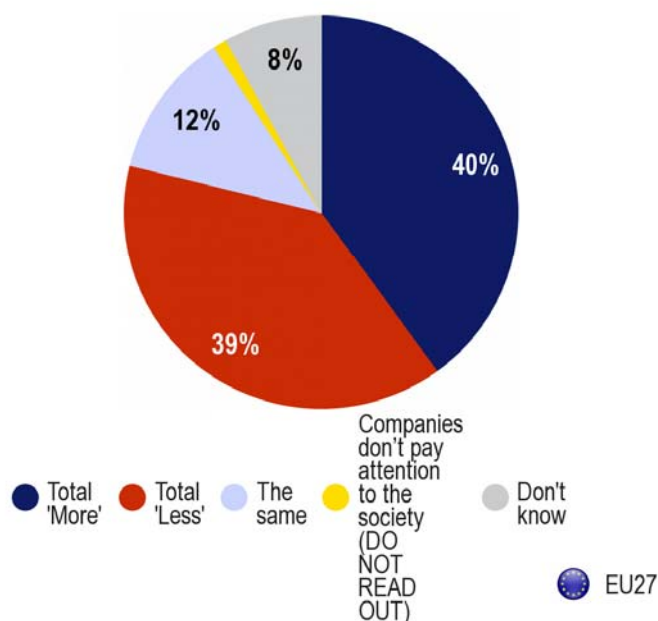
This section discusses respondents' perceptions of any change in the amount of attention companies pay to their influence on society. There is also a review of the perceptions of the effort companies in a range of sectors make to behave in a socially responsible way, as well as the perceptions of the efforts made by small-medium and large sized companies. Finally, the experience of respondents in the companies where they work will be considered.

2.1 Perceived change in companies' attention to their influence on society in the last 10 years

- Opinion is divided as to whether companies pay more or less attention to their influence on society compared to 10 years ago -

Amongst Europeans opinion is divided as to whether companies pay more or less attention to their influence on society compared to ten years ago. Four in ten (40%) say that companies pay more attention, while almost the same proportion (39%) say that companies pay less attention to their social influence compared to 10 years ago. Just over one in ten (12%) say the amount of attention has remained the same. Just over one in ten (12%) say the amount of attention has remained the same.

Q5. Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?



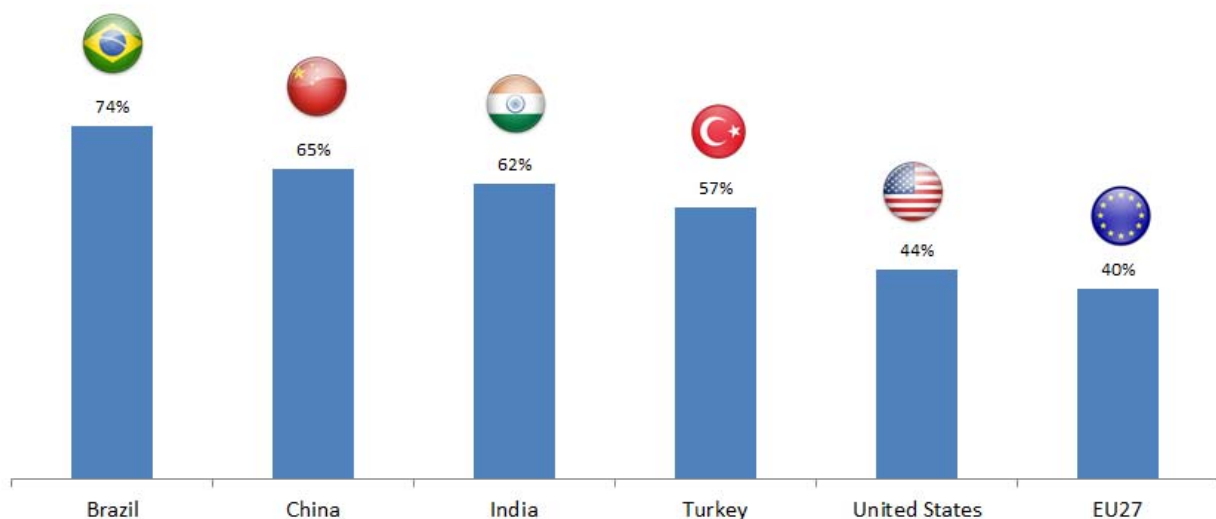
EU vs. other big players

Across the EU, 40% of Europeans think that companies pay more attention to their influence on society than they did 10 years ago. However, respondents in non-European countries are generally more optimistic about how much attention companies pay to their social influence. For example, 74% of Brazilian respondents think companies pay more attention to their influence on society than they did 10 years ago, as do 65% of Chinese, 62% of Indian, 57% of Turkish and 44% of US respondents.

It is worth noting that there is not a consistent relationship between how informed respondents in a country feel about what companies do to behave in a socially responsible way, and whether they think companies pay more or less attention to their social influence. For instance Indian respondents are quite likely to say they feel informed (69%), and are also likely to think that companies pay more attention to this issue now than 10 years ago (62%). By comparison, US respondents are quite likely to feel informed (63%), but some of the least likely to think companies pay more attention now (44%).

In China and Turkey however the situation is reversed, with low levels of respondents saying they feel informed (15% and 13% respectively), but relatively high proportions of respondents thinking companies now pay more attention to their social influence (65% and 57% respectively). In Brazil the pattern is similar (57% feel informed, 74% think companies pay more attention to social influence now). In the EU however, proportions are low in both areas: 36% say they feel informed, and 40% think companies now pay more attention.

CHANGE OF THE COMPANIES' ATTENTION TO THEIR INFLUENCE OVER SOCIETY IN 10 YEARS – TOTAL 'MORE'



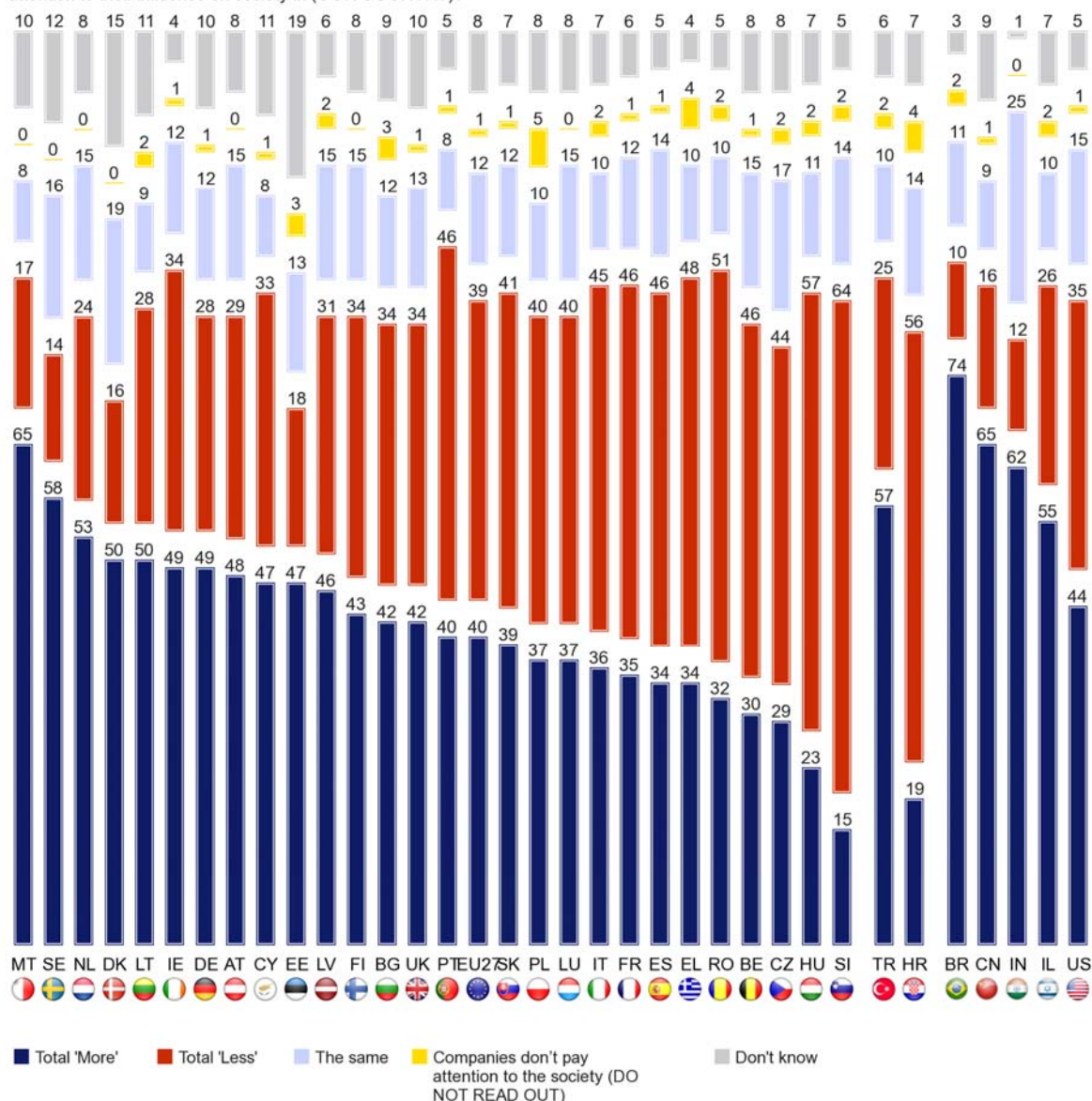
Country-by-country analysis

Within the EU, respondents living in Malta (65%), Sweden (58%), the Netherlands (53%), Denmark and Lithuania (both 50%) are all more likely than the EU average to think that companies now pay more attention to their influence on society compared to 10 years ago. Just over half (55%) of all Israeli respondents also think this way.

In a sharp contrast only 15% of Slovenian, 23% of Hungarian and 29% of Czech respondents think this way. Less than one in five Croatian respondents (19%) also think that companies pay more attention to their influence on society compared to 10 years ago. In fact an absolute majority of respondents in Slovenia (64%), Hungary (57%), Croatia (56%) and Romania (51%) think that companies pay less attention to their influence on society compared to 10 years ago.

It is worth noting that almost one in five Estonians felt unable to answer the question (19%).

Q5. Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?



Socio-demographic analysis highlights that those who think companies pay more attention to their influence on society compared to 10 years ago are more likely to:

- Be under 55 (42%-43%);
- Have completed their education aged 20+ (45%);
- Be employed (46%) or self-employed (47%);
- Say they feel informed about what companies do to behave responsibly (46%);
- Say they are interested in what companies do to behave responsibly (42%);
- Think that companies generally have a positive influence on society (49%).

Those who think companies pay less attention to their influence on society compared to 10 years ago are more likely to:

- Aged 55+ (44%);
- Have completed their education prior to age 16 (50%);
- Be manual workers (49%);
- Say they do not feel informed about what companies do to behave responsibly (43%);
- Say they are not interested in what companies do to behave responsibly (41%);
- Think that companies generally have a positive influence on society (52%).

It is worth noting that almost one in five 15-24 year olds felt unable to answer (18% 'don't know').

Q5 Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?

	Total 'More'	Total 'Less'	Don't Know
EU27	40%	39%	8%
Age			
15-24	43%	29%	18%
25-39	43%	37%	6%
40-54	42%	40%	5%
55 +	34%	44%	7%
Education (End of)			
15-	30%	50%	7%
16-19	36%	44%	7%
20+	45%	34%	6%
Still studying	47%	25%	18%
Respondent occupation scale			
Self-employed	47%	34%	6%
Employee	46%	34%	6%
Manual workers	31%	49%	7%
Not working	35%	42%	9%
Companies responsible behaviour			
Informed	46%	33%	6%
Not Informed	36%	43%	8%
Interested	42%	39%	6%
Not interested	34%	41%	12%
Influence of companies			
Positive	49%	29%	7%
Negative	29%	52%	6%

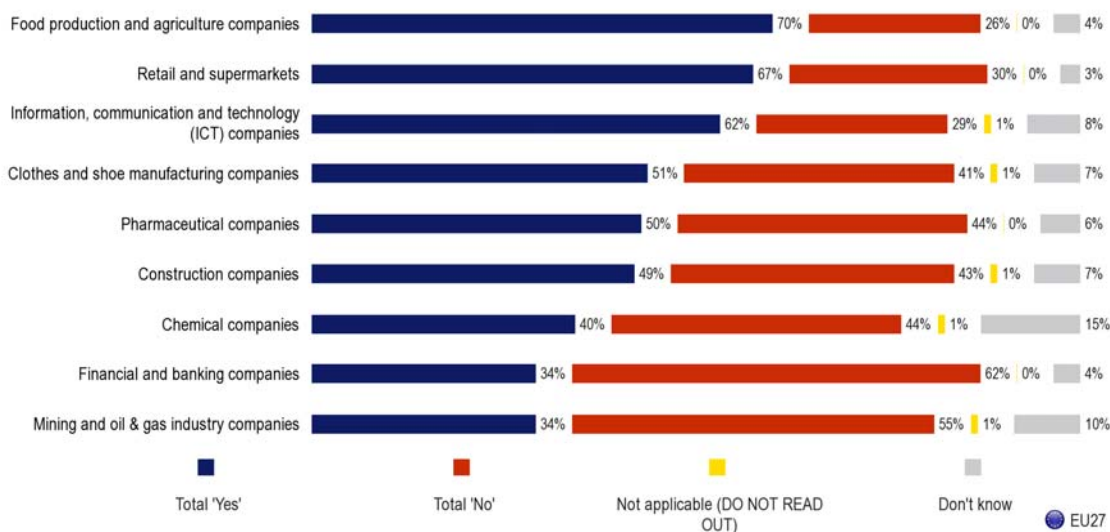
2.2 Efforts made to behave responsibly towards society - sector by sector analysis

- Food production and agriculture companies are the most likely to be seen as making efforts to behave in a responsible way towards society, while financial and banking, and mining, oil and gas companies are least likely to be seen as making these efforts -

Respondents were given a list of different sectors and asked whether they thought each made efforts to behave in a responsible way towards society. Seven out of ten Europeans think that food production and agriculture companies behave in a responsible way towards society (70%). Almost the same proportion think this about the retail and supermarkets sector (67%), while 62% think this about ICT companies.

Around half say that clothes and shoe manufacturers (51%), pharmaceutical companies (50%)⁵ and construction companies (49%) make efforts to behave responsibly towards society. Fewer respondents think that chemical companies (40%), financial and banking companies (34%) and mining, oil and gas industry companies (34%) make efforts to behave responsibly towards society.

Q6. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?



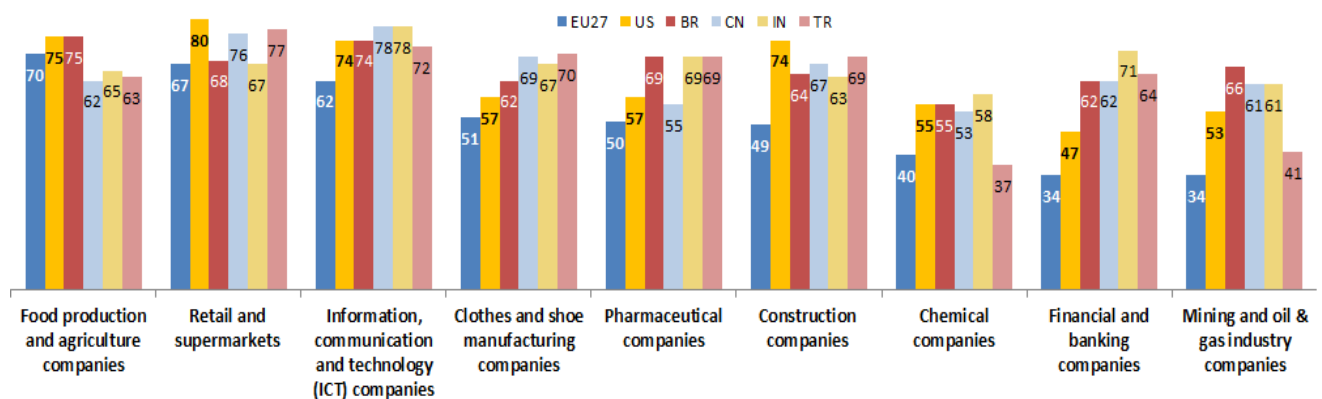
⁵ Please note that this question was split: half of the sample was asked about "pharmaceutical companies" (SPLIT A, n=12833), half of the sample was asked about "chemical companies" (SPLIT B, n= 12734).

EU vs. other big players

The chart below compares the responses of those living in the EU with respondents in the US, Brazil, China, India and Turkey.

Looking first at the overall results, in the EU respondents are most likely to mention **food production and agriculture companies** (70%), as are respondents in Brazil (75%). In the US (80%) and Turkey (77%) **retail and supermarkets** are the most mentioned sector. **ICT** is the most mentioned sector by Indian and Chinese respondents (both 78%).

Looking at the results for individual sectors illustrates that in almost all cases, respondents in these other countries are more likely to think that each sector makes efforts to behave responsibly towards society in their country compared to those in the EU. The most notable exception is **food production and agriculture companies**. In this case respondents in the EU (70%) are more likely than those in India (65%), Turkey (63%) and China (62%) to say that this sector makes efforts to behave responsibly towards society. However, even in this case they are ranked 3rd out of the six countries in terms of the proportion mentioning the sector.



In the case of **chemical companies** 40% of EU respondents think this sector makes efforts to behave responsibly towards society compared to 37% of those in Turkey. However, in both cases these results are considerably lower than those of respondents in India (58%), the US, Brazil (both 55%) and China (53%).

From this group of countries, respondents in the US are the most likely to say that the **retail and supermarket sector** makes efforts to behave responsibly towards society (80%), while those in the EU and India are the least likely to mention this sector (both 67%). US respondents are also the most likely to think **construction companies** make efforts to behave responsibly towards society (74%), with respondents in the EU the least likely in this group to mention this sector (49%).

Respondents living in the EU are also much less likely than those in other countries to mention **ICT companies** (62%), particularly compared to those in China and India (both 78%).

Clothes and shoe manufacturers are most likely to be considered to be making efforts to behave responsibly towards society by respondents in Turkey (70%), China (69%) and India (67%), with the EU again ranking last at 51% of respondents. Almost seven out of ten respondents in Brazil, India and Turkey (69%) think **pharmaceutical companies** are making efforts to behave in socially responsible ways. Once again respondents in the EU are least likely to think that this is the case (50%).

Respondents in India are the most likely to think that **financial and banking companies** are making these kinds of efforts (71%), while those in Brazil are most likely to say this about **mining and oil and gas industry companies** (66%). In both cases this is a stark contrast to those living in the EU, where just 34% think that either of these sectors are making efforts to behave responsibly towards society. In fact respondents living in the EU are the least likely of any country to think that either of these sectors is making efforts to behave responsibly towards society.

Country level comparisons - overview

Looking at the overall country level results highlights the sectors most likely to be thought to make an effort to behave in a socially responsible way. As the previous section illustrated, **food production and agriculture companies** are most mentioned across the EU. This sector is also the most likely to be thought to be making these efforts in 17 EU countries⁶, as well as in Croatia.

In seven EU countries plus Israel **ICT companies** are the most likely to be seen as making an effort to behave in a socially responsible way: Malta (80%), Romania (74%), Lithuania (73%), Bulgaria (66%), Hungary (59%), Slovakia (59%) and the Czech Republic (57%). In Israel 58% of respondents think this way.

In four countries respondents are most likely to mention **retail and supermarkets** as trying to behave in a socially responsible way: Cyprus (73%), the UK (73%), Luxembourg (72%) and Germany (70%). This sector is also the most mentioned by respondents in the US (80%) and Turkey (77%).

⁶ IE, NL, FI, PT, AT, SE, ES, LV, PL, DK, EE, BE, SL, EL, IT, FR, HU

Q6.1-9 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)? % Total 'Yes'

	Food production and agriculture companies	Retail and supermarkets	Information, communication and technology (ICT) companies	Clothes and shoe manufacturing companies	Pharmaceutical companies	Construction companies	Chemical companies	Financial and banking companies	Mining and oil & gas industry companies
EU27	70%	67%	62%	51%	50%	49%	40%	34%	34%
BE	70%	68%	61%	50%	62%	66%	48%	37%	30%
BG	60%	65%	66%	59%	52%	47%	37%	58%	32%
CZ	56%	52%	57%	45%	52%	46%	37%	47%	31%
DK	73%	67%	62%	38%	63%	61%	45%	44%	47%
DE	68%	70%	63%	45%	44%	48%	42%	38%	36%
EE	72%	57%	59%	44%	37%	43%	26%	44%	23%
IE	89%	79%	76%	56%	69%	37%	52%	25%	37%
EL	67%	62%	66%	60%	47%	41%	27%	23%	25%
ES	76%	65%	62%	58%	54%	30%	42%	17%	37%
FR	61%	56%	56%	38%	37%	59%	35%	23%	20%
IT	67%	65%	56%	54%	38%	35%	27%	18%	24%
CY	71%	73%	68%	52%	61%	59%	34%	38%	33%
LV	75%	72%	71%	48%	52%	49%	46%	56%	27%
LT	64%	65%	73%	62%	51%	55%	47%	60%	35%
LU	69%	72%	64%	45%	43%	63%	34%	54%	30%
HU	59%	58%	59%	39%	58%	35%	38%	40%	35%
MT	78%	74%	80%	55%	69%	40%	40%	70%	31%
NL	86%	84%	67%	53%	47%	64%	52%	43%	44%
AT	78%	74%	64%	50%	51%	56%	43%	42%	39%
PL	74%	61%	66%	69%	46%	59%	49%	49%	48%
PT	82%	80%	78%	81%	69%	59%	52%	44%	47%
RO	62%	71%	74%	64%	67%	56%	37%	56%	37%
SI	68%	62%	65%	51%	57%	23%	45%	28%	42%
SK	52%	51%	59%	47%	38%	46%	37%	43%	29%
FI	85%	79%	62%	58%	67%	58%	56%	62%	42%
SE	78%	75%	61%	37%	52%	56%	42%	38%	40%
UK	71%	73%	58%	51%	56%	57%	47%	33%	38%
HR	62%	57%	60%	54%	47%	38%	35%	35%	36%
TR	63%	77%	72%	70%	69%	69%	37%	64%	41%
US	75%	80%	74%	57%	57%	74%	55%	47%	53%
CN	62%	76%	78%	69%	55%	67%	53%	62%	61%
IN	65%	67%	78%	67%	69%	63%	58%	71%	61%
BR	75%	68%	74%	62%	69%	64%	55%	62%	66%
IL	56%	55%	58%	47%	52%	37%	33%	40%	27%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

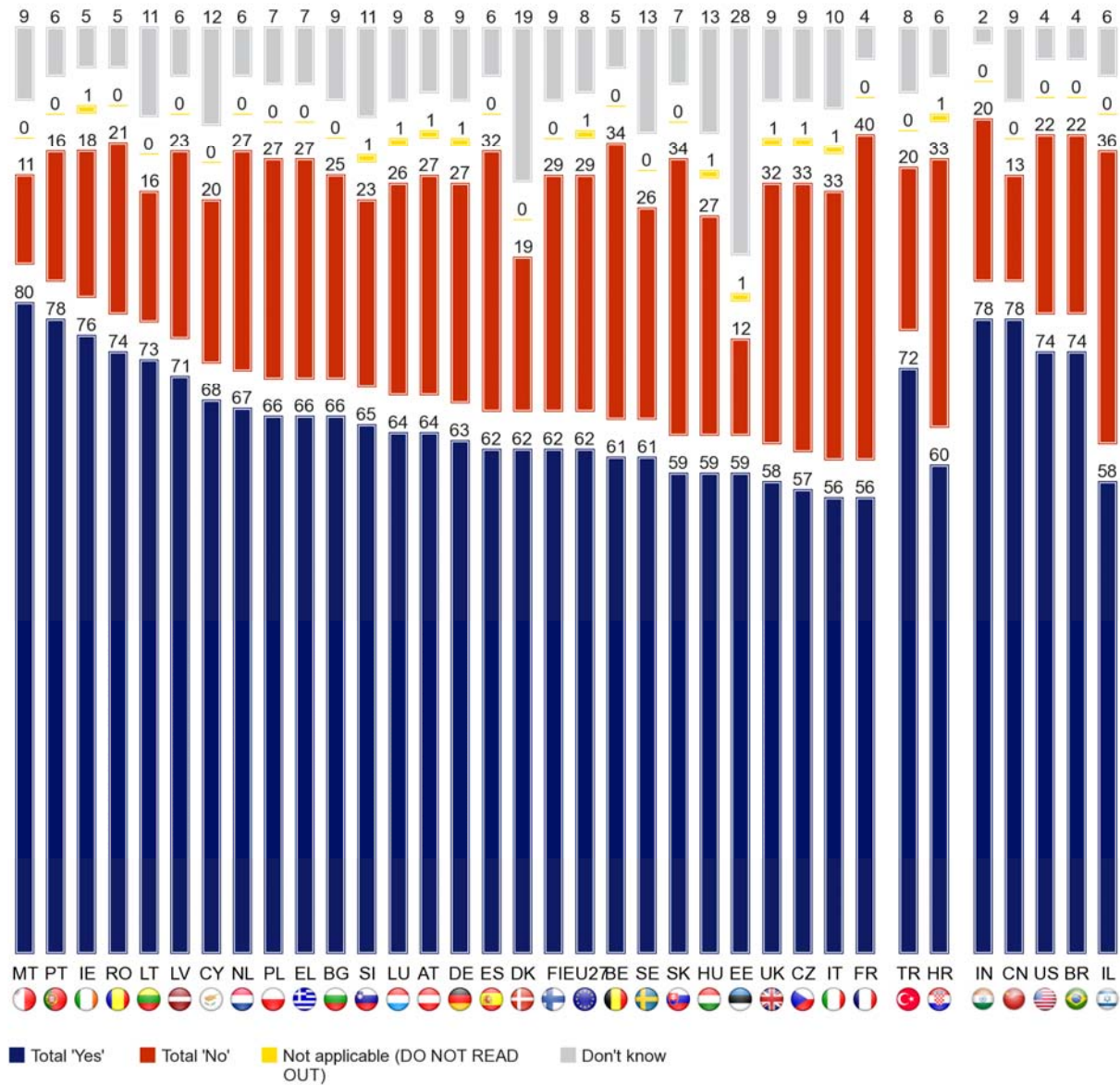
Each of these sectors will be considered in the *country-by-country analysis* in the following pages.

ICT companies

Across the EU respondents living in Malta (80%), Portugal (78%) and Ireland (76%) are the most likely to think that ICT companies are making efforts to behave responsibly towards society. In fact at least half of respondents in each EU country think this way, with those in France and Italy (56%) the least likely to do so.

Q6.1. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Information, communication and technology (ICT) companies

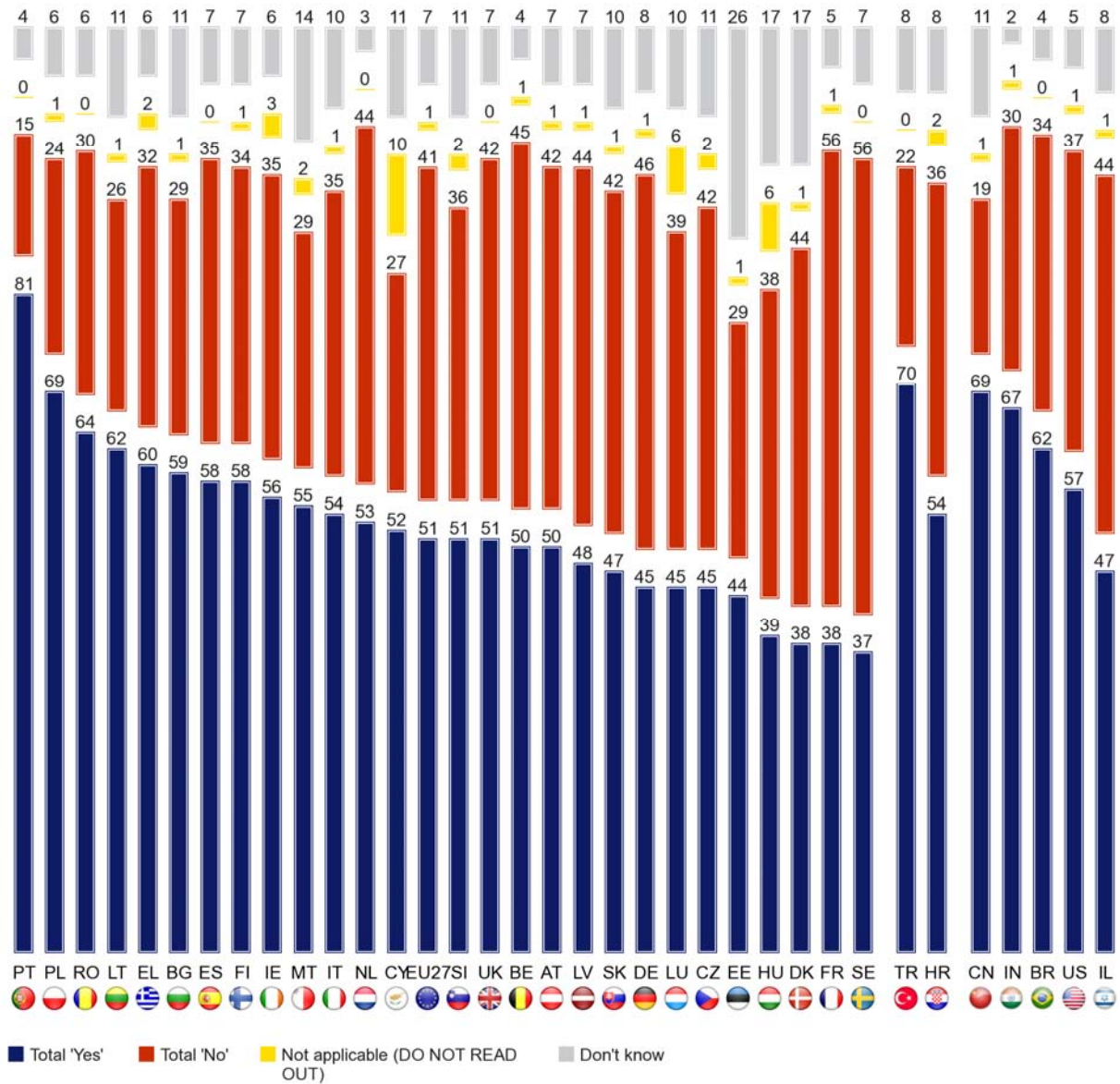


Clothes and shoe manufacturing companies

Respondents living in Portugal are the most likely to think that clothes and shoe manufacturers are making efforts to behave responsibly towards society (81%), with a large gap to the next country (Poland: 69% of respondents). By comparison 37% of Swedish and 38% of Danish and French respondents think the same way.

Q6.2. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Clothes and shoe manufacturing companies

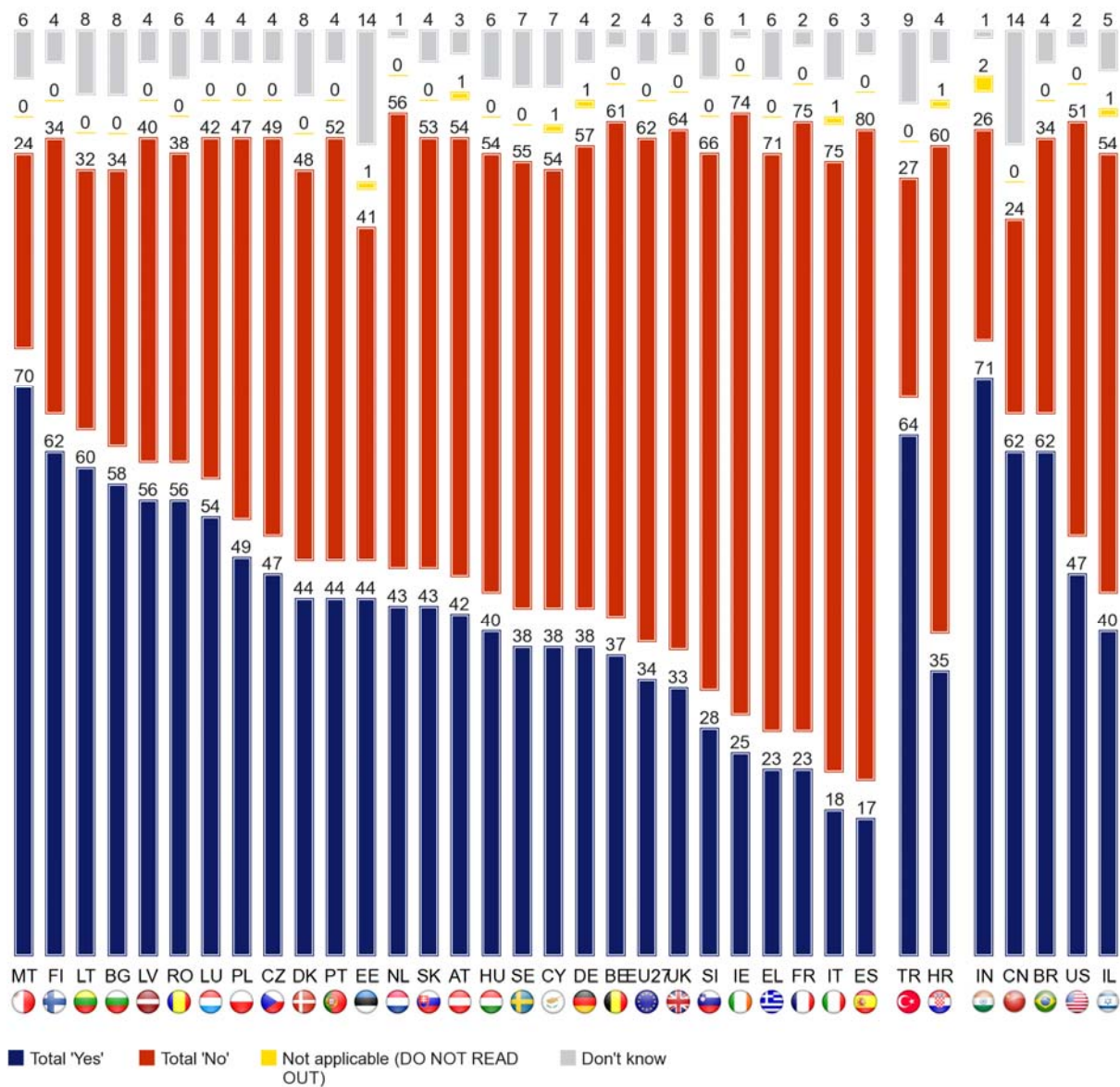


Financial and banking companies

Seven out of ten Maltese respondents (70%) think that financial and banking companies are making efforts to behave responsibly towards society, as do 62% of Finnish and 60% of Lithuanian respondents. In a stark contrast, 17% of Spanish and 18% of Italian respondents think the same way.

Q6.3. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Financial and banking companies



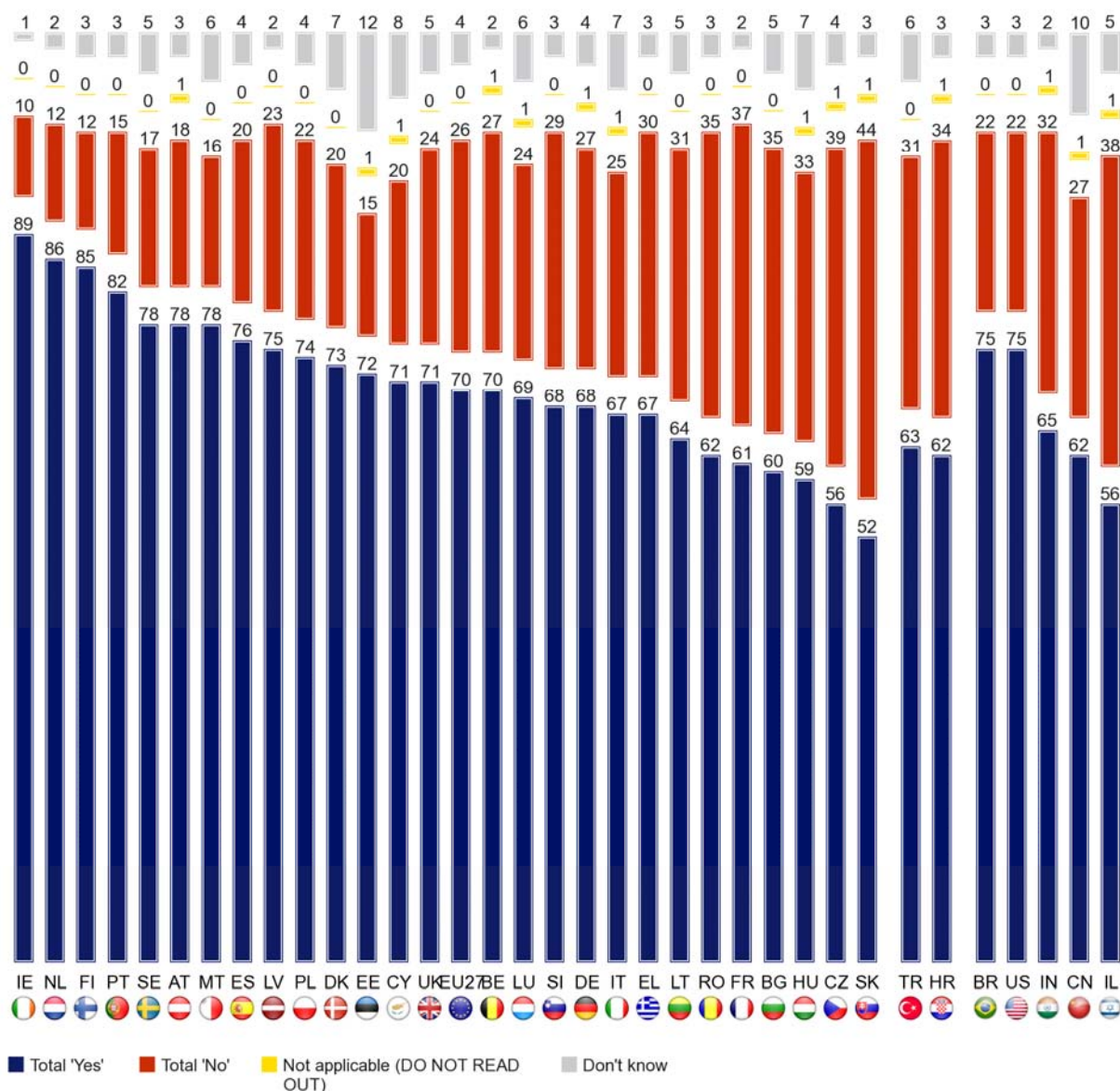
Food production and agriculture companies

Europeans are generally more positive about the efforts food production and agriculture companies are making to behave responsibly towards society. Almost nine out of ten Irish respondents (89%) think that these companies are making efforts to behave in a socially responsible way as do 86% of Dutch and 85% of Finnish respondents.

Slovakian respondents are the least likely to agree, but even here 52% of respondents think that food production and agriculture companies are making to behave responsibly towards society.

Q6.4. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Food production and agriculture companies

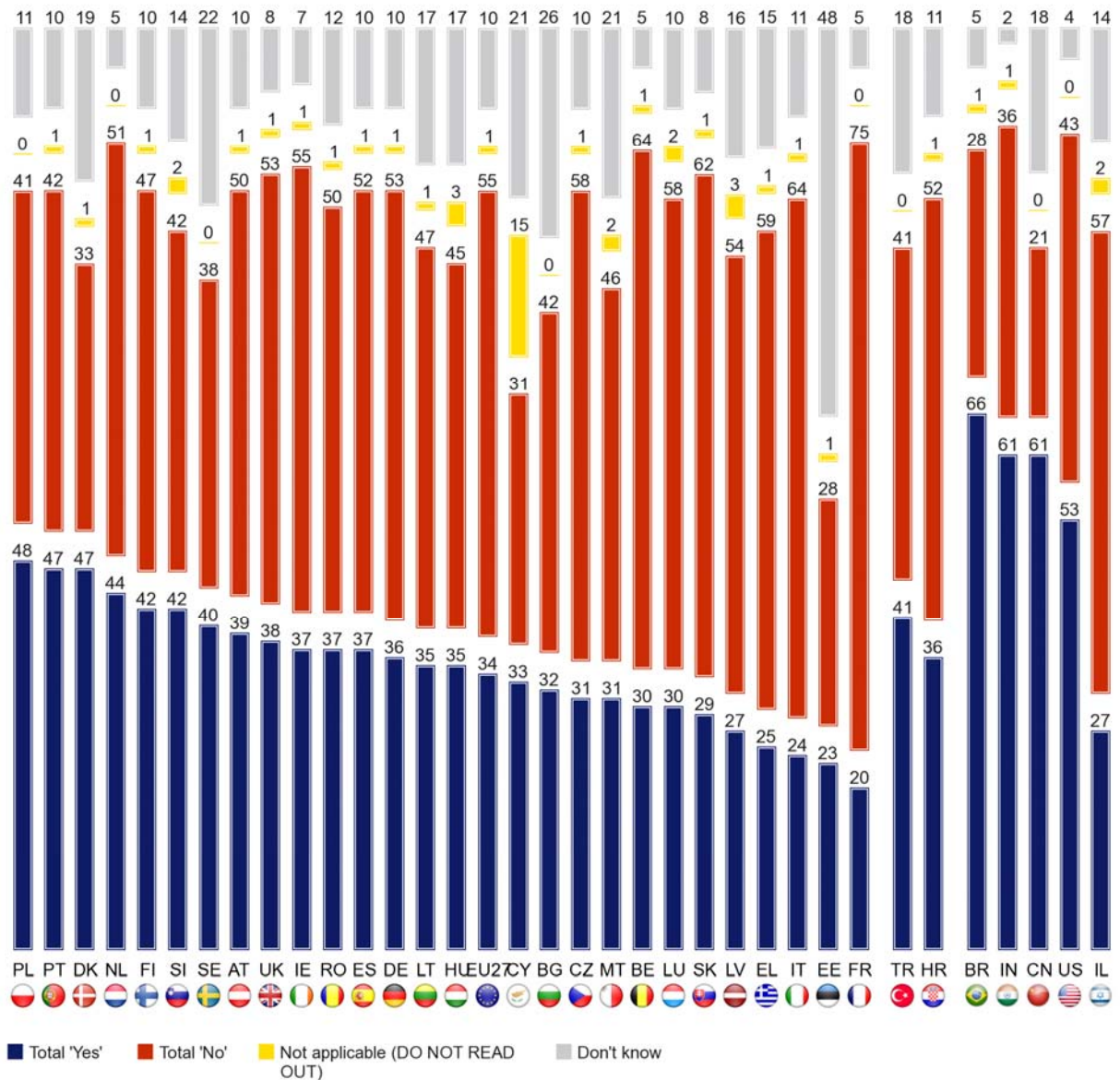


Mining and oil and gas companies

Fewer than half of the respondents in each EU country think that mining and oil and gas industry companies are making efforts to behave responsibly towards society. Polish respondents are the most likely to think this way (48%), followed by Portuguese and Danish respondents (both 47%). By comparison, one in five French respondents (20%), 23% of Estonian and 24% of Italians think this way.

Q6.5. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Mining and oil & gas industry companies



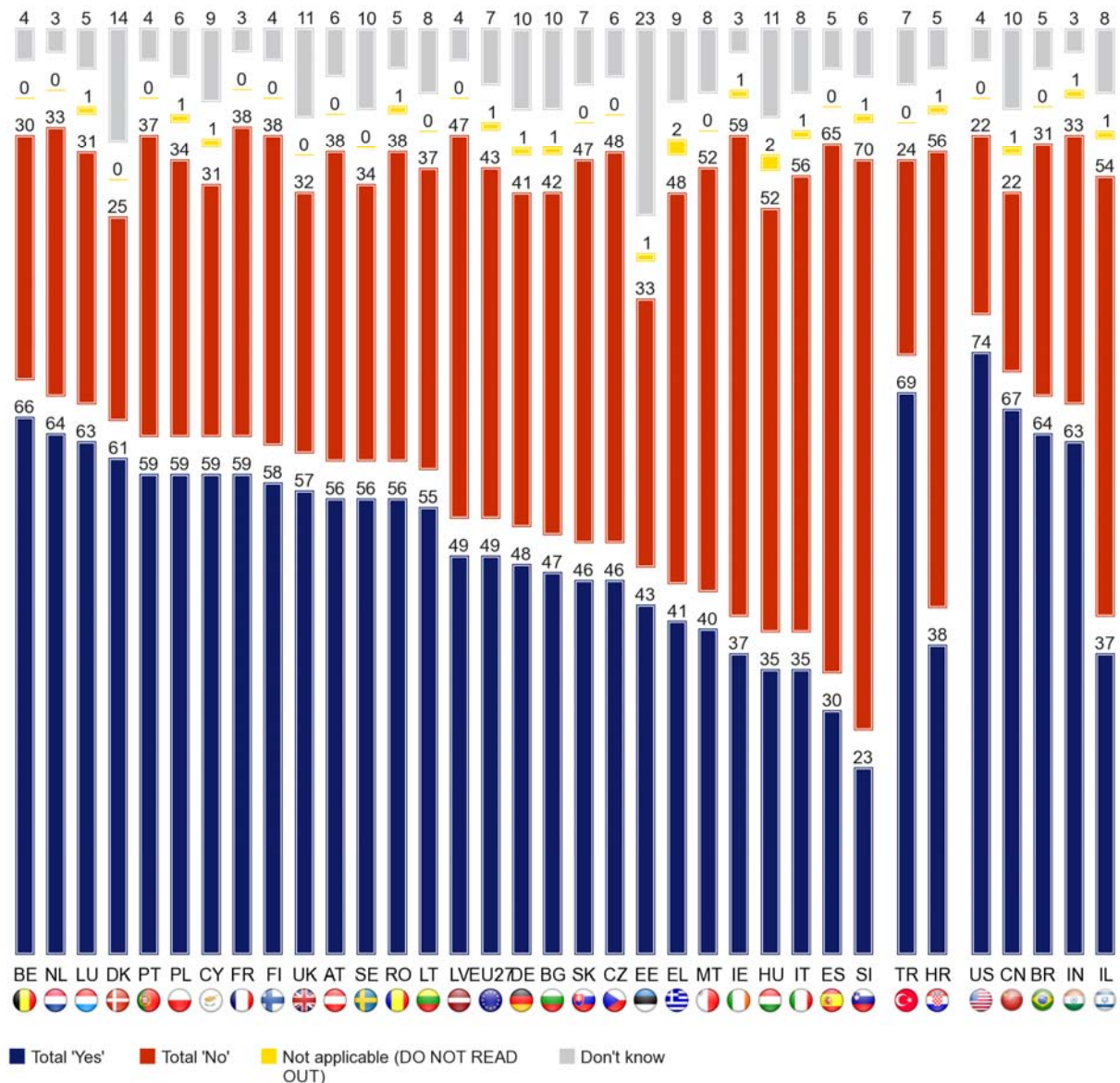
Construction companies

Two thirds of Belgian respondents (66%) think that construction companies are making efforts to behave responsibly towards society, as do 64% of Dutch and 63% of Luxembourgish respondents. By comparison, 23% of Slovenian and 30% of Spanish respondents agree.

Croatian and Israeli respondents are less likely than the EU average to agree that construction companies are making efforts to behave responsibly towards society (38% and 37% respectively).

Q6.6. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Construction companies

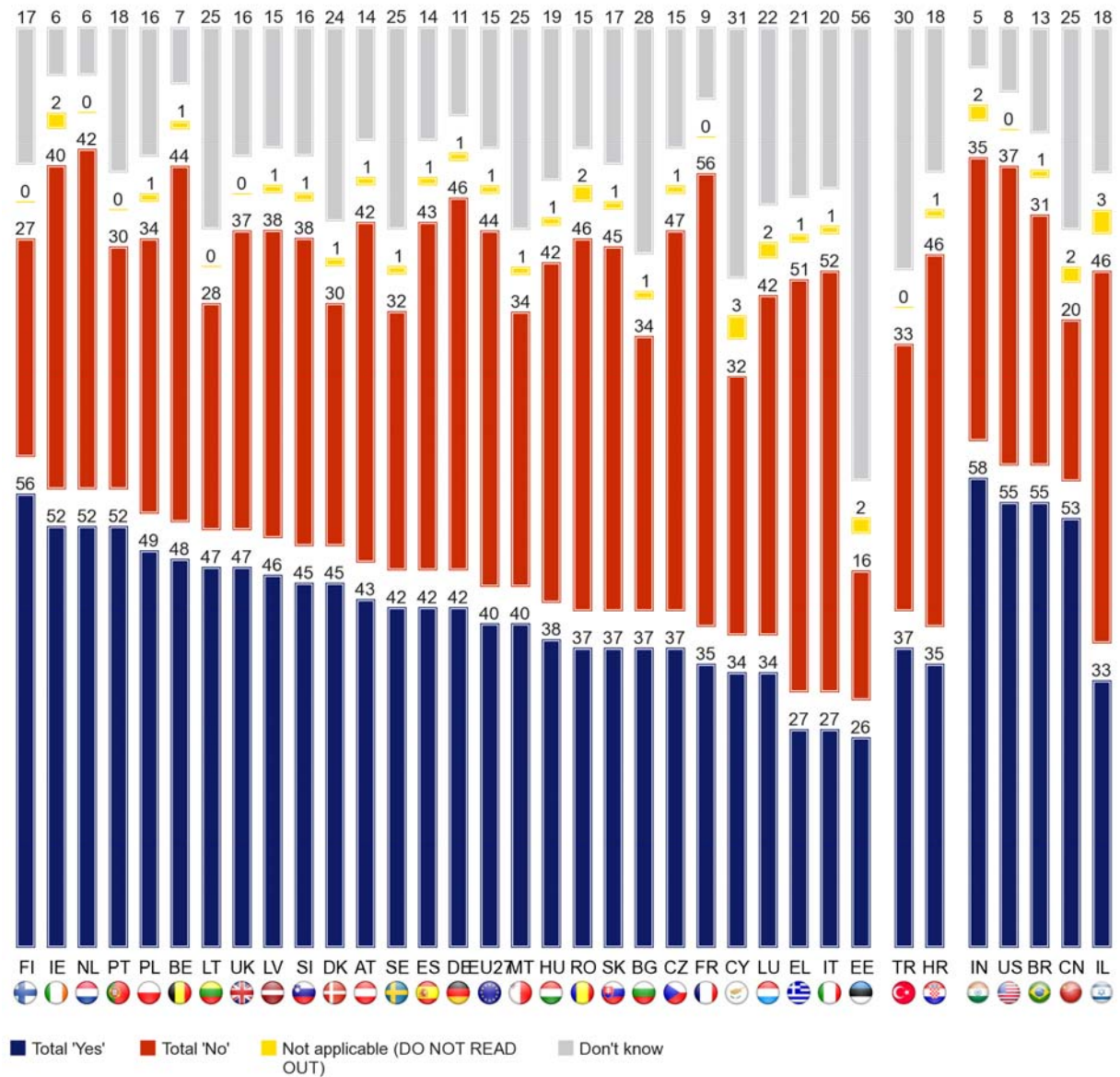


Chemical companies

In most EU countries fewer than half of the respondents think that chemical companies are making efforts to behave responsibly towards society. The exceptions are Finland (56%), Ireland, the Netherlands, and Portugal (all 52%). Respondents living in Estonia (26%), Greece and Italy (both 27%) are the least likely in the EU to think that these companies are making efforts to behave responsibly towards society.

Q6.7. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT A: Chemical companies

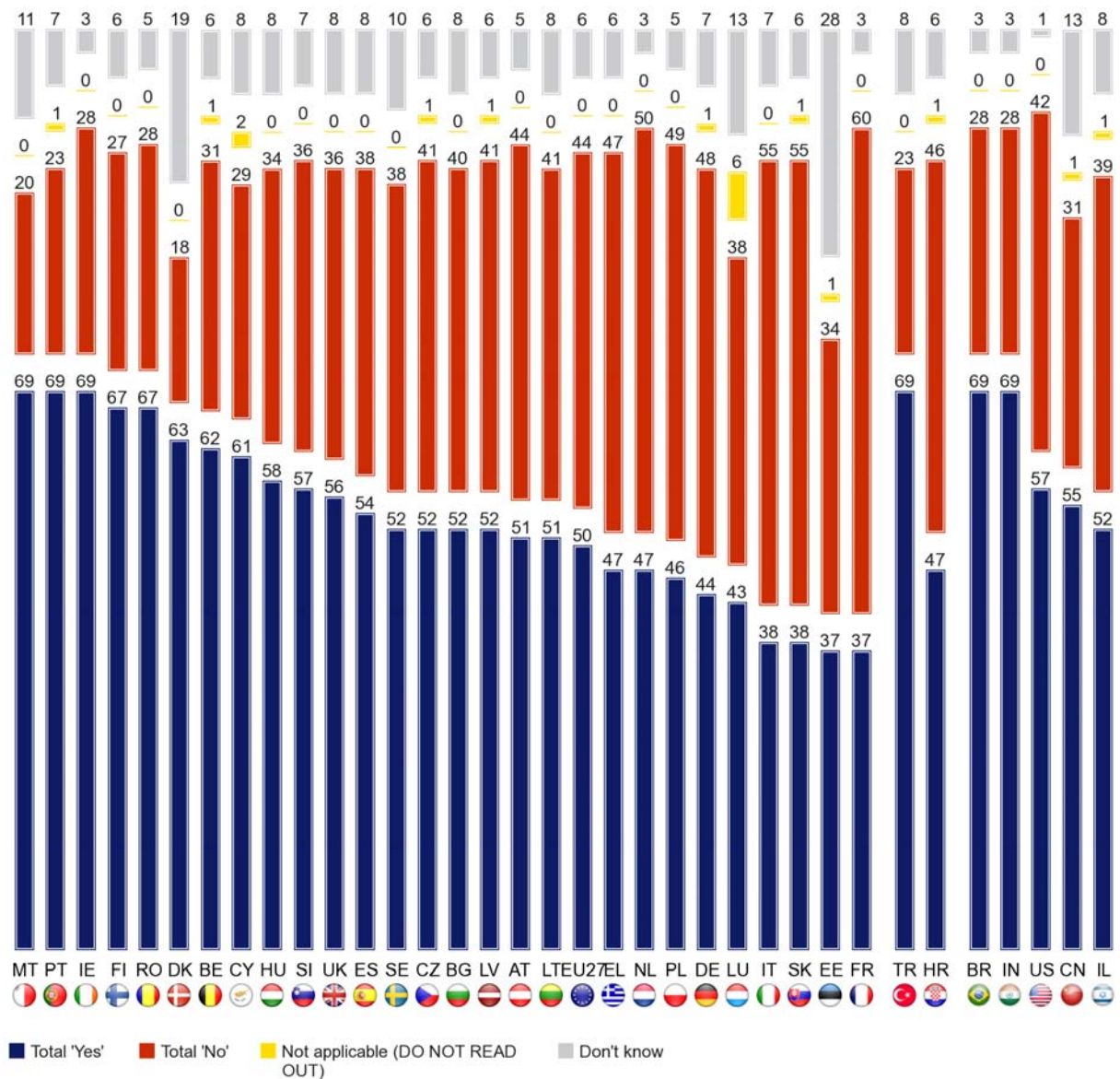


Pharmaceutical companies

Europeans are generally more positive about the efforts pharmaceutical companies are making to behave in a socially responsible way. Almost seven out of ten respondents in Malta, Portugal and Ireland (69%) think this way, compared to 37% of those in France and Estonia, and 38% of those in Slovakia and Italy.

Q6.8. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT B: Pharmaceutical companies

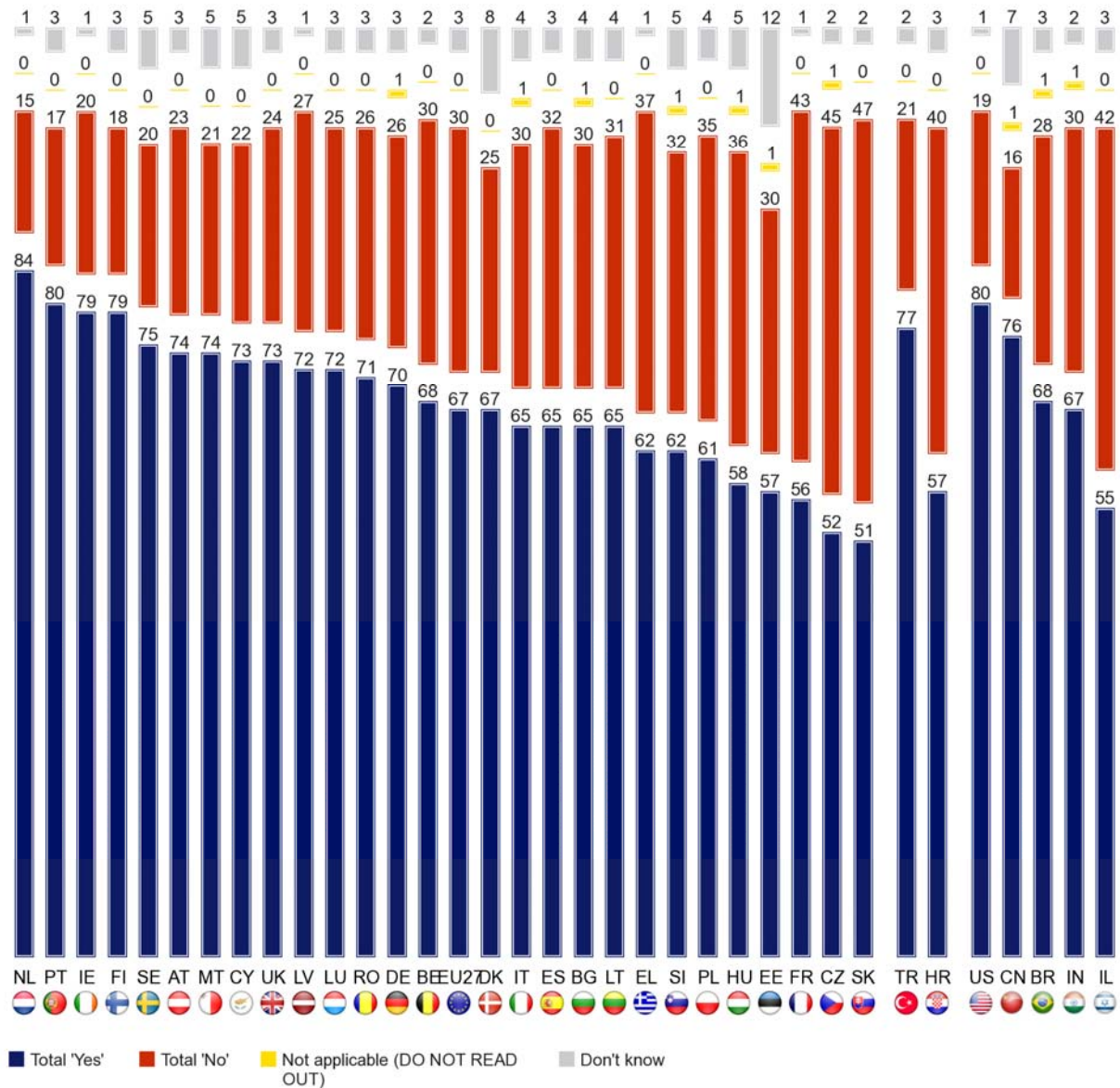


Retail and supermarkets

At least half of the respondents in each country surveyed think that retail and supermarkets are making efforts to behave responsibly towards society. At least eight out of ten respondents in the Netherlands (84%) and Portugal (80%) think this way, as do 51% do Slovakian and 52% of Czech respondents.

Q6.9. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Retail and supermarkets



There are a number of interesting *socio-demographic* variations:

- Women are more likely than men to think that **clothes and shoe manufacturers** (55% vs. 48%) and **pharmaceutical companies** (52% vs. 46%) make efforts to behave responsibly towards society. On the other hand, men are more likely than women to say this about **construction companies** (52% vs. 47%) and **chemical companies** (43% vs. 38%).
- Across all sectors there is a consistent age related pattern: the younger the respondent, the more likely they are to think that each sector is making efforts to behave responsibly towards society. For example 73% of 15-24 year olds say **retail and supermarkets** are making efforts to behave responsibly towards society, compared to 63% of those aged 55+. Almost half (49%) of 15-24 year olds think that **financial and banking companies** are making efforts to behave responsibly towards society, compared to 28% of those aged 55+. A similar age-related pattern applies to all the other sectors.
- The higher the education level of the respondent, the more likely they are to say that **ICT companies** are making efforts to behave responsibly towards society: 53% of those who completed education aged 15 or younger think this, compared to 64% of those completed their education aged 20+. Those who finished education aged 15 or younger are less likely than those with higher education levels to think that **financial and banking companies** are making efforts to behave responsibly towards society (27% vs. 33%-34%).
- There are few differences based on occupational groups. Self-employed respondents are the least likely to think that **pharmaceutical companies** are making efforts to behave responsibly towards society (43% vs. 49%-51%). Manual workers are the most likely to think that **financial and banking companies** are making these kinds of efforts (39% vs. 30%-34%).
- Respondents who feel informed about what companies do to behave responsibly towards society are more likely to say that each sector is making an effort to behave responsibly towards society. For example 69% of this group think that **ICT companies** are making such efforts, compared to 58% of those who do not feel informed. The same pattern applies for all sectors, with the exception of **clothes and shoe manufacturing companies**, where the difference between these groups is small (3 percentage points).
- Respondents who think that generally companies have a positive influence on society are much more likely to think that companies in each sector are making efforts to behave responsibly towards society, when compared to those who think the influence is mostly negative. For example 48% who view the influence of companies as positive say that **chemical companies** are making efforts to behave responsibly, compared to 31% of those who say the influence is mostly negative. The same pattern applies for all the other sectors.

- Respondents who are interested in what companies do to behave responsibly towards society are more likely to think that **food production and agriculture companies, retail and supermarkets, ICT companies, construction companies** and **chemical companies** are making efforts to behave responsibly towards society. For instance, 51% of those who are interested think that **construction companies** are making these efforts, compared to 44% of those who are not interested.

Q6.1-9 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

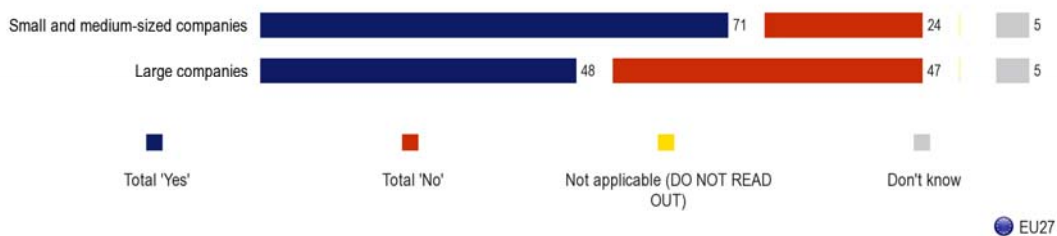
	Food production and agriculture companies	Retail and supermarkets	Information, communication and technology (ICT) companies	Clothes and shoe manufacturing companies	Pharmaceutical companies	Construction companies	Chemical companies	Financial and banking companies	Mining and oil & gas industry companies
EU27	70%	67%	62%	51%	50%	49%	40%	34%	34%
Sex									
Male	69%	66%	63%	48%	46%	52%	43%	33%	35%
Female	70%	67%	61%	55%	52%	47%	38%	35%	33%
Age									
15-24	75%	73%	72%	60%	60%	58%	48%	49%	41%
25-39	71%	66%	66%	52%	54%	52%	41%	35%	34%
40-54	69%	67%	62%	49%	45%	48%	40%	32%	34%
55 +	66%	63%	54%	50%	44%	45%	37%	28%	31%
Education (End of)									
15-	67%	64%	53%	54%	48%	45%	36%	27%	32%
16-19	69%	67%	61%	53%	48%	51%	40%	34%	35%
20+	70%	65%	64%	49%	49%	48%	41%	33%	34%
Still studying	73%	72%	72%	58%	57%	56%	50%	47%	35%
Respondent occupation scale									
Self-employed	68%	64%	61%	49%	43%	51%	43%	30%	33%
Employee	71%	68%	65%	50%	50%	51%	42%	34%	35%
Manual workers	67%	67%	60%	52%	51%	51%	40%	39%	36%
Not working	69%	66%	60%	54%	49%	47%	39%	33%	33%
Companies responsible behaviour									
Informed	74%	71%	69%	54%	54%	54%	47%	40%	41%
Not informed	67%	64%	58%	51%	47%	46%	36%	30%	30%
Interested	72%	68%	64%	52%	49%	51%	42%	34%	35%
Not interested	64%	62%	55%	50%	48%	44%	36%	34%	32%
Influence of companies									
Positive	77%	74%	70%	58%	57%	58%	48%	42%	41%
Negative	61%	59%	53%	44%	40%	40%	31%	25%	26%

2.3 Efforts made to behave responsibly towards society - small and medium sized companies vs. large companies

- 71% of European respondents say that small and medium sized companies make efforts to behave in socially responsible ways, while 48% say this about large companies, -

More than seven out of ten respondents think that small and medium-sized companies make efforts to behave responsibly towards society (71%). By comparison 48% think the same about large companies. In fact opinion about large companies is fairly evenly divided, with 47% thinking they do not make efforts to behave in a socially responsible way.

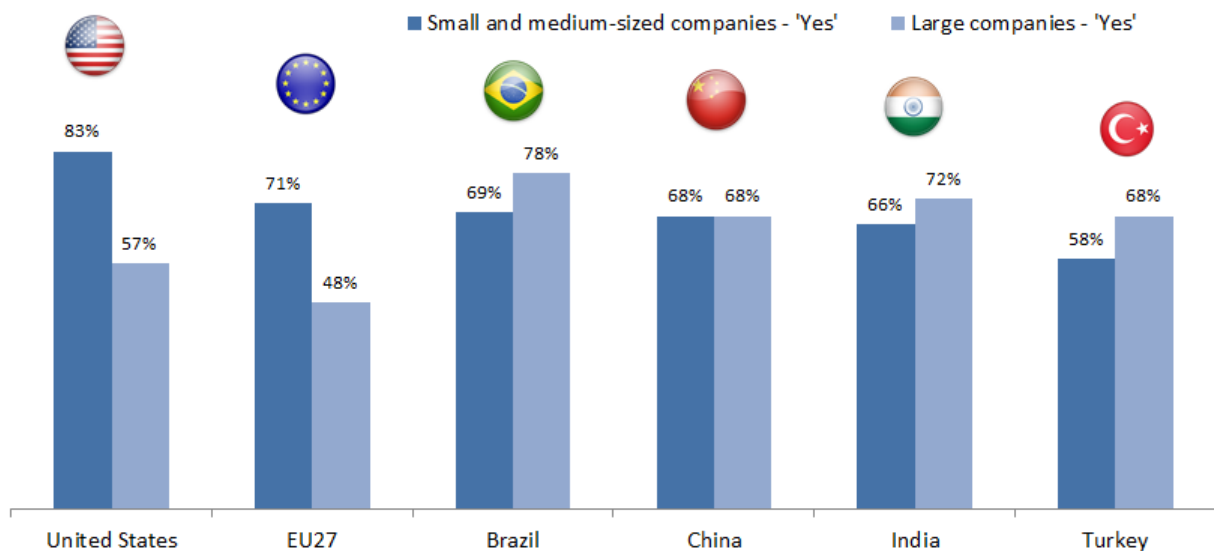
Q6. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?



EU vs. other big players

There are some interesting differences between the EU and respondents living in other non-European countries. Respondents living in the EU and the US are the only ones who are more likely to think that small and medium companies are making efforts to behave responsibly towards society compared to large companies. In Brazil, India and Turkey, however, the situation is reversed, with respondents more likely to say that large companies are making these efforts. In China the proportions for both large and small/medium companies are the same (68%).

Overall, respondents in the US are the most likely to think that small-medium companies are making efforts to behave responsibly towards society (83%), followed by those in the EU (71%). Respondents in Brazil are the most likely to say that large companies are making efforts to behave responsibly towards society (78%). In this case respondents in the EU are the least likely to think this way (48%).



Country-by-country analysis

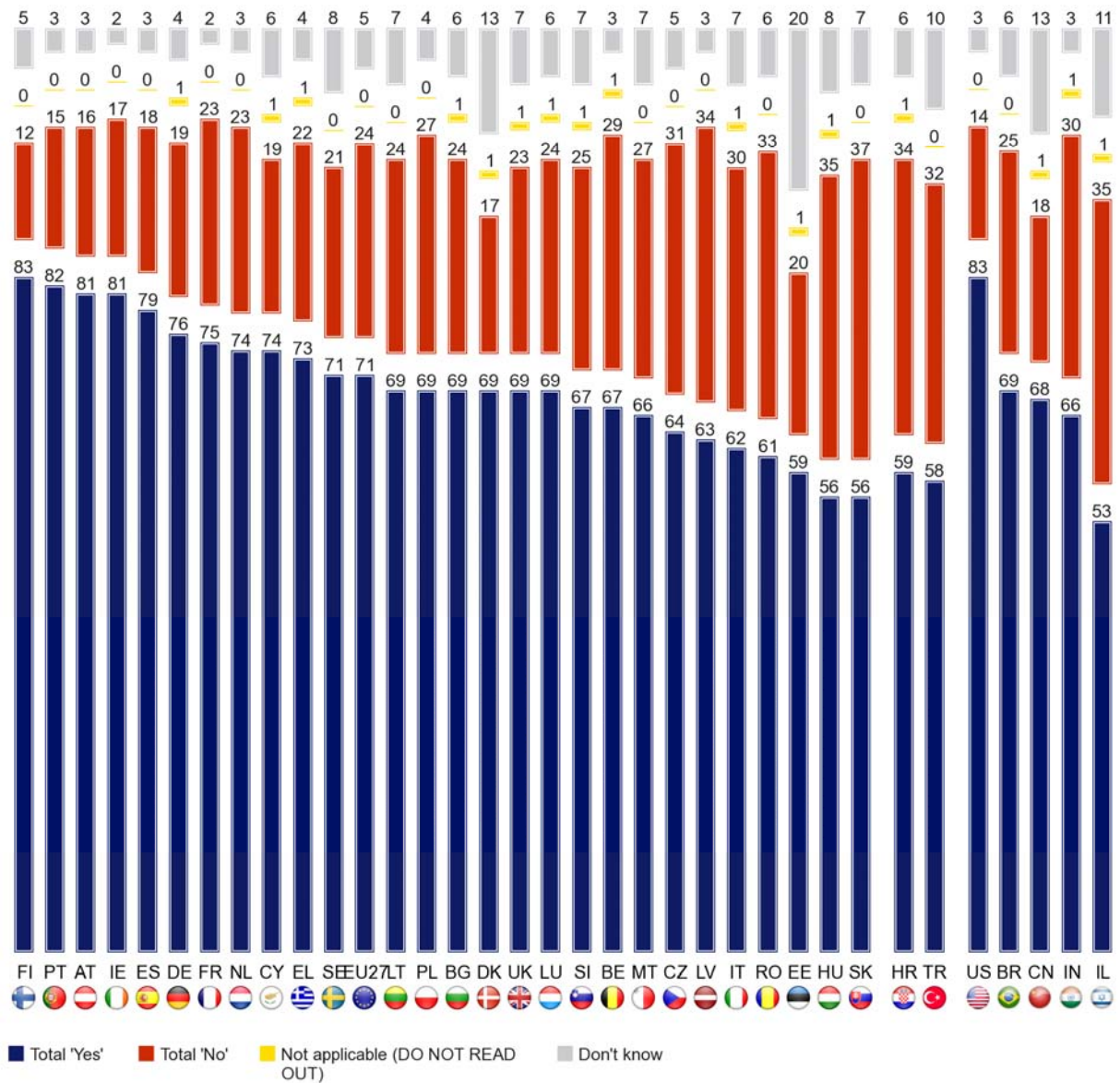
Within the EU, respondents in all countries, except Denmark, are more likely to say that **small and medium-size companies** make efforts to behave in socially responsible ways. In Denmark 69% think that small and medium companies try to behave in these ways, compared to 72% who say this about large companies. For all other EU countries, however, small and medium companies have a better reputation in this area.

Respondents living in Finland (83%), Portugal (82%), Ireland and Austria (both 81%) are the most likely to say that **small and medium sized companies** make efforts to behave responsibly towards society. At the other end of the scale Slovakian and Hungarian respondents are the least likely to say this (both 56%) - although in both cases small and medium companies are thought more likely than large companies to behave this way. Israeli (53%) and Croatian (59%) respondents are also amongst the least likely to think that small and medium-size companies make efforts to behave in socially responsible ways.

In some countries respondents are much more likely to think that **small and medium companies** make efforts to behave responsibly towards society, compared to large companies. For example 75% of French respondents say this about small/medium companies, while 35% say this about large companies. There are also larger than average differences for respondents in Spain (sm/med: 79%, lg: 43%), Greece (sm/med: 73%, lg: 37%) and Italy (sm/med: 62%, lg: 29%).

Q6.10. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

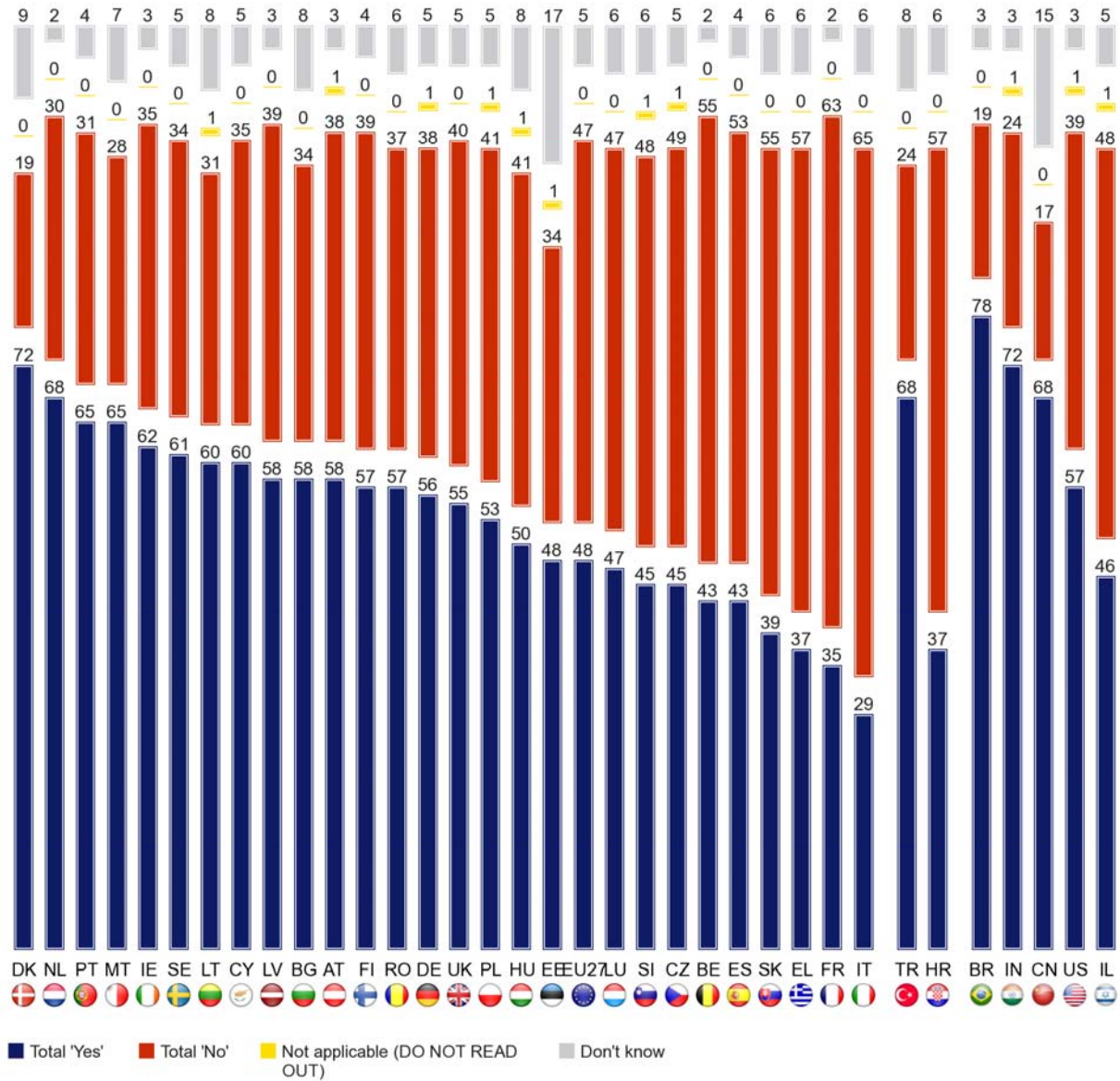
Small and medium-sized companies



In general respondents are less likely to think that **large companies** are making efforts to behave responsibly towards society. Danish respondents are the most likely to think this way (72%), followed by those in the Netherlands (68%), Portugal and Malta (both 65%). In contrast, 29% of Italian, 35% of French and 37% of Greek respondents say the same. Similarly, 37% of Croatian respondents think that large companies are making efforts to behave responsibly towards society.

Q6.11. For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Large companies



Socio-demographic analysis shows that those who think that **small and medium-sized companies** make efforts to behave responsibly towards society are more likely to:

- Have completed education aged 20 or older (74%);
- Be self-employed (79%);
- Feel informed about what companies do to behave responsibly towards society (76%);
- Be interested in what companies do to behave responsibly towards society (73%);
- Be generally positive about the influence of companies on society (77%).

Those who think that **large companies** make efforts to behave responsibly towards society are more likely to:

- Be 15-24 years old (58%);
- Have completed education aged 16 or older (47%-51%);
- Be employees (53%);
- Feel informed about what companies do to behave responsibly towards society (58%);
- Be interested in what companies do to behave responsibly towards society (49%);
- Be generally positive about the influence of companies on society (62%).

Q6.10&11 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)? % of Total 'Yes'

	Small and medium-sized companies	Large companies
EU27	71%	48%
Age		
15-24	72%	58%
25-39	71%	51%
40-54	72%	48%
55 +	70%	41%
Education (End of)		
15-	65%	41%
16-19	71%	47%
20+	74%	51%
Still studying	72%	57%
Respondent occupation scale		
Self-employed	79%	46%
Employee	72%	53%
Manual workers	70%	48%
Not working	68%	46%
Companies responsible behaviour		
Informed	76%	58%
Not Informed	68%	43%
Interested	73%	49%
Not interested	63%	44%
Influence of companies		
Positive	77%	62%
Negative	66%	32%

2.4 Experience with the companies respondents are working in

- More than half of Europeans who work for a company say their company has taken measures they consider effective to behave in a socially responsible way, while nearly one in five don't know what their company is doing in this area -

Q9(2). If you work for a company, which of the following statements best apply to the company you are working for?



EU27

Base: 37% from the total number of respondents
(Those who work for a company)

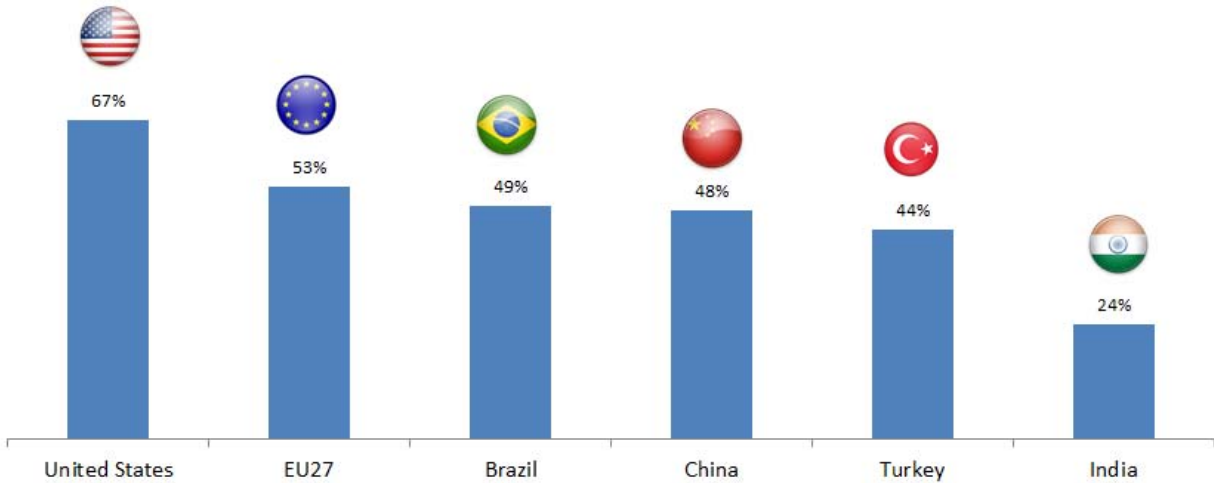
Respondents were given a series of statements about companies, and asked to select the one that best describes the company they work for. The results in the chart above exclude those respondents who said they did not work for a company.

The most common answer given is that their company has taken measures to behave responsibly towards society, and they think those measures are effective (53%). On the other hand, 18% say that although their company has taken these kinds of measures, they don't consider them be effective. Almost one in five (19%) don't know what their company is doing in this area, while 10% say that their company hasn't taken any measures to behave responsibly towards society.

EU vs. other big players

Comparing the EU with other non-European countries illustrates that the US is the only non-European country where at least half of all respondents say that their company has taken what they consider to be effective measures to behave responsibly towards society (67%). Respondents in India are the least likely to say this (24%), while the results from the EU (53%) are higher than those of Brazil (49%) and China (48%) and Turkey (44%).

YOUR COMPANY HAS TAKEN MEASURES TO BEHAVE RESPONSIBLY TOWARDS SOCIETY
AND YOU THINK THEY ARE EFFECTIVE

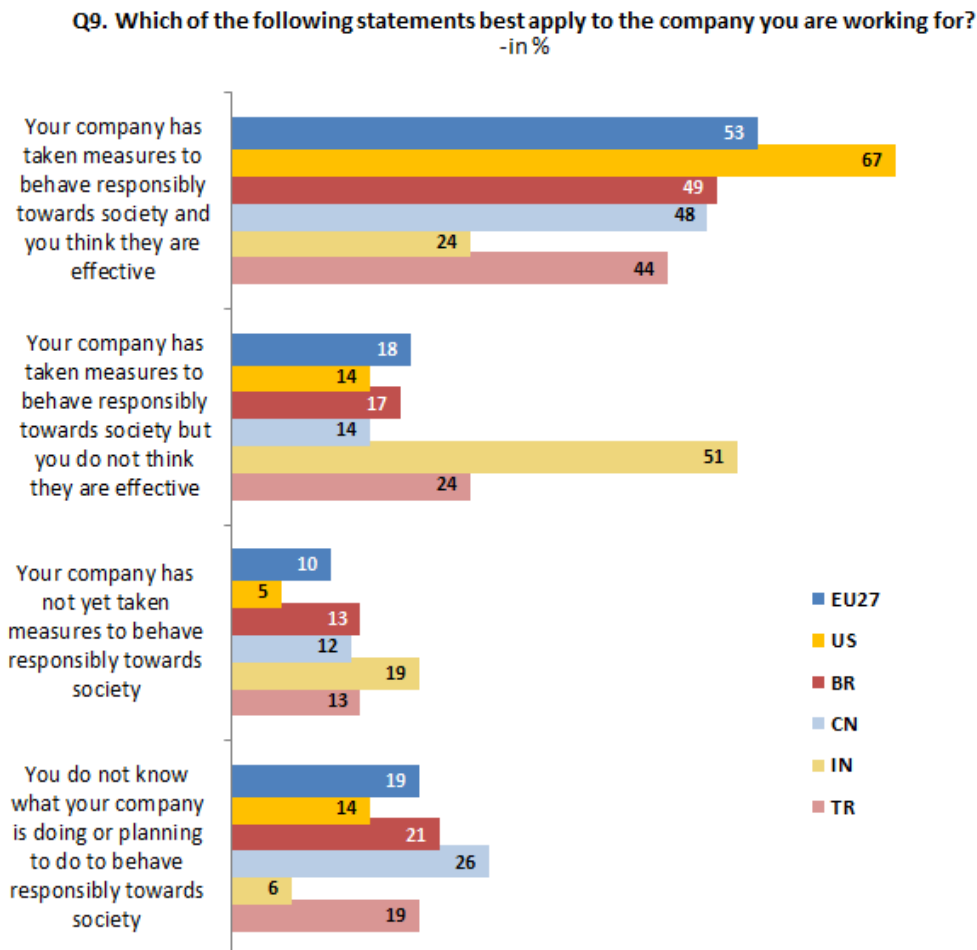


Base: 37% from the total number of respondents
(Those who work for a company)

Respondents in India are much more likely than those in other countries to say that their company has taken measures to behave in a socially responsible way, but that they do not think these measures are effective. Just over half of Indian respondents who work for a company say this (51%), compared to 18% of those in the EU.

Respondents in India are also the most likely to say that their company has yet to take any measures to behave responsibly towards society (19%), while those in China are the most likely to say that they do not know what their company is doing or planning in this regard (26%).

The wider context for the Indian results is interesting. Indians working in companies are generally negative about their company's efforts (if any) to behave in socially responsible ways. This is in spite of the fact that almost three quarters of Indian respondents say that the overall influence of companies on society is positive (73%). Indian respondents are also most likely to feel informed about what companies do in this area (69%), and more than three quarters (77%) are interested in what companies do to behave in socially responsible ways.



Base: 37% from the total number of respondents
(Those who work for a company)




































Country-by-country analysis

The table below shows the country level results. In all EU countries respondents are most likely to say that their **company has taken measures to behave responsibly towards society and they think these measures are effective**. In fact in all countries studied except India this is the most commonly given answer. Respondents in Germany, Austria (both 64%) and the UK (63%) are the most likely to say this, compared to 37% of French and 39% of Spanish respondents.

At least one quarter of Finnish (28%) and Hungarian (26%) respondents say that their **company has taken measures to behave responsibly towards society but they do not think the measures are effective**. By comparison, 12% of German and 13% of Austrian respondents say the same. Across the EU respondents, in Slovenia, Latvia, Poland and Lithuania are the most likely to say that their **company hasn't taken any measures to behave in a responsible way towards society** (all 16%), compared to 3% of UK and 5% of Swedish respondents.

At least one quarter of French, Spanish (both 27%), Greek and Slovakian (both 26%) respondents say that they **don't know what their company is doing or planning to do to behave in a socially responsible way**. In contrast 10% of Cypriot and 11% of Austrian respondents say the same.

Q9(2) If you work for a company, which of the following statements best apply to the company you are working for?

	Your company has taken measures to behave responsibly towards society and you think they are effective	Your company has taken measures to behave responsibly towards society but you do not think they are effective	Your company has not yet taken measures to behave responsibly towards society	You do not know what your company is doing or planning to do to behave responsibly towards society
 EU27	53%	18%	10%	19%
 BE	50%	19%	9%	22%
 BG	55%	20%	9%	16%
 CZ	45%	20%	13%	22%
 DK	61%	16%	10%	13%
 DE	64%	12%	9%	15%
 EE	57%	16%	8%	19%
 IE	60%	15%	6%	19%
 EL	41%	19%	14%	26%
 ES	39%	20%	14%	27%
 FR	37%	22%	14%	27%
 IT	50%	22%	9%	19%
 CY	59%	21%	10%	10%
 LV	49%	17%	16%	18%
 LT	48%	15%	16%	21%
 LU	52%	21%	9%	18%
 HU	46%	26%	11%	17%
 MT	57%	17%	12%	14%
 NL	55%	17%	8%	20%
 AT	64%	13%	12%	11%
 PL	45%	17%	16%	22%
 PT	59%	17%	8%	16%
 RO	49%	15%	13%	23%
 SI	44%	21%	16%	19%
 SK	43%	18%	13%	26%
 FI	48%	28%	11%	13%
 SE	61%	18%	5%	16%
 UK	63%	21%	3%	13%
 HR	46%	27%	8%	19%
 TR	44%	24%	13%	19%
 US	67%	14%	5%	14%
 CN	48%	14%	12%	26%
 IN	24%	51%	19%	6%
 BR	49%	17%	13%	21%
 IL	50%	14%	15%	21%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

Base: 37% from the total number of respondents
(Those who work for a company)

Socio-demographic analysis highlights include:

- The younger the respondent, the more likely they are to say **they do not know what their company is doing/planning** in this area. 26% of 15-24 year olds say this, compared to 15% of those aged 55+.
- A similar pattern applies for education. One quarter (25%) of those who completed education aged 15 or younger say **they do not know what their company is doing/planning**, compared to 17% of those who completed education aged 20+.
- Respondents who completed education aged 20+ are the most likely to say that their **company has taken measures they consider to be ineffective**, particularly when compared to those who finished education aged 15 or younger (21% vs. 13%).
- Manual workers (43%) and employees (53%) are less likely than the self-employed (62%) to say that their **company has taken effective measures**, but they are more likely to say they do not know what their company is doing/planning (manual: 29%, employee: 19% vs. self-employed: 10%).
- Respondents who feel informed about what companies do to behave responsibly towards society are more likely to say that their **company has taken effective measures to do this** compared to those who do not feel informed (62% vs. 46%).
- A similar pattern applies when comparing those who are and are not interested in what companies do to behave responsibly towards society (54% vs. 46%).
- Respondents who say the overall influence of companies on society is positive are more likely to say that their **company has taken effective measures to behave responsibly towards society** compared to those who think the overall influence is negative (58% vs. 44%).

Q9(2) If you work for a company, which of the following statements best apply to the company you are working for?

	Your company has taken measures to behave responsibly towards society and you think they are effective	Your company has taken measures to behave responsibly towards society but you do not think they are effective	Your company has not yet taken measures to behave responsibly towards society	You do not know what your company is doing or planning to do to behave responsibly towards society
EU27	53%	18%	10%	19%
Age				
15-24	55%	15%	4%	26%
25-39	52%	17%	10%	21%
40-54	52%	21%	10%	17%
55 +	56%	18%	11%	15%
Education (End of)				
15-	55%	13%	7%	25%
16-19	54%	17%	9%	20%
20+	51%	21%	11%	17%
Still studying	50%	10%	8%	32%
Respondent occupation scale				
Self-employed	62%	17%	11%	10%
Employee	53%	19%	9%	19%
Manual workers	43%	16%	12%	29%
Not working	-	-	-	-
Companies responsible behaviour				
Informed	62%	17%	8%	13%
Not Informed	46%	19%	11%	24%
Interested	54%	19%	10%	17%
Not interested	46%	15%	10%	29%
Influence of companies				
Positive	58%	17%	8%	17%
Negative	44%	21%	13%	22%

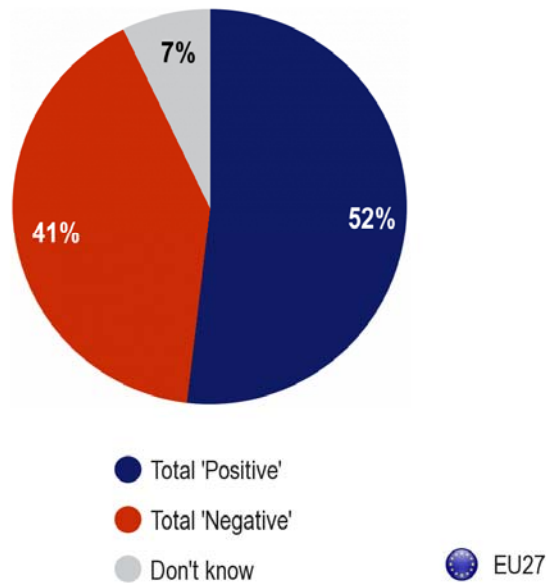
3. HOW DO CITIZENS VIEW THE INFLUENCE OF COMPANIES ON SOCIETY?

This section reviews respondents overall perception of the influence of companies on society, as well as their views on the main positive and negative effects that companies have in this area.

3.1 Influence of companies on society

- Just over half of all Europeans think that the overall influence of companies on society is positive while 41% think their influence is negative -

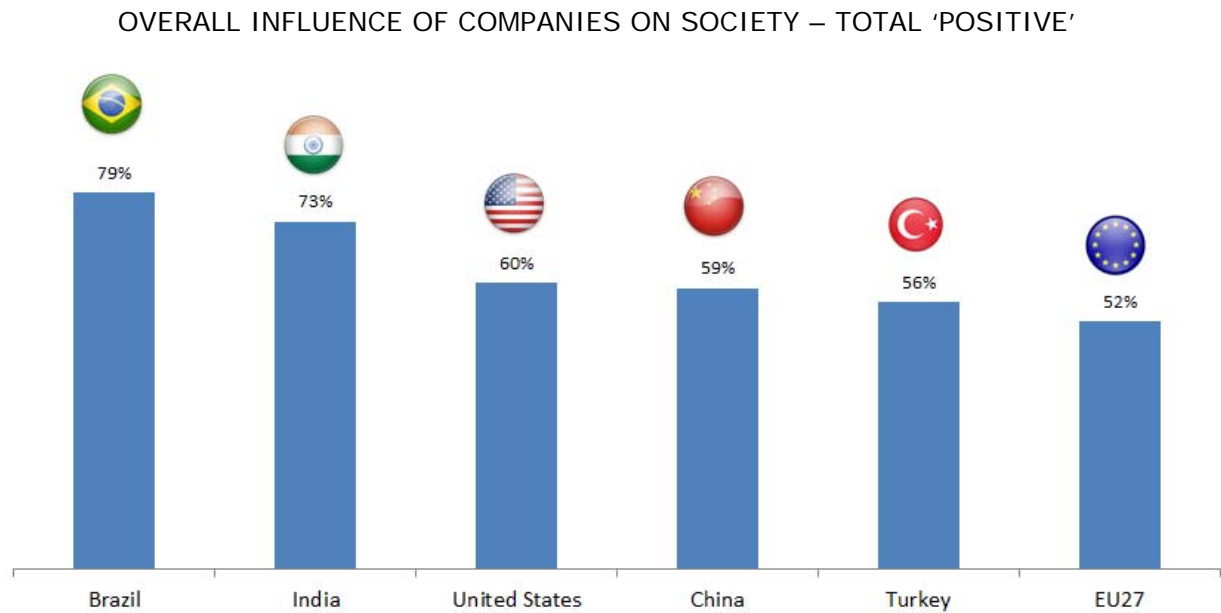
Q4. Do you think that the overall influence of companies on society in (OUR COUNTRY) is very positive, somewhat positive, somewhat negative or very negative?



When asked their opinion of the overall influence of companies on society 52% of respondents in the EU say that it is positive, while 41% say it is a negative influence.

EU vs. other big players

Respondents living in non-European countries are much more likely to be positive about the overall influence of companies on society. Almost eight out of ten Brazilian respondents think that companies have a positive influence on society (79%), as do 73% of those in India. Around six out of ten respondents in the US (60%) and China (59%) say the same, as do 56% of those in Turkey. These results are all higher than those from the EU (52%).

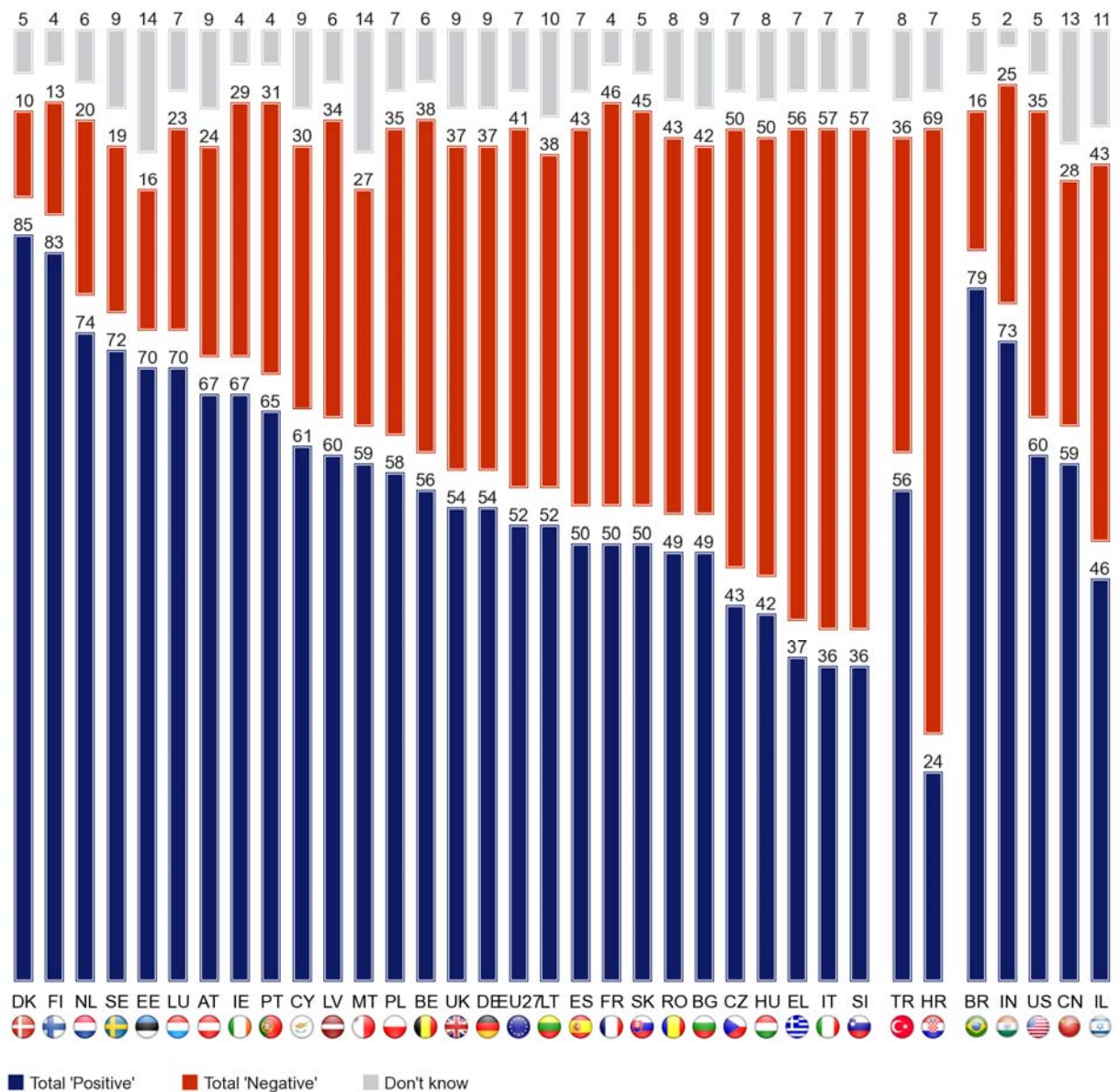


It is interesting to note that India, the US and Brazil also have the three highest proportions of respondents who feel informed about what companies do to behave responsibly towards society (69%, 63% and 57%). They also have the highest proportions of respondents who think that the influence of companies on society is generally positive. In fact even respondents in Turkey and China, who are the least likely to feel informed about what companies do to behave responsibly towards society (13% and 15% respectively), are more likely to think that the overall influence of companies on society is positive compared to EU respondents (Turkey: 56%, China: 59%, EU: 52%).

Country-by-country analysis

Within the EU, respondents in Denmark and Finland are much more positive about the overall influence of companies in society than the European average, with 85% and 83% respectively thinking this way. There is, however a wide diversity of views across countries. Fewer than four in ten Slovenian (36%), Italian (36%) and Greek respondents (37%) think the same way. Croatian respondents are even less likely to say that the overall influence of companies in society is positive (24%), although Israelis are more likely to be positive (46%).

Q4. Do you think that the overall influence of companies on society in (OUR COUNTRY) is very positive, somewhat positive, somewhat negative or very negative?



Socio-demographic analysis illustrates that those who think the overall influence of companies on society is positive are more likely to:

- Be male (55%);
- Be aged 15-24 (58%);
- Be self-employed (57%) or employees (56%);
- Have completed their education aged 20+ (56%);
- Feel informed about what companies do to behave in a responsible way towards society (63%);
- Be interested in what companies do to behave in a socially responsible way. (55%).

Those who think the overall influence of companies on society is negative are more likely to:

- Have completed their education prior to age 15 (48%);
- Be manual workers (44%) or not working (43%);
- Say they do not feel informed about what companies do to behave in a responsible way towards society (46%);
- Say they are not interested in what companies do to behave in a socially responsible way (45%).

Q4 Do you think that the overall influence of companies on society in (OUR COUNTRY) is very positive, somewhat positive, somewhat negative or very negative?

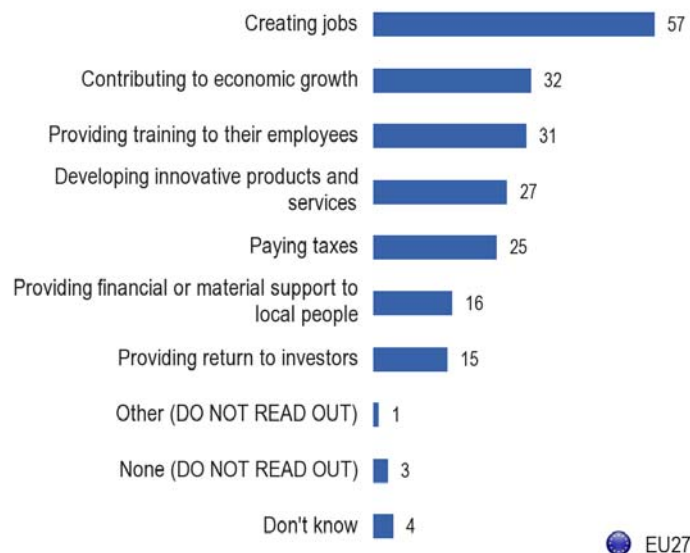
	Total 'Positive'	Total 'Negative'	Don't Know
EU27	52%	41%	7%
Sex			
Male	55%	39%	6%
Female	49%	42%	9%
Age			
15-24	58%	37%	5%
25-39	54%	40%	6%
40-54	51%	42%	7%
55 +	49%	42%	9%
Education (End of)			
15-	42%	48%	10%
16-19	51%	42%	7%
20+	56%	37%	7%
Still studying	56%	38%	6%
Respondent occupation scale			
Self-employed	57%	35%	8%
Employee	56%	38%	6%
Manual workers	51%	44%	5%
Not working	49%	43%	8%
Companies responsible behaviour			
Informed	63%	32%	5%
Not Informed	46%	46%	8%
Interested	55%	39%	6%
Not interested	45%	45%	10%

3.2 Main positive effects of companies on society

- Europeans consider job creation to be the most positive influence companies have on society -

Respondents were asked what they considered to be the main positive influences that companies have on society. Creating jobs is the most common response (57%) amongst the EU27 respondents, followed at some distance by contributing to economic growth (32%) and providing training to employees (31%). At least one quarter think that developing innovative products and services (27%) and paying taxes (25%) are the main positive effects of companies on society. Providing financial or material support to local people (16%) and providing return to investors are the least mentioned positive effects.

Q7. From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)?

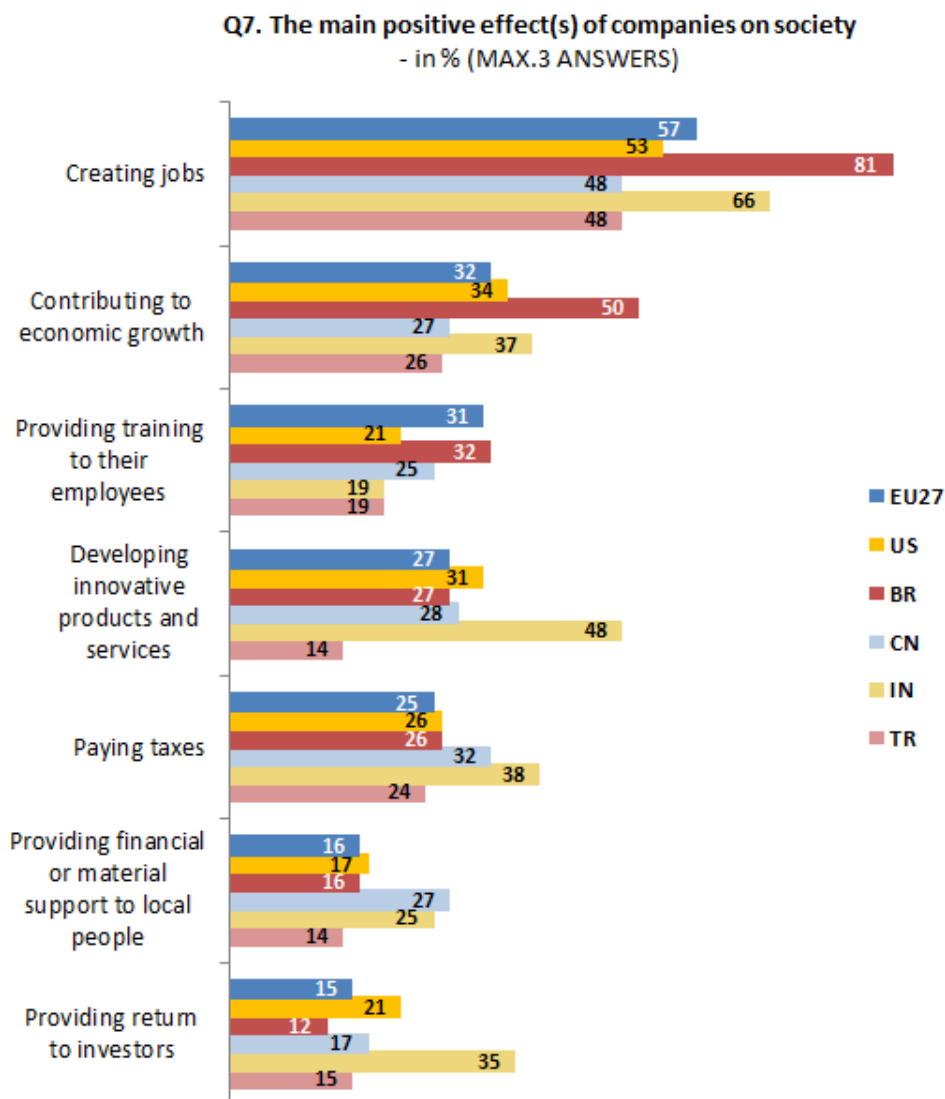


(MAX.3 ANSWERS)

EU vs. other big players

Job creation is the most mentioned positive effect of companies on society by respondents in each of these six countries. Respondents living in Brazil are much more likely than those in the EU to say that **job creation** is the main positive effect of companies on society (81% vs. 57%). Respondents living in India are also more likely to mention this effect (66%) than those in the EU, who rank third (57%).

Respondents in Brazil are much more likely than those in other countries to mention **contributing to economic growth** (50%). They are followed by those in India (37%), the US (34%) and the EU (32%). Respondents in Brazil are also the most likely to mention **providing training to employees** - although there is little difference when compared to the EU, which ranks second (32% vs. 31%).






































Respondents in India are much more likely than those in the other countries to mention developing **innovative products and services** (48%), and providing a **return to investors** (35%). They are also more likely to mention **paying taxes** (38%). In the case of **innovative products and services** the EU, along with Brazil ranks 4th (27%) in terms of mentions, behind the US (31%) and China (28%). Respondents in the EU, along with those in Turkey, rank fourth in mentions of providing a return to investors (both 15%). When it comes to paying taxes as a positive effect the last four countries have very similar results: US and Brazil (26%), EU (25%) and Turkey (24%).

Overall respondents in Turkey are the least likely to mention any of these effects - although in the case of job creation this position is shared with China (both 48%).

Country-by-country analysis

In all 27 EU countries job creation is the most mentioned positive effect of companies on society, although it is not the majority opinion in all of these countries. **Job creation** is also the most mentioned effect by respondents in Croatia (43%) and Israel (58%). Around seven out of ten Swedish (72%), Austrian (70%) and Finnish (69%) respondents think that job creation is the main positive effect of companies on society, compared to 43% of Italian, 45% of Slovenian, 48% of Greek and 49% of Slovakian, Luxembourgish and Danish respondents.

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)?

	Creating jobs	Contributing to economic growth	Providing training to their employees	Developing innovative products and services	Paying taxes	Providing financial or material support to local people	Providing return to investors
 EU27	57%	32%	31%	27%	25%	16%	15%
 BE	52%	43%	28%	35%	22%	20%	23%
 BG	58%	20%	18%	13%	22%	16%	11%
 CZ	60%	27%	23%	20%	23%	21%	16%
 DK	49%	36%	41%	33%	21%	15%	10%
 DE	63%	28%	41%	33%	29%	16%	9%
 EE	65%	32%	33%	27%	35%	15%	10%
 IE	62%	33%	27%	22%	22%	17%	11%
 EL	48%	27%	13%	22%	19%	10%	11%
 ES	55%	27%	24%	20%	21%	9%	13%
 FR	51%	35%	39%	33%	22%	18%	17%
 IT	43%	31%	19%	31%	20%	11%	18%
 CY	56%	35%	17%	18%	18%	11%	8%
 LV	62%	33%	31%	18%	45%	24%	7%
 LT	58%	24%	22%	18%	25%	18%	5%
 LU	49%	38%	46%	25%	33%	18%	18%
 HU	52%	22%	31%	16%	26%	19%	16%
 MT	60%	29%	44%	24%	24%	16%	16%
 NL	64%	58%	36%	39%	21%	19%	15%
 AT	70%	37%	39%	36%	27%	19%	5%
 PL	56%	30%	30%	23%	26%	18%	18%
 PT	65%	51%	38%	29%	23%	16%	16%
 RO	60%	20%	19%	13%	23%	12%	28%
 SI	45%	20%	20%	30%	24%	19%	10%
 SK	49%	28%	24%	20%	26%	23%	18%
 FI	69%	28%	26%	28%	46%	13%	9%
 SE	72%	45%	22%	30%	38%	13%	8%
 UK	64%	37%	35%	20%	29%	22%	15%
 HR	43%	20%	22%	19%	31%	16%	12%
 TR	48%	26%	19%	14%	24%	14%	15%
 US	53%	34%	21%	31%	26%	17%	21%
 CN	48%	27%	25%	28%	32%	27%	17%
 IN	66%	37%	19%	48%	38%	25%	35%
 BR	81%	50%	32%	27%	26%	16%	12%
 IL	58%	33%	18%	36%	22%	13%	15%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

(MAX.3 ANSWERS)

At least half of all respondents in the Netherlands (58%) and Portugal (51%) consider **contributing to economic growth** as the main positive effect of companies on society, compared to one in five Romanian, Bulgarian and Slovakian respondents (all 20%). One in five Croatian respondents also mentions this effect (20%). Respondents in Luxembourg (46%), Malta (44%), Denmark and Germany (both 41%) are the most likely to mention the **provision of training to employees**, compared to 13% of Greek, 17% of Cypriot and 18% of Bulgarian respondents.

Developing innovative products and services is most likely to be seen as a positive effect of companies on society by respondents in the Netherlands (39%), Austria (36%) and Belgium (35%) - along with those in Israel (36%). By comparison 13% of Romanian and Bulgarian respondents and 16% of those in Hungary mention this. Respondents living in Finland (46%) and Latvia (45%) are the most likely to mention **paying taxes**, compared to 18% of Cypriot and 19% of Greek respondents.

Respondents living in Latvia (24%), Slovakia (23%) and the UK (22%) are the most likely to mention **providing material or financial support to local people**, whilst those in Spain (9%), Greece (10%), Cyprus and Italy (both 11%) are least likely to mention this as a positive effect of companies on society. Respondents in Romania (28%) and Belgium (23%) are the most likely to consider **providing a return to investors**, compared to 5% of those in Austria and Lithuania.




Socio-demographic analysis highlights the following differences:

- The younger the respondent, the more likely they are to mention **creating jobs** and **developing innovative products** as main positive effects. For example 64% of 15-24 year olds mention creating jobs, compared to 52% of those aged 55+.
- 15-24 year olds are also the most likely to mention **contributing to economic growth** (37%) and **providing financial or material support to local people** (20%), particularly when compared to those aged 55+.
- Respondents who completed their education aged 20+ are the most likely to mention **creating jobs** (60%), **contributing to economic growth** (35%), **developing innovative products** (32%) and **paying taxes** (28%) - particularly when compared to those who completed their education aged 15 or younger.

Employees and the self-employed are the most likely to mention **developing innovative products** (30% and 29% respectively) and **contributing to economic growth** (36% and 34%). Employees are also the most likely to mention **creating jobs** (61%).

- Respondents who are interested in what companies **do to behave responsibly towards** society are more likely to mention **developing innovative products** than those who are not interested (28% vs. 20%).
- The same pattern applies for **contributing to economic growth** (interested: 34% vs. not interested: 24%).
- Respondents who think the overall influence of companies **on society is positive are more likely** to mention **creating jobs, developing innovative products, contributing to economic growth and providing training to their employees as main positive effects compared to those** who view companies' overall influence as negative. For example 62% of those who think that companies have a positive influence mention creating jobs, compared to 51% of those who think their influence is negative.

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)

	Creating jobs	Contributing to economic growth	Providing training to their employees	Developing innovative products and services	Paying taxes	Providing financial or material support to local people	Providing return to investors
EU27	57%	32%	31%	27%	25%	16%	15%
 Age							
15-24	64%	37%	34%	31%	25%	20%	11%
25-39	61%	33%	31%	28%	27%	18%	14%
40-54	55%	34%	31%	27%	27%	15%	16%
55 +	52%	28%	29%	24%	22%	14%	16%
 Education (End of)							
15-	51%	23%	29%	17%	19%	14%	13%
16-19	55%	31%	32%	23%	24%	17%	16%
20+	60%	35%	29%	32%	28%	15%	15%
Still studying	63%	42%	32%	33%	25%	21%	10%
 Respondent occupation scale							
Self-employed	56%	34%	27%	29%	29%	14%	17%
Employee	61%	36%	33%	30%	27%	17%	15%
Manual workers	54%	28%	31%	20%	25%	17%	15%
Not working	55%	30%	29%	24%	23%	16%	14%
Companies responsible behaviour							
Interested	58%	34%	32%	28%	26%	16%	15%
Not interested	54%	24%	28%	20%	22%	15%	13%
Influence of companies							
Positive	62%	37%	33%	29%	26%	18%	14%
Negative	51%	26%	29%	24%	25%	14%	17%

3.3 Main negative effects of companies on society

- Europeans consider corruption, reducing staff and environmental pollution as the main negative effects of companies on society -

Q8. From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)?



(MAX.3 ANSWERS)

Respondents were asked to nominate what they considered to be the main negative effects of companies on society, and were able to choose up to three answers. Corruption is the most mentioned item (41%) by EU respondents, closely followed by reducing the number of employees and environmental pollution (both 39%).

More than one third mentions poor working conditions and the failure to respect labour standards (35%), while 28% cite excessive influence on government policy as the main negative effect companies have on society. One quarter (25%) say that encouraging over-consumption is the main negative effect, while 19% mention poor quality products or services.

EU vs. other big players

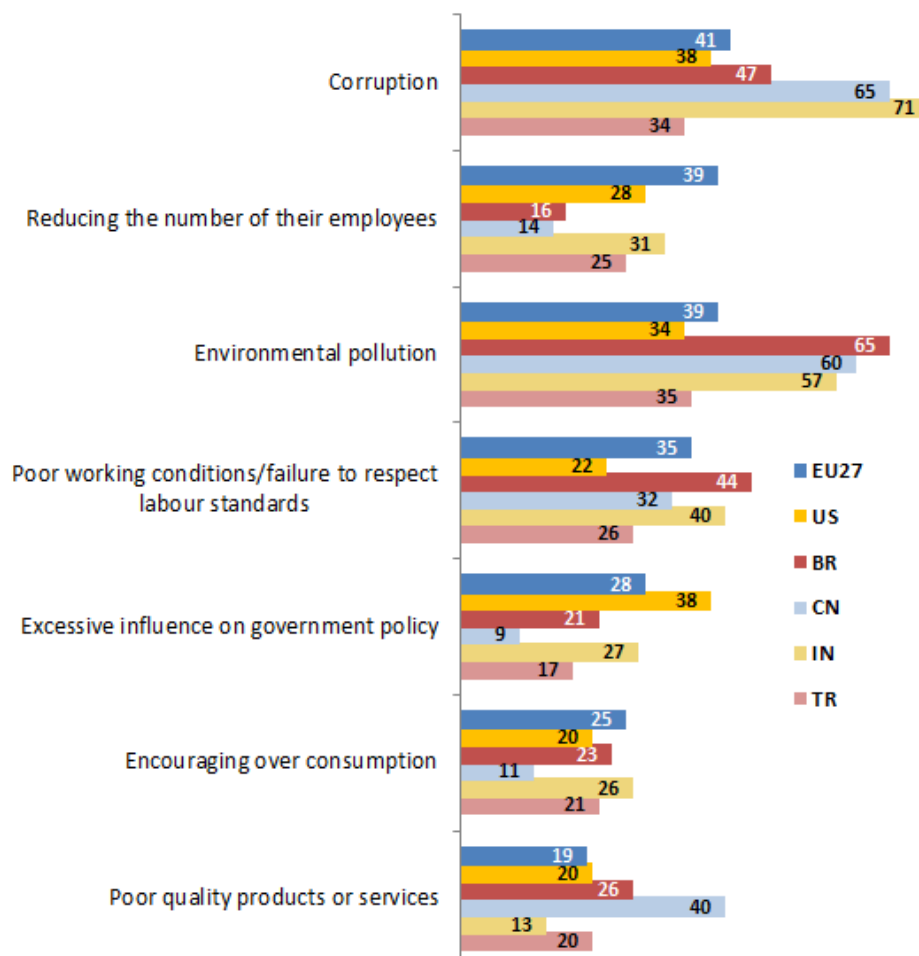
The chart below shows the results for EU27 compared to the other non-European countries studied. Corruption is the most mentioned negative effect by respondents in each of these countries, although the proportions differ markedly. A large majority of respondents in India (71%) and China (65%) mention **corruption** as the main negative effect, and these are the only countries where at least half of all respondents mention corruption. The EU ranks fourth (41%) behind Brazil (47%).

Respondents in the EU are the most likely to mention **reducing the number of employees** (39%), with the next highest country being India at 31% of respondents. Those living in Brazil (65%), China (60%) and India (57%) are much more likely than respondents living in the EU (39%) to mention **environmental pollution** as the main negative effect of companies on society. Respondents in Brazil (44%) and India (40%) are also more likely to mention **poor working conditions**, with the EU next at 35% of respondents.

Respondents in the US are the most likely to consider **excessive influence on government policy** as the main negative effect of companies on society (38%), followed by those in the EU (28%) and India (27%). Respondents in China, however, are much less likely to mention this (9%). Respondents in China are also much less likely than those in other countries to mention **encouraging overconsumption** (11%). Respondents in India (26%) are the most likely to mention encouraging overconsumption, followed by those in the EU (25%).

Four out of ten respondents in China think that **poor quality products and services** are the main negative effect of companies on society (40%). This is considerably higher than the other countries, particularly India (13%) and the EU (19%, ranked 5th).

Q8. The main negative effect(s) of companies on society
-in % (MAX.3 ANSWERS)



Country-by-country analysis

Country level analysis shows some variation in what is considered to be the most negative effect of companies in society. In 15 countries⁷ **corruption** is the most mentioned negative effect. This is particularly the case for respondents in Slovenia (68%), Slovakia (63%) and the Czech Republic (62%). Corruption is also the most mentioned effect by Croatian (64%) and Israeli respondents (42%). In contrast 14% of Danish, 18% of Finnish and 19% of Swedish respondents mention corruption.

Swedish, UK and Danish respondents are more likely to mention **environmental pollution** (52%, 44% and 43% respectively) than any other effect, although across all countries it is respondents in the Netherlands who mention this effect most often (53%). Environmental pollution is least mentioned by respondents in Lithuania (25%), Cyprus and Estonia (both 26%).

Respondents in Finland (58%), Luxembourg (46%), Belgium (45%), Estonia (41%), Cyprus (38%) and Ireland (37%) are more likely to mention **reducing the number of employees** than other negative effects. Finnish respondents are also the most likely across the EU to mention this. On the other hand, Bulgarian respondents are the least likely in the EU to mention this as a negative effect (20%).




































Across Europe **poor working conditions/failure to respect labour standards** are most mentioned by respondents in Poland (47%) and Malta (45%), and least mentioned by those in Ireland and Cyprus (22%).

Respondents in Germany are more likely to mention **excessive influence on government policy** than any other reason (44%), whilst in France the most mentioned negative effect is **encouraging overconsumption** (53%).

Poor quality products and services are most likely to be seen as a main negative effect by respondents in Bulgaria (27%), and are least likely to be mentioned by those in Slovenia (10%).

⁷ SI, SK, CZ, PT, LT, IT, PL, BG, LV, MT, AT, RO, ES, HU, EL

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)?

	Corruption	Environmental pollution	Reducing the number of their employees	Poor working conditions/failure to respect labour standards	Excessive influence on government policy	Encouraging over consumption	Poor quality products or services
 EU27	41%	39%	39%	35%	28%	25%	19%
 BE	31%	42%	45%	31%	26%	43%	19%
 BG	52%	36%	20%	40%	17%	6%	27%
 CZ	62%	36%	33%	35%	26%	15%	19%
 DK	14%	43%	41%	24%	19%	18%	18%
 DE	35%	39%	36%	36%	44%	23%	17%
 EE	38%	26%	41%	31%	27%	27%	19%
 IE	32%	28%	37%	22%	32%	24%	16%
 EL	42%	36%	34%	30%	31%	25%	20%
 ES	49%	27%	41%	42%	28%	16%	12%
 FR	20%	39%	50%	37%	22%	53%	19%
 IT	54%	43%	37%	29%	31%	14%	17%
 CY	24%	26%	38%	22%	19%	19%	20%
 LV	52%	37%	48%	37%	23%	11%	25%
 LT	56%	25%	31%	31%	24%	6%	16%
 LU	24%	36%	46%	39%	21%	33%	19%
 HU	46%	33%	39%	38%	23%	22%	14%
 MT	51%	50%	34%	45%	14%	14%	23%
 NL	38%	53%	32%	31%	22%	42%	25%
 AT	51%	41%	31%	32%	38%	24%	16%
 PL	53%	37%	40%	47%	17%	14%	21%
 PT	58%	29%	38%	40%	34%	25%	17%
 RO	51%	35%	35%	35%	18%	11%	22%
 SI	68%	28%	30%	33%	27%	14%	10%
 SK	63%	29%	41%	41%	28%	10%	20%
 FI	18%	46%	58%	24%	15%	25%	22%
 SE	19%	52%	36%	26%	19%	39%	17%
 UK	33%	44%	38%	30%	26%	29%	24%
 HR	64%	31%	45%	41%	24%	13%	14%
 TR	34%	35%	25%	26%	17%	21%	20%
 US	38%	34%	28%	22%	38%	20%	20%
 CN	65%	60%	14%	32%	9%	11%	40%
 IN	71%	57%	31%	40%	27%	26%	13%
 BR	47%	65%	16%	44%	21%	23%	26%
 IL	42%	39%	24%	33%	30%	33%	14%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

Socio-demographic analysis reveals the following differences:

- Women are more likely than men to mention **poor working conditions/failure to respect labour standards** (38% vs. 32%), but are less likely to mention **excessive influence on government policy** (26% vs. 31% of men).
- Respondents aged 55+ are the least likely to mention **poor working conditions/failure to respect labour standards**, particularly when compared to those aged 25-39 (30% vs. 39%).
- The longer a respondent remained in education, the more likely they are to mention **environmental pollution** and **encouraging overconsumption**. For example, 41% of those who completed education aged 20+ mentions **environmental pollution**, compared to 31% of those who completed education aged 15 or younger.
- Respondents who completed education aged 16-19 are the most likely to mention **poor working conditions/failure to respect labour standards** (37%), while those who finished education aged 20+ are the most likely to mention **excessive influence on government policy** (32%).
- Manual workers are the least likely to mention **environmental pollution** (34%), but are the most likely to mention **poor working conditions/failure to respect labour standards** (42%). Manual workers (43%) and employees (41%) are the most likely to mention **reducing the number of their employees** as a main negative effect companies have on society.
- **Excessive influence on government policy** is most likely to be mentioned by the self-employed (34%) and employees (31%), as is **encouraging overconsumption** (self-employed: 30%, employees: 27%). Employees are the least likely to mention **corruption** (38%).
- **Poor working conditions/failure to respect labour standards** are more likely to be mentioned by those who do not feel informed about what companies are doing to behave responsibly towards society (37% vs. 31% of those who feel informed).
- Respondents who **are interested in what companies are doing to behave responsibly towards society** are more likely to mention **excessive influence on government policy** (30% vs. 21%) or **encouraging overconsumption** (27% vs. 17%) when compared to those who are not interested.
- Those who consider the influence of companies on society to be negative are more likely to mention **corruption** (46% vs. 37%) and **excessive influence on government policy** (32% vs. 26%) compared to those who view the influence of companies as positive.

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)

	Corruption	Environmental pollution	Reducing the number of their employees	Poor working conditions/ failure to respect labour standards	Excessive influence on government policy	Encouraging over consumption	Poor quality products or services
EU27	41%	39%	39%	35%	28%	25%	19%
Sex							
Male	41%	37%	38%	32%	31%	24%	19%
Female	40%	40%	40%	38%	26%	25%	19%
Age							
15-24	40%	46%	38%	38%	26%	24%	19%
25-39	39%	38%	39%	39%	30%	26%	21%
40-54	41%	39%	41%	35%	31%	25%	18%
55 +	42%	36%	37%	30%	26%	24%	17%
Education (End of)							
15-	42%	31%	38%	31%	25%	16%	18%
16-19	43%	37%	41%	37%	25%	22%	19%
20+	39%	41%	38%	33%	32%	30%	19%
Still studying	38%	49%	36%	39%	28%	28%	19%
Respondent occupation scale							
Self-employed	44%	37%	34%	27%	34%	30%	21%
Employee	38%	40%	41%	36%	31%	27%	21%
Manual workers	42%	34%	43%	42%	24%	19%	18%
Not working	42%	39%	37%	35%	25%	23%	17%
Companies responsible behaviour							
Informed	39%	40%	37%	31%	28%	25%	20%
Not informed	42%	38%	40%	37%	28%	25%	18%
Interested	41%	39%	40%	36%	30%	27%	19%
Not interested	41%	38%	36%	33%	21%	17%	18%
Influence of companies							
Positive	37%	41%	39%	34%	26%	26%	20%
Negative	46%	37%	39%	37%	32%	24%	18%

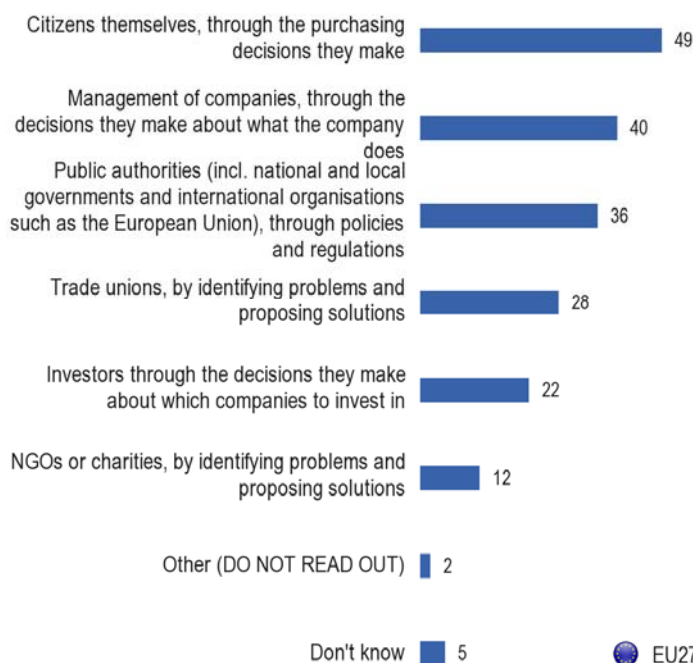
4. WHO SHOULD TAKE THE LEADING ROLE IN INFLUENCING COMPANIES' ACTIONS?

- Citizens think they should take the lead role in influencing the actions of companies through the purchasing decisions they make -

Respondents were asked who they considered should take the lead role in influencing the actions of companies. They are most likely to say that citizens themselves should take the lead though the purchasing decisions they make (49%). Four in ten (40%) think that company management should take the lead through the decisions they make about what the company does.

More than one third thinks that public authorities should take the lead through policies and regulation (36%). Just over one quarter (28%) mention trade unions (by identifying problems and proposing solutions) and 22% think investors should take the lead through the investment decisions they make. Fewer respondents think that NGOs or charities should take the lead by identifying problems and proposing solutions (12%).

Q1. Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)?



(MAX. 3 ANSWERS)

EU vs. other big players

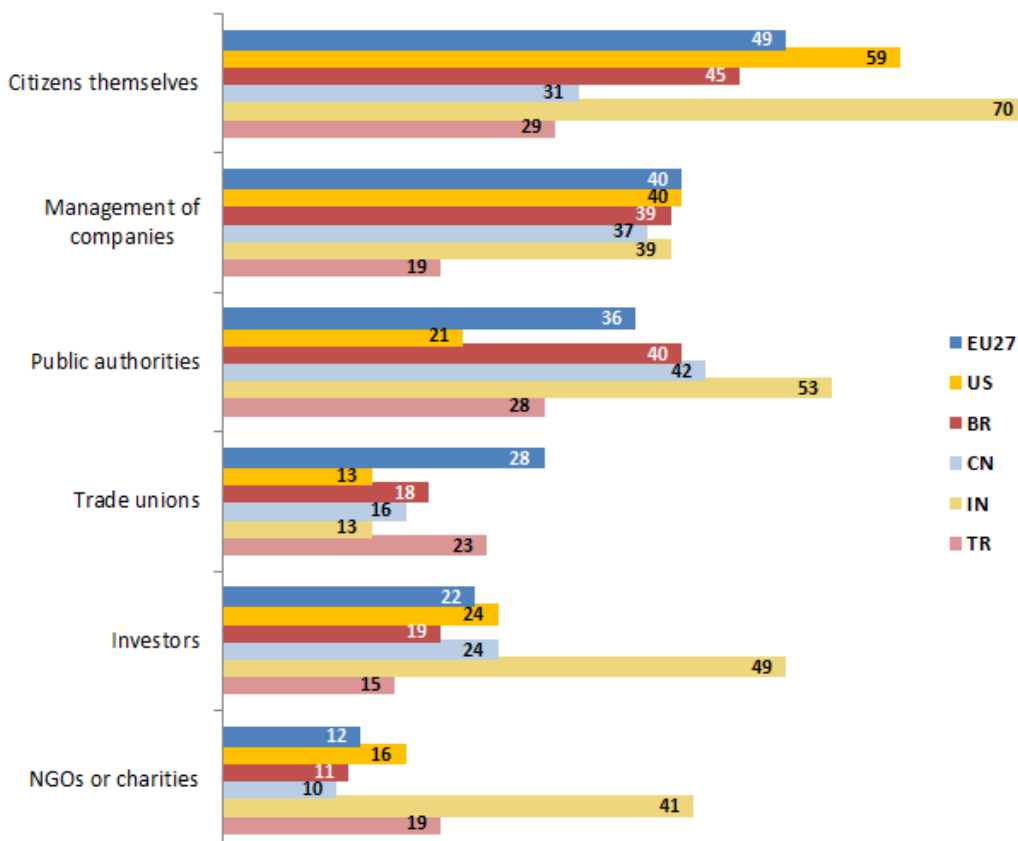
Respondents in India are the most likely to think that **citizens** should take the lead in influencing companies (70%), followed by those in the US (59%) and the EU (49%). Respondents in Turkey (29%) and China (31%) are much less likely to mention citizens. Turkish respondents are also far less likely than those in other countries to think that the **management of companies** should take the lead role in influencing a company's actions (19%). In the case of company management there is little difference between the EU, the US (both 40%), Brazil, India (both 39%) and China (37%).

In addition to being the most likely to mention citizens, respondents in India are also more likely than those in other countries to think that **public authorities** (53%), **investors** (49%) and **NGOs or charities** (41%) should take the lead in influencing the actions of companies. Respondents in the EU (12%) rank behind India, Turkey (19%), and the US (16%) in terms of the proportion who think that **NGOs or charities** should take the lead.

Respondents in the US (21%) and Turkey (28%) are much less likely than those in the other countries to think that **public authorities** should take the lead, with the EU ranking fourth at 36%. Respondents in the EU (22%) are also less likely than those in India (49%), the US and China (both 24%) to think that **investors** should take the lead.

Respondents in the EU are the most likely to think that **trade unions** should take the lead in influencing companies' actions (28%), followed by those in Turkey (23%).

Q1. Actors who should take the leading role in influencing companies' actions
- in % (MAX.3 ANSWERS)



Country-by-country analysis

In most EU countries (16⁸), respondents are most likely to say that **citizens** should take the lead in influencing companies. This is particularly the case amongst those in Austria (66%) and Germany (63%). This is also the most mentioned actor by respondents in Israel (57%) and Croatia (41%). In contrast, less than three in ten respondents in Lithuania (26%) and Slovenia (27%) think that citizens should take the lead in influencing companies.

Looking at the highest values per country, respondents in ten countries⁹ are most likely to say that the **management of companies** should take the lead, with at least half of all respondents in Denmark (55%), Slovenia and Finland (both 51%) saying this. By comparison 26% of those in Greece and 31% of those in Luxembourg say the same. Respondents in Israel (26%) and Croatia (33%) are also less likely to mention this option.

Respondents in Latvia (49%), Poland (42%) and Bulgaria (41%) are most likely to say that **public authorities** should take the lead in influencing companies, although across the EU it is respondents in the Netherlands who are the most likely to mention public authorities (51%). In contrast, 15% of Slovenian and 18% of Czech respondents mention public authorities.




































Across the EU **trade unions** are most likely to be mentioned by respondents in Luxembourg (39%), France (38%), the Netherlands and Germany (both 37%), and are least likely to be mentioned by those in Bulgaria (11%) and Cyprus (12%). **Investors** are most likely to be mentioned by Portuguese (32%), Belgian, Polish and Slovenian respondents (all 27%), and least likely to be mentioned by those in Bulgaria and Finland (both 13%).

Across the EU, Austrian (18%) and Portuguese (17%) respondents are the most likely to mention **NGOs or charities**, particularly when compared to Lithuanian (4%), Finnish and Danish respondents (both 5%).

⁸ AT, DE, FR, NL, UK, SE, EL, IE, LV, ES, BE, IT, MT, LU, SK, CY

⁹ DK, SL, FI, PT, EE, CZ, LT, BG, HU, RO

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)?

	Citizens themselves, through the purchasing decisions they make	Management of companies, through the decisions they make about what the company does	Public authorities (incl. national and local governments and international organisations such as the European Union), through policies and regulations	Trade unions, by identifying problems and proposing solutions	Investors through the decisions they make about which companies to invest in	NGOs or charities, by identifying problems and proposing solutions
 EU27	49%	40%	36%	28%	22%	12%
 BE	46%	37%	41%	36%	27%	16%
 BG	31%	41%	41%	11%	13%	6%
 CZ	32%	45%	18%	20%	24%	10%
 DK	42%	55%	43%	20%	19%	5%
 DE	63%	40%	27%	37%	15%	15%
 EE	39%	47%	44%	17%	19%	7%
 IE	49%	40%	31%	15%	16%	12%
 EL	53%	26%	38%	16%	19%	12%
 ES	47%	42%	32%	25%	22%	9%
 FR	56%	44%	44%	38%	26%	14%
 IT	46%	33%	33%	21%	24%	6%
 CY	44%	41%	29%	12%	22%	6%
 LV	49%	45%	49%	27%	21%	12%
 LT	26%	45%	32%	20%	15%	4%
 LU	45%	31%	41%	39%	21%	13%
 HU	31%	41%	25%	31%	26%	12%
 MT	46%	44%	33%	26%	22%	15%
 NL	55%	46%	51%	37%	24%	7%
 AT	66%	44%	24%	32%	16%	18%
 PL	38%	32%	42%	24%	27%	12%
 PT	46%	49%	32%	31%	32%	17%
 RO	31%	37%	31%	24%	25%	11%
 SI	27%	51%	15%	17%	27%	8%
 SK	45%	42%	32%	20%	22%	11%
 FI	40%	51%	46%	31%	13%	5%
 SE	54%	46%	44%	23%	19%	9%
 UK	55%	45%	44%	28%	22%	16%
 HR	41%	33%	40%	28%	25%	8%
 TR	29%	19%	28%	23%	15%	19%
 US	59%	40%	21%	13%	24%	16%
 CN	31%	37%	42%	16%	24%	10%
 IN	70%	39%	53%	13%	49%	41%
 BR	45%	39%	40%	18%	19%	11%
 IL	57%	26%	43%	22%	22%	15%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

(MAX.3 ANSWERS)

Socio-demographic analysis highlights the following variations:

- Women are more likely than men to think **citizens** should take the lead (52% vs. 47%), while men are more likely than women to think that **company management** should take the lead (43% vs. 38%).
- Respondents aged 55+ are the least likely to say that citizens should take the lead (44%). 15-24 year olds are the least likely to mention **company management** (34%) but the most likely to mention **trade unions** (33%).
- The longer a respondent remained in education, the more likely they are to mention **public authorities** or **company management**. For example 27% of those who finished school aged 15 or younger mention public authorities, compared to 42% of those who completed education aged 20+.
- Employees and the self-employed are more likely than other occupation groups to mention **citizens**, **company management** or **public authorities**. For example, 47% of self-employed respondents and 46% of employees think that management of companies should take the lead, compared to 36% of those who are not working, and 37% of manual workers.
- Self-employed respondents are the least likely to mention **trade unions** (17% vs. 28%-34%).
- Respondents who feel informed about what companies do to behave responsibly towards society are more likely to say that **company management** should take the lead, compared to those who do not feel informed (45% vs. 38%).
- Respondents who are **interested in what companies do to behave responsibly** towards society are also more likely to mention the **management of companies** (43% vs. 33% of not interested), **citizens themselves** (51% vs. 43%) and **public authorities** (38% vs. 29%).
- Respondents who think that the overall **influence of companies on society is positive** are more likely to mention **investors** and **company management** compared to those who think the overall influence is negative (investors: 25% vs. 19%, company management: 46% vs. 34%).

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)? (MAX 3 ANSWERS)

	Citizens themselves, through the purchasing decisions they make	Management of companies, through the decisions they make about what the company does	Public authorities (incl. national and local governments and international organisations such as the European Union), through policies and regulations	Trade unions, by identifying problems and proposing solutions	Investors through the decisions they make about which companies to invest in	NGOs or charities, by identifying problems and proposing solutions
EU27	49%	40%	36%	28%	22%	12%
Sex						
Male	47%	43%	38%	27%	23%	10%
Female	52%	38%	34%	30%	21%	13%
Age						
15-24	55%	34%	36%	33%	23%	14%
25-39	53%	41%	40%	29%	23%	11%
40-54	50%	44%	35%	28%	23%	12%
55 +	44%	40%	34%	27%	21%	11%
Education (End of)						
15-	41%	33%	27%	28%	17%	11%
16-19	49%	39%	34%	31%	22%	11%
20+	51%	47%	42%	26%	23%	12%
Still studying	56%	36%	37%	31%	24%	16%
Respondent occupation scale						
Self-employed	52%	47%	36%	17%	25%	10%
Employee	54%	46%	39%	31%	23%	12%
Manual workers	45%	37%	30%	34%	18%	8%
Not working	47%	36%	35%	28%	21%	12%
Companies responsible behaviour						
Informed	48%	45%	37%	26%	24%	11%
Not Informed	51%	38%	36%	30%	21%	13%
Interested	51%	43%	38%	30%	22%	12%
Not interested	43%	33%	29%	24%	22%	11%
Influence of companies						
Positive	50%	46%	37%	27%	25%	11%
Negative	50%	34%	35%	32%	19%	13%

ANNEXES

TECHNICAL SPECIFICATIONS

FLASH EUROBAROMETER 363
"How Companies Influence Our Society: Citizens' View"
TECHNICAL SPECIFICATIONS

Between the 22nd of October and the 23rd of November 2012, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 363 about "How Companies Influence Our Society: Citizens' View".

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General Enterprise and Industry. It is a general public survey co-ordinated by the Directorate-General for Communication ("Research and Speechwriting" Unit). The FLASH EUROBAROMETER 363 covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and aged 15 years and over. It was also conducted in Croatia, Turkey, Israel, China, India, Brazil and the United States. In all European Union Member States, the United States and Turkey, all interviews were carried out using the TNS e-Call center (our centralized CATI system). In every country (except in India and Israel) respondents were called both on fixed lines and mobile phones. Respondents in Israel were contacted on fixed lines only, while in India, the interviews were conducted face-to-face. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

**Statistical Margins due to the sampling process
(at the 95% level of confidence)**

various sample sizes are in rows

various observed results are in columns

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.002	29/10/2012	31/10/2012	8.939.546
BG	Bulgaria	TNS BBSS	1.016	29/10/2012	31/10/2012	6.537.510
CZ	Czech Rep.	TNS Aisa s.r.o	1.000	29/10/2012	31/10/2012	9.012.443
DK	Denmark	TNS Gallup A/S	1.004	29/10/2012	31/10/2012	4.561.264
DE	Germany	TNS Infratest	1.000	29/10/2012	31/10/2012	64.336.389
EE	Estonia	TNS Emor	1.000	29/10/2012	31/10/2012	945.733
EL	Greece	TNS ICAP	1.000	29/10/2012	31/10/2012	8.693.566
ES	Spain	TNS Demoscopia S.A	1.000	29/10/2012	31/10/2012	39.127.930
FR	France	TNS Sofres	1.006	29/10/2012	31/10/2012	47.756.439
IE	Ireland	IMS Millward Brown	1.000	29/10/2012	31/10/2012	3.522.000
IT	Italy	TNS Italia	1.001	29/10/2012	30/10/2012	51.862.391
CY	Rep. of Cyprus	CYMAR	500	29/10/2012	31/10/2012	660.400
LV	Latvia	TNS Latvia	1.001	29/10/2012	31/10/2012	1.447.866
LT	Lithuania	TNS LT	1.000	29/10/2012	31/10/2012	2.829.740
LU	Luxembourg	TNS Dimarso	505	29/10/2012	31/10/2012	404.907
HU	Hungary	TNS Hoffmann Kft	1.006	29/10/2012	31/10/2012	8.320.614
MT	Malta	MISCO International Ltd	502	29/10/2012	31/10/2012	335.476
NL	Netherlands	TNS NIPO	1.007	29/10/2012	31/10/2012	13.371.980
AT	Austria	TNS Austria	1.001	29/10/2012	31/10/2012	7.009.827
PL	Poland	TNS OBOP	1.000	29/10/2012	31/10/2012	32.413.735
PT	Portugal	TNS EUROTESTE	1.001	29/10/2012	31/10/2012	8.080.915
RO	Romania	TNS CSOP	1.004	29/10/2012	31/10/2012	18.246.731
SI	Slovenia	RM PLUS	1.003	29/10/2012	30/10/2012	1.759.701
SK	Slovakia	TNS AISA Slovakia	1.000	29/10/2012	31/10/2012	4.549.956
FI	Finland	TNS Gallup Oy	1.005	29/10/2012	31/10/2012	4.440.004
SE	Sweden	TNS SIFO	1.000	29/10/2012	31/10/2012	7.791.240
UK	United Kingdom	TNS UK	1.003	29/10/2012	31/10/2012	51.848.010
TOTAL EU27			25.567	22/10/2012	23/11/2012	408.806.313
HR	Croatia	HENDAL	1.004	29/10/2012	31/10/2012	3.749.400
TR	Turkey	TNS PIAR	1.000	30/10/2012	03/11/2012	54.844.406
IL	Israel	TNS Teleseker	1.001	29/10/2012	02/11/2012	4.257.500
US	United States	TNS Custom Research	1.009	29/10/2012	03/11/2012	247.518.325
BR	Brazil	RSM	1.001	27/10/2012	30/11/2012	144.799.269
CN	China	TNS China	1.000	24/10/2012	15/11/2012	70.904.579
IN	India	TNS India	1.000	30/10/2012	28/11/2012	52.512.000
TOTAL			32.582	22/10/2012	23/11/2012	578.585.479

QUESTIONNAIRE

How Companies Influence Our Society: Citizens View

Nowadays, companies often have a big influence on society and the way we live our lives. Therefore, I would like to ask you a few questions about companies in our society.

Q1: Rotate items 1 to 6

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies’ actions in (OUR COUNTRY)?

(READ OUT – MAX 3 ANSWERS)

Public authorities (incl. national and local governments and international organisations such as the European Union), through policies and regulations	1,
Citizens themselves, through the purchasing decisions they make	2,
Investors through the decisions they make about which companies to invest in	3,
NGOs or charities, by identifying problems and proposing solutions	4,
Management of companies, through the decisions they make about what the company does	5,
Trade unions, by identifying problems and proposing solutions	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

NEW

Q2 Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in (OUR COUNTRY)?

(ONE ANSWER ONLY)

Very well informed	1
Fairly well informed	2
Not very well informed	3
Not well informed at all	4
DK/NA	5

NEW

Q3 Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in (OUR COUNTRY)?

(ONE ANSWER ONLY)

Very interested	1
Fairly interested	2
Not very interested	3
Not interested at all	4
DK/NA	5

NEW

Q4 Do you think that the overall influence of companies on society in (OUR COUNTRY) is very positive, somewhat positive, somewhat negative or very negative?

(ONE ANSWER ONLY)

Very positive	1
Somewhat positive	2
Somewhat negative	3
Very negative	4
DK/NA	5

NEW

Q5 Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?

(ONE ANSWER ONLY)

Much more	1
Slightly more	2
The same	3
Slightly less	4
Much less	5
Companies don't pay attention to the society (DO NOT READ OUT)	6
DK/NA	7

NEW

Q6: Rotate items 1 to 11

Q6 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

(READ OUT - ONE ANSWER ONLY)

	Yes, a lot	Yes, somewhat	No, not really	No not at all	Not applicable (DO NOT READ OUT)	DK/NA
--	------------	---------------	----------------	---------------	----------------------------------	-------

1	Information, communication and technology (ICT) companies	1	2	3	4	5	6
2	Clothes and shoe manufacturing companies	1	2	3	4	5	6
3	Financial and banking companies	1	2	3	4	5	6
4	Food production and agriculture companies	1	2	3	4	5	6
5	Mining and oil & gas industry companies	1	2	3	4	5	6
6	Construction companies	1	2	3	4	5	6
7	SPLIT A: Chemical companies	1	2	3	4	5	6
8	SPLIT B: Pharmaceutical companies	1	2	3	4	5	6
9	Retail and supermarkets	1	2	3	4	5	6
10	Small and medium-sized companies	1	2	3	4	5	6
11	Large companies	1	2	3	4	5	6

NEW

Q7: Rotate items 1 to 7

Q7: 'None' single code

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)?

(READ OUT – MAX 3 ANSWERS)

Paying taxes	1,
Creating jobs	2,
Developing innovative products and services	3,
Providing return to investors	4,
Contributing to economic growth	5,
Providing financial or material support to local people	6,
Providing training to their employees	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

NEW

Q8: Rotate items 1 to 7

Q8: 'None' single code

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)?

(READ OUT – MAX 3 ANSWERS)

Environmental pollution	1,
Corruption	2,
Poor working conditions/failure to respect labour standards	3,
Excessive influence on government policy	4,
Encouraging over consumption	5,
Reducing the number of their employees	6,
Poor quality products or services	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

NEW

Ask Q9 IF “WORKING”, codes 1 to 3 in D5a

Q9 If you work for a company, which of the following statements best apply to the company you are working for?

(READ OUT - ONE ANSWER ONLY)

Your company has taken measures to behave responsibly towards society and you think they are effective	1
Your company has taken measures to behave responsibly towards society but you do not think they are effective	2
Your company has not yet taken measures to behave responsibly towards society	3
You do not know what your company is doing or planning to do to behave responsibly towards society	4
You do not work for a company	5
DK/NA	6




































NEW

TABLES

Q1 De nombreux acteurs exercent une influence sur ce que font les entreprises. Selon vous, qui devrait peser de façon prépondérante sur les actions des entreprises en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q1 Viele Akteure haben Einfluss darauf, was Unternehmen tun. Wer sollte Ihrer Meinung nach den größten Einfluss auf das Handeln von Unternehmen in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Flash EB 363
Les autorités publiques (y compris les gouvernements nationaux et locaux et les organisations internationales telles que l'Union européenne), grâce à des politiques et des réglementations Public authorities (incl. national and local governments and international organisations such as the European Union), through policies and regulations Öffentliche Stellen (einschließlich nationaler Regierungen und lokaler Behörden sowie internationaler Organisationen wie die Europäische Union) durch politische Maßnahmen und Vorschriften		
%		
	EU 27	36
	BE	41
	BG	41
	CZ	18
	DK	43
	DE	27
	EE	44
	IE	31
	EL	38
	ES	32
	FR	44
	IT	33
	CY	29
	LV	49
	LT	32
	LU	41
	HU	25
	MT	33
	NL	51
	AT	24
	PL	42
	PT	32
	RO	31
	SI	15
	SK	32
	FI	46
	SE	44
	UK	44
	TR	28
	HR	40
	IL	43
	US	21
	BR	40
	CN	42
	IN	53

Q1 De nombreux acteurs exercent une influence sur ce que font les entreprises. Selon vous, qui devrait peser de façon prépondérante sur les actions des entreprises en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q1 Viele Akteure haben Einfluss darauf, was Unternehmen tun. Wer sollte Ihrer Meinung nach den größten Einfluss auf das Handeln von Unternehmen in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Les citoyens eux-mêmes, à travers les décisions d'achat qu'ils prennent Citizens themselves, through the purchasing decisions they make Die Bürger selbst durch ihre Kaufentscheidungen	Les investisseurs, en décidant dans quelles entreprises ils vont investir Investors through the decisions they make about which companies to invest in Anleger durch ihre Entscheidung, in welche Unternehmen sie investieren
%		Flash EB 363	Flash EB 363
	EU 27	49	22
	BE	46	27
	BG	31	13
	CZ	32	24
	DK	42	19
	DE	63	15
	EE	39	19
	IE	49	16
	EL	53	19
	ES	47	22
	FR	56	26
	IT	46	24
	CY	44	22
	LV	49	21
	LT	26	15
	LU	45	21
	HU	31	26
	MT	46	22
	NL	55	24
	AT	66	16
	PL	38	27
	PT	46	32
	RO	31	25
	SI	27	27
	SK	45	22
	FI	40	13
	SE	54	19
	UK	55	22
	TR	29	15
	HR	41	25
	IL	57	22
	US	59	24
	BR	45	19
	CN	31	24
	IN	70	49

Q1 De nombreux acteurs exercent une influence sur ce que font les entreprises. Selon vous, qui devrait peser de façon prépondérante sur les actions des entreprises en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q1 Viele Akteure haben Einfluss darauf, was Unternehmen tun. Wer sollte Ihrer Meinung nach den größten Einfluss auf das Handeln von Unternehmen in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Les ONG ou les organismes caritatifs, en identifiant les problèmes et en proposant des solutions NGOs or charities, by identifying problems and proposing solutions Nichtregierungsorganisationen oder Wohltätigkeitsorganisationen, indem sie Probleme erkennen und Lösungen vorschlagen	Les directions des entreprises, à travers les décisions qu'elles prennent concernant ce que l'entreprise fait Management of companies, through the decisions they make about what the company does Die Geschäftsführung von Unternehmen durch ihre Entscheidungen, was das Unternehmen tut
%		Flash EB 363	Flash EB 363
	EU 27	12	40
	BE	16	37
	BG	6	41
	CZ	10	45
	DK	5	55
	DE	15	40
	EE	7	47
	IE	12	40
	EL	12	26
	ES	9	42
	FR	14	44
	IT	6	33
	CY	6	41
	LV	12	45
	LT	4	45
	LU	13	31
	HU	12	41
	MT	15	44
	NL	7	46
	AT	18	44
	PL	12	32
	PT	17	49
	RO	11	37
	SI	8	51
	SK	11	42
	FI	5	51
	SE	9	46
	UK	16	45
	TR	19	19
	HR	8	33
	IL	15	26
	US	16	40
	BR	11	39
	CN	10	37
	IN	41	39

Q1 De nombreux acteurs exercent une influence sur ce que font les entreprises. Selon vous, qui devrait peser de façon prépondérante sur les actions des entreprises en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q1 Many actors influence what companies do. Who do you think should take the leading role in influencing companies' actions in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q1 Viele Akteure haben Einfluss darauf, was Unternehmen tun. Wer sollte Ihrer Meinung nach den größten Einfluss auf das Handeln von Unternehmen in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Les syndicats, en identifiant les problèmes et en proposant des solutions Trade unions, by identifying problems and proposing solutions Gewerkschaften, indem sie Probleme erkennen und Lösungen vorschlagen	Autre (NE PAS LIRE) Other (DO NOT READ OUT) Andere (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe
%		Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	28	2	5
	BE	36	2	6
	BG	11	1	6
	CZ	20	2	6
	DK	20	1	7
	DE	37	2	3
	EE	17	1	11
	IE	15	1	3
	EL	16	2	5
	ES	25	5	5
	FR	38	2	4
	IT	21	1	6
	CY	12	2	4
	LV	27	1	3
	LT	20	2	6
	LU	39	0	10
	HU	31	4	4
	MT	26	1	11
	NL	37	2	4
	AT	32	2	3
	PL	24	1	3
	PT	31	1	6
	RO	24	1	6
	SI	17	4	5
	SK	20	1	4
	FI	31	1	5
	SE	23	2	6
	UK	28	2	6
	TR	23	1	9
	HR	28	2	4
	IL	22	1	3
	US	13	2	4
	BR	18	1	2
	CN	16	1	15
	IN	13	0	3

Q2 Avez-vous le sentiment d'être très bien informé(e), plutôt bien informé(e), plutôt mal informé(e) ou pas bien informé(e) du tout sur ce que font les entreprises pour agir de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Q2 Do you feel very well informed, fairly well informed, not very well informed or not at all informed about what companies do to behave responsibly towards society in (OUR COUNTRY)?




































Q2 Fühlen Sie sich sehr gut, ziemlich gut, nicht sehr gut oder überhaupt nicht gut darüber informiert, was Unternehmen tun, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten?

		Très bien informé(e)	Plutôt bien informé(e)	Plutôt mal informé(e)	Pas bien informé(e) du tout	NSP/SR	Total 'Informé(e)'	Total 'Pas informé(e)'
		Very well informed	Fairly well informed	Not very well informed	Not well informed at all	DK/NA	Total 'Informed'	Total 'Not informed'
		Sehr gut informiert	Ziemlich gut informiert	Nicht sehr gut informiert	Überhaupt nicht gut informiert	Weiß nicht / Keine Angabe	Gesamt 'Informiert'	Gesamt 'Nicht informiert'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		5	31	46	16	2	36	62
 BE		4	30	44	20	2	34	64
 BG		8	23	49	18	2	31	67
 CZ		5	27	48	18	2	32	66
 DK		13	54	26	5	2	67	31
 DE		7	33	47	11	2	40	58
 EE		6	25	51	14	4	31	65
 IE		8	32	41	18	1	40	59
 EL		6	24	43	26	1	30	69
 ES		7	16	47	28	2	23	75
 FR		3	26	48	21	2	29	69
 IT		4	33	47	15	1	37	62
 CY		7	29	40	23	1	36	63
 LV		4	25	52	17	2	29	69
 LT		5	26	45	22	2	31	67
 LU		4	38	42	15	1	42	57
 HU		3	41	46	8	2	44	54
 MT		5	25	41	25	4	30	66
 NL		5	48	37	9	1	53	46
 AT		10	38	39	11	2	48	50
 PL		5	25	51	15	4	30	66
 PT		2	41	43	12	2	43	55
 RO		6	27	53	12	2	33	65
 SI		7	37	37	17	2	44	54
 SK		5	31	50	12	2	36	62
 FI		5	46	39	8	2	51	47
 SE		4	47	34	11	4	51	45
 UK		7	33	45	13	2	40	58
 TR		6	7	38	46	3	13	84
 HR		8	33	43	15	1	41	58
 IL		11	24	37	27	1	35	64
 US		20	43	25	10	2	63	35
 BR		11	46	29	13	1	57	42
 CN		4	11	66	17	2	15	83
 IN		18	51	24	6	1	69	30

Q2_3 - Information et intérêt sur ce que font les entreprises pour agir de manière responsable vis-à-vis de la société en (NOTRE PAYS)

Q2_3 - Information and interest about what what companies do to behave responsibly towards society in (OUR COUNTRY)




































Q2_3 - Information et intérêt sur ce que font les entreprises pour agir de manière responsable vis-à-vis de la société en (NOTRE PAYS)

%		Intéressé(e) et informé(e)	Intéressé(e) mais pas informé(e)	Pas intéressé(e) mais informé(e)	Pas intéressé(e) et pas informé(e)	NSP/SR (au moins un NSP/SR)
		Interested and informed	Interested but not informed	Not interested but informed	Not interested and not informed	DK/NA (at least one DK/NA)
		Intéressé(e) et informé(e)	Intéressé(e) mais pas informé(e)	Pas intéressé(e) mais informé(e)	Pas intéressé(e) et pas informé(e)	NSP/SR (au moins un NSP/SR)
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	31	47	4	15	3
	BE	28	46	5	18	3
	BG	25	48	5	18	4
	CZ	21	33	10	32	4
	DK	59	22	7	9	3
	DE	37	50	3	7	3
	EE	27	44	3	21	5
	IE	37	44	3	14	2
	EL	28	53	3	15	1
	ES	19	55	3	18	5
	FR	25	55	4	14	2
	IT	32	46	5	15	2
	CY	31	47	5	16	1
	LV	22	46	6	23	3
	LT	24	46	7	20	3
	LU	35	44	7	12	2
	HU	38	37	6	17	2
	MT	26	42	4	24	4
	NL	48	33	4	13	2
	AT	45	43	4	6	2
	PL	25	46	5	19	5
	PT	38	42	5	12	3
	RO	30	45	4	18	3
	SI	38	41	6	13	2
	SK	29	42	7	19	3
	FI	48	34	3	13	2
	SE	46	31	4	14	5
	UK	34	43	5	15	3
	TR	6	26	7	57	4
	HR	36	35	4	22	3
	IL	27	27	8	36	2
	US	58	28	5	7	2
	BR	50	23	7	19	1
	CN	10	21	5	58	6
	IN	63	13	5	17	2

Q3 Etes-vous très intéressé(e), plutôt intéressé(e), plutôt pas intéressé(e) ou pas intéressé(e) du tout par ce que font les entreprises pour agir de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Q3 Are you very interested, fairly interested, not very interested or not interested at all in what companies do to behave responsibly towards society in (OUR COUNTRY)?



































Q3 Sind Sie sehr, etwas, nicht sehr oder überhaupt nicht an dem interessiert, was Unternehmen tun, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten?

%		Très intéressé(e)	Plutôt intéressé(e)	Plutôt pas intéressé(e)	Pas intéressé(e) du tout	NSP/SR	Total 'Intéressé(e)'	Total 'Pas intéressé(e)'
		Very interested	Fairly interested	Not very interested	Not interested at all	DK/NA	Total 'Interested'	Total 'Not interested'
		Sehr interessiert	Etwas interessiert	Nicht sehr interessiert	Überhaupt nicht interessiert	Weiß nicht / Keine Angabe	Gesamt 'Interessiert'	Gesamt 'Nicht interessiert'
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	 EU 27	31	48	14	6	1	79	20
	 BE	22	52	16	8	2	74	24
	 BG	27	48	14	9	2	75	23
	 CZ	20	35	32	11	2	55	43
	 DK	30	52	14	2	2	82	16
	 DE	51	38	7	3	1	89	10
	 EE	22	50	19	7	2	72	26
	 IE	35	48	13	4	0	83	17
	 EL	37	45	9	9	0	82	18
	 ES	37	38	13	9	3	75	22
	 FR	22	59	11	7	1	81	18
	 IT	29	49	16	5	1	78	21
	 CY	36	42	13	9	0	78	22
	 LV	20	49	24	6	1	69	30
	 LT	32	40	18	9	1	72	27
	 LU	25	55	14	5	1	80	19
	 HU	23	53	20	3	1	76	23
	 MT	30	40	22	6	2	70	28
	 NL	24	59	13	3	1	83	16
	 AT	49	40	7	3	1	89	10
	 PL	18	55	19	6	2	73	25
	 PT	46	36	12	5	1	82	17
	 RO	27	49	18	5	1	76	23
	 SI	35	45	15	4	1	80	19
	 SK	31	41	19	7	2	72	26
	 FI	21	62	12	4	1	83	16
	 SE	21	59	17	2	1	80	19
	 UK	24	54	14	7	1	78	21
	 TR	10	22	41	26	1	32	67
	 HR	26	45	21	6	2	71	27
	 IL	17	37	26	19	1	54	45
	 US	50	37	8	4	1	87	12
	 BR	26	47	19	7	1	73	26
	 CN	9	22	51	13	5	31	64
	 IN	24	53	18	4	1	77	22

Q4 Pensez-vous que l'influence globale des entreprises sur la société en (NOTRE PAYS) est très positive, plutôt positive, plutôt négative ou très négative ?

Q4 Do you think that the overall influence of companies on society in (OUR COUNTRY) is very positive, somewhat positive, somewhat negative or very negative?




































Q4 Sind Sie der Meinung, dass der Einfluss, den Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben, insgesamt sehr positiv, ziemlich positiv, ziemlich negativ oder sehr negativ ist?

%		Très positive	Plutôt positive	Plutôt négative	Très négative	NSP/SR	Total 'Positive'	Total 'Negative'
		Very positive	Somewhat positive	Somewhat negative	Very negative	DK/NA	Total 'Positive'	Total 'Negative'
		Sehr positiv	Ziemlich positiv	Ziemlich negativ	Sehr negativ	Weiß nicht / Keine Angabe	Gesamt 'Positiv'	Gesamt 'Nicht positiv'
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	6	46	33	8	7	52	41
	BE	4	52	32	6	6	56	38
	BG	5	44	33	9	9	49	42
	CZ	3	40	42	8	7	43	50
	DK	18	67	9	1	5	85	10
	DE	6	48	31	6	9	54	37
	EE	5	65	15	1	14	70	16
	IE	6	61	23	6	4	67	29
	EL	5	32	35	21	7	37	56
	ES	15	35	30	13	7	50	43
	FR	4	46	40	6	4	50	46
	IT	5	31	44	13	7	36	57
	CY	10	51	22	8	9	61	30
	LV	5	55	30	4	6	60	34
	LT	4	48	30	8	10	52	38
	LU	6	64	21	2	7	70	23
	HU	1	41	42	8	8	42	50
	MT	8	51	24	3	14	59	27
	NL	8	66	19	1	6	74	20
	AT	8	59	22	2	9	67	24
	PL	4	54	29	6	7	58	35
	PT	7	58	26	5	4	65	31
	RO	7	42	32	11	8	49	43
	SI	3	33	42	15	7	36	57
	SK	4	46	38	7	5	50	45
	FI	14	69	12	1	4	83	13
	SE	8	64	18	1	9	72	19
	UK	5	49	31	6	9	54	37
	TR	12	44	20	16	8	56	36
	HR	2	22	51	18	7	24	69
	IL	7	39	32	11	11	46	43
	US	11	49	27	8	5	60	35
	BR	15	64	12	4	5	79	16
	CN	16	43	23	5	13	59	28
	IN	25	48	21	4	2	73	25

Q5 Par rapport à il y a 10 ans, pensez-vous que les entreprises en général accordent beaucoup plus, un peu plus, autant, un peu moins ou beaucoup moins d'attention à leur influence sur la société en (NOTRE PAYS) ?

Q5 Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?




































Q5 Sind Sie der Meinung, dass Unternehmen dem Einfluss, den sie auf die Gesellschaft in (UNSEREM LAND) haben, im Allgemeinen deutlich mehr, etwas mehr, genauso viel, etwas weniger oder deutlich weniger Beachtung schenken als vor zehn Jahren?

		Beaucoup moins Much less Deutlich weniger	Beaucoup plus Much more Deutlich mehr	Un peu plus Slightly more Etwas mehr	Autant The same Genauso viel	Un peu moins Slightly less Etwas weniger
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	17	15	25	12	22
	BE	18	10	20	15	28
	BG	13	14	28	12	21
	CZ	19	9	20	17	25
	DK	3	19	31	19	13
	DE	12	18	31	12	16
	EE	4	13	34	13	14
	IE	13	21	28	12	21
	EL	25	19	15	10	23
	ES	23	13	21	14	23
	FR	21	13	22	12	25
	IT	15	15	21	10	30
	CY	14	20	27	8	19
	LV	16	20	26	15	15
	LT	14	19	31	9	14
	LU	13	12	25	15	27
	HU	28	7	16	11	29
	MT	6	33	32	8	11
	NL	7	19	34	15	17
	AT	11	19	29	15	18
	PL	22	14	23	10	18
	PT	23	15	25	8	23
	RO	24	14	18	10	27
	SI	33	4	11	14	31
	SK	21	12	27	12	20
	FI	13	9	34	15	21
	SE	4	20	38	16	10
	UK	16	14	28	13	18
	TR	12	21	36	10	13
	HR	33	6	13	14	23
	IL	12	34	21	10	14
	US	18	20	24	15	17
	BR	3	30	44	11	7
	CN	7	27	38	9	9
	IN	4	23	39	25	8

Q5 Par rapport à il y a 10 ans, pensez-vous que les entreprises en général accordent beaucoup plus, un peu plus, autant, un peu moins ou beaucoup moins d'attention à leur influence sur la société en (NOTRE PAYS) ?

Q5 Compared with 10 years ago, do you think that companies in general pay much more, slightly more, the same, slightly less or much less attention to their influence on society in (OUR COUNTRY)?

Q5 Sind Sie der Meinung, dass Unternehmen dem Einfluss, den sie auf die Gesellschaft in (UNSEREM LAND) haben, im Allgemeinen deutlich mehr, etwas mehr, genauso viel, etwas weniger oder deutlich weniger Beachtung schenken als vor zehn Jahren?

		Les entreprises n'accordent aucune attention à la société (NE PAS LIRE) Companies don't pay attention to the society (DO NOT READ OUT) Unternehmen schenken der Gesellschaft keine Beachtung (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Plus' Total 'More' Gesamt 'Mehr'	Total 'Moins' Total 'Less' Gesamt 'Weniger'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	1	8	40	39
	BE	1	8	30	46
	BG	3	9	42	34
	CZ	2	8	29	44
	DK	0	15	50	16
	DE	1	10	49	28
	EE	3	19	47	18
	IE	1	4	49	34
	EL	4	4	34	48
	ES	1	5	34	46
	FR	1	6	35	46
	IT	2	7	36	45
	CY	1	11	47	33
	LV	2	6	46	31
	LT	2	11	50	28
	LU	0	8	37	40
	HU	2	7	23	57
	MT	0	10	65	17
	NL	0	8	53	24
	AT	0	8	48	29
	PL	5	8	37	40
	PT	1	5	40	46
	RO	2	5	32	51
	SI	2	5	15	64
	SK	1	7	39	41
	FI	0	8	43	34
	SE	0	12	58	14
	UK	1	10	42	34
	TR	2	6	57	25
	HR	4	7	19	56
	IL	2	7	55	26
	US	1	5	44	35
	BR	2	3	74	10
	CN	1	9	65	16
	IN	0	1	62	12

Q6.1 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?




































Les entreprises du secteur des technologies de l'information et de la communication (TIC)

Q6.1 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Information, communication and technology (ICT) companies

Q6.1 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.

Informations-, Kommunikations- und Technologieunternehmen

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	20	42	21	8
	BE	16	45	26	8
	BG	21	45	13	12
	CZ	17	40	24	9
	DK	15	47	16	3
	DE	25	38	21	6
	EE	17	42	10	2
	IE	28	48	12	6
	EL	25	41	11	16
	ES	20	42	18	14
	FR	13	43	29	11
	IT	15	41	24	9
	CY	26	42	13	7
	LV	25	46	19	4
	LT	32	41	10	6
	LU	22	42	24	2
	HU	18	41	19	8
	MT	41	39	9	2
	NL	15	52	22	5
	AT	21	43	21	6
	PL	15	51	20	7
	PT	36	42	9	7
	RO	40	34	15	6
	SI	15	50	15	8
	SK	15	44	26	8
	FI	10	52	24	5
	SE	12	49	22	4
	UK	19	39	24	8
	TR	43	29	9	11
	HR	21	39	20	13
	IL	23	35	21	15
	US	26	48	15	7
	BR	26	48	17	5
	CN	44	34	10	3
	IN	31	47	15	5

Q6.1 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?




































Les entreprises du secteur des technologies de l'information et de la communication (TIC)

Q6.1 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Information, communication and technology (ICT) companies

Q6.1 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.

Informations-, Kommunikations- und Technologieunternehmen

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	1	8	62	29
	BE	0	5	61	34
	BG	0	9	66	25
	CZ	1	9	57	33
	DK	0	19	62	19
	DE	1	9	63	27
	EE	1	28	59	12
	IE	1	5	76	18
	EL	0	7	66	27
	ES	0	6	62	32
	FR	0	4	56	40
	IT	1	10	56	33
	CY	0	12	68	20
	LV	0	6	71	23
	LT	0	11	73	16
	LU	1	9	64	26
	HU	1	13	59	27
	MT	0	9	80	11
	NL	0	6	67	27
	AT	1	8	64	27
	PL	0	7	66	27
	PT	0	6	78	16
	RO	0	5	74	21
	SI	1	11	65	23
	SK	0	7	59	34
	FI	0	9	62	29
	SE	0	13	61	26
	UK	1	9	58	32
	TR	0	8	72	20
	HR	1	6	60	33
	IL	0	6	58	36
	US	0	4	74	22
	BR	0	4	74	22
	CN	0	9	78	13
	IN	0	2	78	20




































Q6.2 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Les entreprises fabricant des vêtements et des chaussures

Q6.2 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Clothes and shoe manufacturing companies

Q6.2 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Schuh- und Bekleidungshersteller

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	13	38	29	12
	BE	12	38	31	14
	BG	10	49	18	11
	CZ	8	37	29	13
	DK	5	33	32	12
	DE	15	30	35	11
	EE	7	37	23	6
	IE	17	39	25	10
	EL	15	45	17	15
	ES	15	43	23	12
	FR	7	31	35	21
	IT	13	41	26	9
	CY	15	37	14	13
	LV	7	41	35	9
	LT	20	42	17	9
	LU	13	32	28	11
	HU	8	31	27	11
	MT	20	35	23	6
	NL	12	41	34	10
	AT	12	38	31	11
	PL	12	57	20	4
	PT	36	45	11	4
	RO	26	38	20	10
	SI	8	43	22	14
	SK	9	38	32	10
	FI	9	49	28	6
	SE	6	31	39	17
	UK	15	36	32	10
	TR	37	33	12	10
	HR	13	41	25	11
	IL	19	28	24	20
	US	16	41	25	12
	BR	22	40	27	7
	CN	27	42	15	4
	IN	21	46	22	8

Q6.2 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?




































Les entreprises fabricant des vêtements et des chaussures

Q6.2 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Clothes and shoe manufacturing companies

Q6.2 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.




































Schuh- und Bekleidungshersteller

%		Pas applicable (NE PAS LIRE)	NSP/SR	Total 'Oui'	Total 'Non'
		Not applicable (DO NOT READ OUT)	DK/NA	Total 'Yes'	Total 'No'
		Nicht zutreffend (NICHT VORLESEN)	Weiß nicht / Keine Angabe	Gesamt 'Ja'	Gesamt 'Nein'
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	1	7	51	41
	BE	1	4	50	45
	BG	1	11	59	29
	CZ	2	11	45	42
	DK	1	17	38	44
	DE	1	8	45	46
	EE	1	26	44	29
	IE	3	6	56	35
	EL	2	6	60	32
	ES	0	7	58	35
	FR	1	5	38	56
	IT	1	10	54	35
	CY	10	11	52	27
	LV	1	7	48	44
	LT	1	11	62	26
	LU	6	10	45	39
	HU	6	17	39	38
	MT	2	14	55	29
	NL	0	3	53	44
	AT	1	7	50	42
	PL	1	6	69	24
	PT	0	4	81	15
	RO	0	6	64	30
	SI	2	11	51	36
	SK	1	10	47	42
	FI	1	7	58	34
	SE	0	7	37	56
	UK	0	7	51	42
	TR	0	8	70	22
	HR	2	8	54	36
	IL	1	8	47	44
	US	1	5	57	37
	BR	0	4	62	34
	CN	1	11	69	19
	IN	1	2	67	30

Q6.3 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les entreprises financières et bancaires

Q6.3 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Financial and banking companies




































Q6.3 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Banken und Finanzunternehmen

%		Oui, beaucoup	Oui, plutôt	Non, pas vraiment	Non, pas du tout
		Yes, a lot	Yes, somewhat	No, not really	No not at all
		Ja, große	Ja, einige	Nein, keine besonderen	Nein, überhaupt keine
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	11	23	30	32
	BE	10	27	30	31
	BG	17	41	16	18
	CZ	16	31	26	23
	DK	12	32	25	23
	DE	16	22	33	24
	EE	12	32	25	16
	IE	7	18	27	47
	EL	6	17	14	57
	ES	5	12	24	56
	FR	6	17	35	40
	IT	6	12	30	45
	CY	13	25	14	40
	LV	19	37	26	14
	LT	23	37	16	16
	LU	21	33	32	10
	HU	11	29	29	25
	MT	38	32	18	6
	NL	11	32	33	23
	AT	12	30	32	22
	PL	10	39	32	15
	PT	12	32	25	27
	RO	24	32	21	17
	SI	6	22	23	43
	SK	12	31	35	18
	FI	12	50	26	8
	SE	8	30	33	22
	UK	11	22	30	34
	TR	35	29	11	16
	HR	13	22	24	36
	IL	15	25	25	29
	US	15	32	27	24
	BR	22	40	20	14
	CN	29	33	16	8
	IN	35	36	17	9

Q6.3 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les entreprises financières et bancaires

Q6.3 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Financial and banking companies




































Q6.3 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Banken und Finanzunternehmen

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		0	4	34	62
 BE		0	2	37	61
 BG		0	8	58	34
 CZ		0	4	47	49
 DK		0	8	44	48
 DE		1	4	38	57
 EE		1	14	44	41
 IE		0	1	25	74
 EL		0	6	23	71
 ES		0	3	17	80
 FR		0	2	23	75
 IT		1	6	18	75
 CY		1	7	38	54
 LV		0	4	56	40
 LT		0	8	60	32
 LU		0	4	54	42
 HU		0	6	40	54
 MT		0	6	70	24
 NL		0	1	43	56
 AT		1	3	42	54
 PL		0	4	49	47
 PT		0	4	44	52
 RO		0	6	56	38
 SI		0	6	28	66
 SK		0	4	43	53
 FI		0	4	62	34
 SE		0	7	38	55
 UK		0	3	33	64
 TR		0	9	64	27
 HR		1	4	35	60
 IL		1	5	40	54
 US		0	2	47	51
 BR		0	4	62	34
 CN		0	14	62	24
 IN		2	1	71	26

Q6.4 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les entreprises de production alimentaire et agricole

Q6.4 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Food production and agriculture companies




































Q6.4 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM Lebensmittelhersteller und landwirtschaftliche Unternehmen

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	19	51	19	7
	BE	17	53	20	7
	BG	13	47	19	16
	CZ	12	44	28	11
	DK	17	56	15	5
	DE	24	44	21	6
	EE	20	52	12	3
	IE	40	49	8	2
	EL	19	48	15	15
	ES	26	50	12	8
	FR	11	50	28	9
	IT	14	53	19	6
	CY	21	50	13	7
	LV	23	52	20	3
	LT	21	43	18	13
	LU	21	48	20	4
	HU	12	47	25	8
	MT	30	48	13	3
	NL	24	62	9	3
	AT	30	48	15	3
	PL	14	60	18	4
	PT	32	50	10	5
	RO	24	38	23	12
	SI	14	54	19	10
	SK	10	42	34	10
	FI	25	60	10	2
	SE	15	63	15	2
	UK	19	52	19	5
	TR	23	40	15	16
	HR	17	45	24	10
	IL	19	37	23	15
	US	24	51	13	9
	BR	29	46	17	5
	CN	29	33	18	9
	IN	23	42	23	9

Q6.4 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les entreprises de production alimentaire et agricole

Q6.4 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Food production and agriculture companies

Q6.4 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Lebensmittelhersteller und landwirtschaftliche Unternehmen

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	0	4	70	26
	BE	1	2	70	27
	BG	0	5	60	35
	CZ	1	4	56	39
	DK	0	7	73	20
	DE	1	4	68	27
	EE	1	12	72	15
	IE	0	1	89	10
	EL	0	3	67	30
	ES	0	4	76	20
	FR	0	2	61	37
	IT	1	7	67	25
	CY	1	8	71	20
	LV	0	2	75	23
	LT	0	5	64	31
	LU	1	6	69	24
	HU	1	7	59	33
	MT	0	6	78	16
	NL	0	2	86	12
	AT	1	3	78	18
	PL	0	4	74	22
	PT	0	3	82	15
	RO	0	3	62	35
	SI	0	3	68	29
	SK	1	3	52	44
	FI	0	3	85	12
	SE	0	5	78	17
	UK	0	5	71	24
	TR	0	6	63	31
	HR	1	3	62	34
	IL	1	5	56	38
	US	0	3	75	22
	BR	0	3	75	22
	CN	1	10	62	27
	IN	1	2	65	32




































Q6.5 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Les entreprises de l'industrie minière, pétrolière et gazière

Q6.5 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Mining and oil & gas industry companies

Q6.5 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten. Unternehmen der Bergbau-, Öl- und Gasindustrie

%		Oui, beaucoup	Oui, plutôt	Non, pas vraiment	Non, pas du tout
		Yes, a lot	Yes, somewhat	No, not really	No not at all
		Ja, große	Ja, einige	Nein, keine besonderen	Nein, überhaupt keine
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	7	27	31	24
	BE	7	23	35	29
	BG	5	27	22	20
	CZ	7	24	32	26
	DK	11	36	22	11
	DE	10	26	34	19
	EE	4	19	20	8
	IE	8	29	29	26
	EL	6	19	16	43
	ES	7	30	25	27
	FR	3	17	39	36
	IT	5	19	33	31
	CY	6	27	11	20
	LV	4	23	34	20
	LT	9	26	21	26
	LU	7	23	40	18
	HU	4	31	30	15
	MT	7	24	27	19
	NL	7	37	35	16
	AT	9	30	32	18
	PL	8	40	31	10
	PT	14	33	21	21
	RO	13	24	31	19
	SI	4	38	24	18
	SK	6	23	36	26
	FI	6	36	34	13
	SE	6	34	28	10
	UK	10	28	30	23
	TR	14	27	20	21
	HR	5	31	29	23
	IL	7	20	26	31
	US	17	36	22	21
	BR	28	38	20	8
	CN	27	34	14	7
	IN	21	40	23	13




































Q6.5 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Les entreprises de l'industrie minière, pétrolière et gazière

Q6.5 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Mining and oil & gas industry companies

Q6.5 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten. Unternehmen der Bergbau-, Öl- und Gasindustrie

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	1	10	34	55
	BE	1	5	30	64
	BG	0	26	32	42
	CZ	1	10	31	58
	DK	1	19	47	33
	DE	1	10	36	53
	EE	1	48	23	28
	IE	1	7	37	55
	EL	1	15	25	59
	ES	1	10	37	52
	FR	0	5	20	75
	IT	1	11	24	64
	CY	15	21	33	31
	LV	3	16	27	54
	LT	1	17	35	47
	LU	2	10	30	58
	HU	3	17	35	45
	MT	2	21	31	46
	NL	0	5	44	51
	AT	1	10	39	50
	PL	0	11	48	41
	PT	1	10	47	42
	RO	1	12	37	50
	SI	2	14	42	42
	SK	1	8	29	62
	FI	1	10	42	47
	SE	0	22	40	38
	UK	1	8	38	53
	TR	0	18	41	41
	HR	1	11	36	52
	IL	2	14	27	57
	US	0	4	53	43
	BR	1	5	66	28
	CN	0	18	61	21
	IN	1	2	61	36

Q6.6 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?




































Les entreprises de construction

Q6.6 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Construction companies

Q6.6 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.




































Bauunternehmen

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	9	40	29	14
	BE	13	53	23	7
	BG	7	40	24	18
	CZ	7	39	36	12
	DK	11	50	19	6
	DE	12	36	32	9
	EE	5	38	27	6
	IE	5	32	34	25
	EL	7	34	18	30
	ES	5	25	28	37
	FR	9	50	28	10
	IT	5	30	38	18
	CY	12	47	15	16
	LV	8	41	35	12
	LT	13	42	22	15
	LU	17	46	25	6
	HU	3	32	36	16
	MT	11	29	31	21
	NL	7	57	26	7
	AT	12	44	31	7
	PL	9	50	29	5
	PT	17	42	23	14
	RO	17	39	25	13
	SI	2	21	24	46
	SK	7	39	37	10
	FI	8	50	31	7
	SE	8	48	28	6
	UK	12	45	25	7
	TR	38	31	12	12
	HR	6	32	33	23
	IL	12	25	27	27
	US	17	57	16	6
	BR	24	40	22	9
	CN	32	35	14	8
	IN	20	43	23	10

Q6.6 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les entreprises de construction

Q6.6 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Construction companies

Q6.6 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Bauunternehmen




































		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	1	7	49	43
	BE	0	4	66	30
	BG	1	10	47	42
	CZ	0	6	46	48
	DK	0	14	61	25
	DE	1	10	48	41
	EE	1	23	43	33
	IE	1	3	37	59
	EL	2	9	41	48
	ES	0	5	30	65
	FR	0	3	59	38
	IT	1	8	35	56
	CY	1	9	59	31
	LV	0	4	49	47
	LT	0	8	55	37
	LU	1	5	63	31
	HU	2	11	35	52
	MT	0	8	40	52
	NL	0	3	64	33
	AT	0	6	56	38
	PL	1	6	59	34
	PT	0	4	59	37
	RO	1	5	56	38
	SI	1	6	23	70
	SK	0	7	46	47
	FI	0	4	58	38
	SE	0	10	56	34
	UK	0	11	57	32
	TR	0	7	69	24
	HR	1	5	38	56
	IL	1	8	37	54
	US	0	4	74	22
	BR	0	5	64	31
	CN	1	10	67	22
	IN	1	3	63	33

Q6.7 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
(SPLIT A) Les entreprises du secteur chimique

Q6.7 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT A: Chemical companies

Q6.7 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Chemieunternehmen




































%		Oui, beaucoup	Oui, plutôt	Non, pas vraiment	Non, pas du tout
		Yes, a lot	Yes, somewhat	No, not really	No not at all
		Ja, große	Ja, einige	Nein, keine besonderen	Nein, überhaupt keine
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	8	32	29	15
	BE	10	38	31	13
	BG	5	32	19	15
	CZ	5	32	32	15
	DK	7	38	22	8
	DE	11	31	34	12
	EE	4	22	14	2
	IE	17	35	25	15
	EL	4	23	20	31
	ES	9	33	23	20
	FR	5	30	34	22
	IT	5	22	34	18
	CY	6	28	15	17
	LV	8	38	29	9
	LT	10	37	17	11
	LU	10	24	27	15
	HU	7	31	30	12
	MT	14	26	20	14
	NL	10	42	31	11
	AT	10	33	27	15
	PL	4	45	27	7
	PT	13	39	20	10
	RO	10	27	25	21
	SI	5	40	23	15
	SK	6	31	32	13
	FI	10	46	24	3
	SE	4	38	25	7
	UK	9	38	26	11
	TR	11	26	17	16
	HR	6	29	26	20
	IL	12	21	21	25
	US	13	42	22	15
	BR	18	37	21	10
	CN	17	36	13	7
	IN	18	40	21	14

Q6.7 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
(SPLIT A) Les entreprises du secteur chimique

Q6.7 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT A: Chemical companies

Q6.7 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Chemieunternehmen




































		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		1	15	40	44
 BE		1	7	48	44
 BG		1	28	37	34
 CZ		1	15	37	47
 DK		1	24	45	30
 DE		1	11	42	46
 EE		2	56	26	16
 IE		2	6	52	40
 EL		1	21	27	51
 ES		1	14	42	43
 FR		0	9	35	56
 IT		1	20	27	52
 CY		3	31	34	32
 LV		1	15	46	38
 LT		0	25	47	28
 LU		2	22	34	42
 HU		1	19	38	42
 MT		1	25	40	34
 NL		0	6	52	42
 AT		1	14	43	42
 PL		1	16	49	34
 PT		0	18	52	30
 RO		2	15	37	46
 SI		1	16	45	38
 SK		1	17	37	45
 FI		0	17	56	27
 SE		1	25	42	32
 UK		0	16	47	37
 TR		0	30	37	33
 HR		1	18	35	46
 IL		3	18	33	46
 US		0	8	55	37
 BR		1	13	55	31
 CN		2	25	53	20
 IN		2	5	58	35

Q6.8 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
(SPLIT B) Les entreprises du secteur pharmaceutique

Q6.8 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT B: Pharmaceutical companies

Q6.8 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Pharmaunternehmen




































		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	14	36	27	17
	BE	19	43	20	11
	BG	11	41	18	22
	CZ	14	38	24	17
	DK	19	44	14	4
	DE	17	27	31	17
	EE	8	29	24	10
	IE	22	47	18	10
	EL	12	35	13	34
	ES	15	39	18	20
	FR	9	28	34	26
	IT	6	32	34	21
	CY	22	39	15	14
	LV	13	39	28	13
	LT	21	30	17	24
	LU	13	30	33	5
	HU	16	42	22	12
	MT	25	44	17	3
	NL	6	41	34	16
	AT	13	38	29	15
	PL	7	39	34	15
	PT	24	45	15	8
	RO	30	37	19	9
	SI	20	37	18	18
	SK	8	30	31	24
	FI	13	54	21	6
	SE	11	41	25	13
	UK	16	40	24	12
	TR	29	40	10	13
	HR	16	31	25	21
	IL	20	32	22	17
	US	19	38	25	17
	BR	27	42	19	9
	CN	18	37	24	7
	IN	23	46	17	11

Q6.8 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
(SPLIT B) Les entreprises du secteur pharmaceutique

Q6.8 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

SPLIT B: Pharmaceutical companies




































Q6.8 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Pharmaunternehmen

%		Pas applicable (NE PAS LIRE)	NSP/SR	Total 'Oui'	Total 'Non'
		Not applicable (DO NOT READ OUT)	DK/NA	Total 'Yes'	Total 'No'
		Nicht zutreffend (NICHT VORLESEN)	Weiß nicht / Keine Angabe	Gesamt 'Ja'	Gesamt 'Nein'
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	0	6	50	44
	BE	1	6	62	31
	BG	0	8	52	40
	CZ	1	6	52	41
	DK	0	19	63	18
	DE	1	7	44	48
	EE	1	28	37	34
	IE	0	3	69	28
	EL	0	6	47	47
	ES	0	8	54	38
	FR	0	3	37	60
	IT	0	7	38	55
	CY	2	8	61	29
	LV	1	6	52	41
	LT	0	8	51	41
	LU	6	13	43	38
	HU	0	8	58	34
	MT	0	11	69	20
	NL	0	3	47	50
	AT	0	5	51	44
	PL	0	5	46	49
	PT	1	7	69	23
	RO	0	5	67	28
	SI	0	7	57	36
	SK	1	6	38	55
	FI	0	6	67	27
	SE	0	10	52	38
	UK	0	8	56	36
	TR	0	8	69	23
	HR	1	6	47	46
	IL	1	8	52	39
	US	0	1	57	42
	BR	0	3	69	28
	CN	1	13	55	31
	IN	0	3	69	28

Q6.9 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Le commerce de détail et les supermarchés

Q6.9 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Retail and supermarkets




































Q6.9 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Einzelhandel und Supermärkte

%		Oui, beaucoup	Oui, plutôt	Non, pas vraiment	Non, pas du tout
		Yes, a lot	Yes, somewhat	No, not really	No not at all
		Ja, große	Ja, einige	Nein, keine besonderen	Nein, überhaupt keine
		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	19	48	22	8
	BE	20	48	23	7
	BG	12	53	19	11
	CZ	12	40	32	13
	DK	11	56	20	5
	DE	26	44	22	4
	EE	9	48	24	6
	IE	28	51	15	5
	EL	15	47	16	21
	ES	17	48	20	12
	FR	14	42	30	13
	IT	13	52	24	6
	CY	24	49	14	8
	LV	27	45	21	6
	LT	22	43	18	13
	LU	25	47	23	2
	HU	13	45	27	9
	MT	28	46	18	3
	NL	25	59	13	2
	AT	25	49	18	5
	PL	11	50	27	8
	PT	31	49	11	6
	RO	33	38	17	9
	SI	16	46	21	11
	SK	9	42	35	12
	FI	16	63	15	3
	SE	14	61	17	3
	UK	24	49	18	6
	TR	41	36	12	9
	HR	17	40	26	14
	IL	18	37	22	20
	US	24	56	13	6
	BR	22	46	19	9
	CN	27	49	13	3
	IN	24	43	22	8

Q6.9 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Le commerce de détail et les supermarchés

Q6.9 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Retail and supermarkets




































Q6.9 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Einzelhandel und Supermärkte

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	0	3	67	30
	BE	0	2	68	30
	BG	1	4	65	30
	CZ	1	2	52	45
	DK	0	8	67	25
	DE	1	3	70	26
	EE	1	12	57	30
	IE	0	1	79	20
	EL	0	1	62	37
	ES	0	3	65	32
	FR	0	1	56	43
	IT	1	4	65	30
	CY	0	5	73	22
	LV	0	1	72	27
	LT	0	4	65	31
	LU	0	3	72	25
	HU	1	5	58	36
	MT	0	5	74	21
	NL	0	1	84	15
	AT	0	3	74	23
	PL	0	4	61	35
	PT	0	3	80	17
	RO	0	3	71	26
	SI	1	5	62	32
	SK	0	2	51	47
	FI	0	3	79	18
	SE	0	5	75	20
	UK	0	3	73	24
	TR	0	2	77	21
	HR	0	3	57	40
	IL	0	3	55	42
	US	0	1	80	19
	BR	1	3	68	28
	CN	1	7	76	16
	IN	1	2	67	30

Q6.10 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les petites et moyennes entreprises

Q6.10 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Small and medium-sized companies

Q6.10 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Kleine und mittlere Unternehmen

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	22	49	19	5
	BE	17	50	23	6
	BG	14	55	14	10
	CZ	12	52	25	6
	DK	14	55	14	3
	DE	34	42	16	3
	EE	11	48	17	3
	IE	31	50	14	3
	EL	24	49	11	11
	ES	35	44	12	6
	FR	22	53	18	5
	IT	12	50	25	5
	CY	21	53	11	8
	LV	14	49	27	7
	LT	19	50	16	8
	LU	17	52	21	3
	HU	10	46	28	7
	MT	18	48	24	3
	NL	18	56	19	4
	AT	36	45	14	2
	PL	14	55	22	5
	PT	35	47	10	5
	RO	20	41	24	9
	SI	13	54	17	8
	SK	8	48	30	7
	FI	20	63	11	1
	SE	11	60	19	2
	UK	20	49	20	3
	TR	13	45	18	14
	HR	14	45	25	9
	IL	12	41	20	15
	US	31	52	10	4
	BR	25	44	19	6
	CN	27	41	13	5
	IN	22	44	23	7




































Q6.10 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?

Les petites et moyennes entreprises

Q6.10 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Small and medium-sized companies




































Q6.10 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Kleine und mittlere Unternehmen

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	0	5	71	24
	BE	1	3	67	29
	BG	1	6	69	24
	CZ	0	5	64	31
	DK	1	13	69	17
	DE	1	4	76	19
	EE	1	20	59	20
	IE	0	2	81	17
	EL	1	4	73	22
	ES	0	3	79	18
	FR	0	2	75	23
	IT	1	7	62	30
	CY	1	6	74	19
	LV	0	3	63	34
	LT	0	7	69	24
	LU	1	6	69	24
	HU	1	8	56	35
	MT	0	7	66	27
	NL	0	3	74	23
	AT	0	3	81	16
	PL	0	4	69	27
	PT	0	3	82	15
	RO	0	6	61	33
	SI	1	7	67	25
	SK	0	7	56	37
	FI	0	5	83	12
	SE	0	8	71	21
	UK	1	7	69	23
	TR	0	10	58	32
	HR	1	6	59	34
	IL	1	11	53	35
	US	0	3	83	14
	BR	0	6	69	25
	CN	1	13	68	18
	IN	1	3	66	30

Q6.11 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?
Les grandes entreprises

Q6.11 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?
Large companies

Q6.11 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.
Große Unternehmen

		Oui, beaucoup Yes, a lot Ja, große	Oui, plutôt Yes, somewhat Ja, einige	Non, pas vraiment No, not really Nein, keine besonderen	Non, pas du tout No not at all Nein, überhaupt keine
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	11	37	32	15
	BE	10	33	36	19
	BG	15	43	18	16
	CZ	9	36	33	16
	DK	20	52	15	4
	DE	17	39	29	9
	EE	8	40	28	6
	IE	16	46	24	11
	EL	11	26	20	37
	ES	7	36	28	25
	FR	7	28	45	18
	IT	6	23	43	22
	CY	18	42	17	18
	LV	18	40	30	9
	LT	19	41	17	14
	LU	13	34	36	11
	HU	11	39	28	13
	MT	29	36	21	7
	NL	13	55	24	6
	AT	14	44	30	8
	PL	9	44	33	8
	PT	21	44	18	13
	RO	24	33	23	14
	SI	6	39	28	20
	SK	9	30	40	15
	FI	9	48	28	11
	SE	11	50	28	6
	UK	13	42	29	11
	TR	34	34	12	12
	HR	8	29	31	26
	IL	15	31	26	22
	US	14	43	26	13
	BR	30	48	14	5
	CN	31	37	12	5
	IN	31	41	16	8

Q6.11 Pour chacun des types d'entreprises suivants, pensez-vous qu'elles font des efforts pour se comporter de manière responsable vis-à-vis de la société en (NOTRE PAYS) ?




































Les grandes entreprises

Q6.11 For each of the following types of companies, do you think that they make efforts to behave responsibly towards society in (OUR COUNTRY)?

Large companies

Q6.11 Bitte sagen Sie mir zu jeder der folgenden Gruppen von Unternehmen, ob diese Ihrer Meinung nach große Anstrengungen, einige Anstrengungen, keine besonderen Anstrengungen oder überhaupt keine Anstrengungen unternehmen, um sich verantwortungsbewusst gegenüber der Gesellschaft in (UNSEREM LAND) zu verhalten.

Große Unternehmen

		Pas applicable (NE PAS LIRE) Not applicable (DO NOT READ OUT) Nicht zutreffend (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'	Total 'Non' Total 'No' Gesamt 'Nein'
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		0	5	48	47
 BE		0	2	43	55
 BG		0	8	58	34
 CZ		1	5	45	49
 DK		0	9	72	19
 DE		1	5	56	38
 EE		1	17	48	34
 IE		0	3	62	35
 EL		0	6	37	57
 ES		0	4	43	53
 FR		0	2	35	63
 IT		0	6	29	65
 CY		0	5	60	35
 LV		0	3	58	39
 LT		1	8	60	31
 LU		0	6	47	47
 HU		1	8	50	41
 MT		0	7	65	28
 NL		0	2	68	30
 AT		1	3	58	38
 PL		1	5	53	41
 PT		0	4	65	31
 RO		0	6	57	37
 SI		1	6	45	48
 SK		0	6	39	55
 FI		0	4	57	39
 SE		0	5	61	34
 UK		0	5	55	40
 TR		0	8	68	24
 HR		0	6	37	57
 IL		1	5	46	48
 US		1	3	57	39
 BR		0	3	78	19
 CN		0	15	68	17
 IN		1	3	72	24

Q7 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) positif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REponses)

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q7 Welche der folgenden Aspekte sind Ihrer Meinung nach die wichtigsten positiven Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

%		Le paiement d'impôts	La création d'emplois	Le développement de produits et services innovants
		Paying taxes	Creating jobs	Developing innovative products and services
		Zahlung von Steuern	Schaffung von Arbeitsplätzen	Entwicklung innovativer Produkte und Dienstleistungen
		Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	25	57	27
	BE	22	52	35
	BG	22	58	13
	CZ	23	60	20
	DK	21	49	33
	DE	29	63	33
	EE	35	65	27
	IE	22	62	22
	EL	19	48	22
	ES	21	55	20
	FR	22	51	33
	IT	20	43	31
	CY	18	56	18
	LV	45	62	18
	LT	25	58	18
	LU	33	49	25
	HU	26	52	16
	MT	24	60	24
	NL	21	64	39
	AT	27	70	36
	PL	26	56	23
	PT	23	65	29
	RO	23	60	13
	SI	24	45	30
	SK	26	49	20
	FI	46	69	28
	SE	38	72	30
	UK	29	64	20
	TR	24	48	14
	HR	31	43	19
	IL	22	58	36
	US	26	53	31
	BR	26	81	27
	CN	32	48	28
	IN	38	66	48

Q7 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) positif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REPOSES)

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q7 Welche der folgenden Aspekte sind Ihrer Meinung nach die wichtigsten positiven Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Un rendement aux investisseurs	La contribution à la croissance économique	Le soutien financier ou matériel à la population locale
		Providing return to investors	Contributing to economic growth	Providing financial or material support to local people
		Auszahlung von Renditen an Anleger	Beitrag zum Wirtschaftswachstum	Bereitstellung finanzieller oder materieller Unterstützung für die Menschen vor Ort
%		Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	15	32	16
	BE	23	43	20
	BG	11	20	16
	CZ	16	27	21
	DK	10	36	15
	DE	9	28	16
	EE	10	32	15
	IE	11	33	17
	EL	11	27	10
	ES	13	27	9
	FR	17	35	18
	IT	18	31	11
	CY	8	35	11
	LV	7	33	24
	LT	5	24	18
	LU	18	38	18
	HU	16	22	19
	MT	16	29	16
	NL	15	58	19
	AT	5	37	19
	PL	18	30	18
	PT	16	51	16
	RO	28	20	12
	SI	10	20	19
	SK	18	28	23
	FI	9	28	13
	SE	8	45	13
	UK	15	37	22
	TR	15	26	14
	HR	12	20	16
	IL	15	33	13
	US	21	34	17
	BR	12	50	16
	CN	17	27	27
	IN	35	37	25

Q7 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) positif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REponses)

Q7 From the following list, which is/are in your opinion the main positive effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q7 Welche der folgenden Aspekte sind Ihrer Meinung nach die wichtigsten positiven Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		La formation des salariés Providing training to their employees Bereitstellung von Aus- und Weiterbildungsangeboten für ihre Beschäftigten	Autre (NE PAS LIRE) Other (DO NOT READ OUT) Andere (NICHT VORLESEN)	Aucun (NE PAS LIRE) None (DO NOT READ OUT) Nichts davon (NICHT VORLESEN)	NSP/SR DK/NA Weiß nicht / Keine Angabe
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		31	1	3	4
 BE		28	0	2	3
 BG		18	1	3	8
 CZ		23	1	1	4
 DK		41	0	1	6
 DE		41	0	1	5
 EE		33	0	2	6
 IE		27	1	2	2
 EL		13	0	15	4
 ES		24	4	4	6
 FR		39	1	2	3
 IT		19	0	8	6
 CY		17	0	6	8
 LV		31	0	3	3
 LT		22	1	2	7
 LU		46	1	1	5
 HU		31	1	3	6
 MT		44	0	1	9
 NL		36	1	1	2
 AT		39	0	1	3
 PL		30	0	1	3
 PT		38	1	1	2
 RO		19	1	2	4
 SI		20	1	7	5
 SK		24	0	2	5
 FI		26	0	1	2
 SE		22	0	0	3
 UK		35	0	3	4
 TR		19	0	2	4
 HR		22	1	12	6
 IL		18	0	4	5
 US		21	1	2	3
 BR		32	1	1	0
 CN		25	0	2	11
 IN		19	0	0	3

Q8 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) négatif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)

Q8 Welche der folgenden Aspekte sind Ihrer Meinung nach die größten negativen Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

	%	La pollution environnementale	La corruption	Des mauvaises conditions de travail /le non- respect des normes de travail
		Environmental pollution	Corruption	Poor working conditions/failure to respect labour standards
		Umweltverschmutzung	Korruption	Schlechte Arbeitsbedingungen/ Nichteinhaltung von Arbeitsnormen
		Flash EB 363	Flash EB 363	Flash EB 363
 EU 27		39	41	35
 BE		42	31	31
 BG		36	52	40
 CZ		36	62	35
 DK		43	14	24
 DE		39	35	36
 EE		26	38	31
 IE		28	32	22
 EL		36	42	30
 ES		27	49	42
 FR		39	20	37
 IT		43	54	29
 CY		26	24	22
 LV		37	52	37
 LT		25	56	31
 LU		36	24	39
 HU		33	46	38
 MT		50	51	45
 NL		53	38	31
 AT		41	51	32
 PL		37	53	47
 PT		29	58	40
 RO		35	51	35
 SI		28	68	33
 SK		29	63	41
 FI		46	18	24
 SE		52	19	26
 UK		44	33	30
 TR		35	34	26
 HR		31	64	41
 IL		39	42	33
 US		34	38	22
 BR		65	47	44
 CN		60	65	32
 IN		57	71	40

Q8 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) négatif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REponses)

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q8 Welche der folgenden Aspekte sind Ihrer Meinung nach die größten negativen Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

%		L'influence excessive sur l'action gouvernementale	L'incitation à la surconsommation	La réduction de leur personnel
		Excessive influence on government policy	Encouraging over consumption	Reducing the number of their employees
		Viel zu großer Einfluss auf die Regierungspolitik	Förderung übermäßigen Konsums/Verbrauchs	Verringerung der Zahl ihrer Beschäftigten
		Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	28	25	39
	BE	26	43	45
	BG	17	6	20
	CZ	26	15	33
	DK	19	18	41
	DE	44	23	36
	EE	27	27	41
	IE	32	24	37
	EL	31	25	34
	ES	28	16	41
	FR	22	53	50
	IT	31	14	37
	CY	19	19	38
	LV	23	11	48
	LT	24	6	31
	LU	21	33	46
	HU	23	22	39
	MT	14	14	34
	NL	22	42	32
	AT	38	24	31
	PL	17	14	40
	PT	34	25	38
	RO	18	11	35
	SI	27	14	30
	SK	28	10	41
	FI	15	25	58
	SE	19	39	36
	UK	26	29	38
	TR	17	21	25
	HR	24	13	45
	IL	30	33	24
	US	38	20	28
	BR	21	23	16
	CN	9	11	14
	IN	27	26	31

Q8 Dans la liste suivante, quel(s) est/sont selon vous le(s) principal/principaux effet(s) négatif(s) des entreprises sur la société en (NOTRE PAYS) ? (MAX. 3 REponses)

Q8 From the following list, which is/ are in your opinion the main negative effect(s) of companies on society in (OUR COUNTRY)? (MAX 3 ANSWERS)




































Q8 Welche der folgenden Aspekte sind Ihrer Meinung nach die größten negativen Auswirkungen, die Unternehmen auf die Gesellschaft in (UNSEREM LAND) haben? Maximal 3 Nennungen!

		Des produits et services de mauvaise qualité	Autre (NE PAS LIRE)	Aucun (NE PAS LIRE)	NSP/SR
		Poor quality products or services	Other (DO NOT READ OUT)	None (DO NOT READ OUT)	DK/NA
		Schlechte Qualität von Produkten oder Dienstleistungen	Andere (NICHT VORLESEN)	Nichts davon (NICHT VORLESEN)	Weiß nicht / Keine Angabe
%		Flash EB 363	Flash EB 363	Flash EB 363	Flash EB 363
	EU 27	19	1	1	3
	BE	19	0	1	2
	BG	27	1	0	3
	CZ	19	1	0	1
	DK	18	1	3	7
	DE	17	1	1	4
	EE	19	2	1	6
	IE	16	1	1	3
	EL	20	0	2	2
	ES	12	1	0	2
	FR	19	1	1	2
	IT	17	1	1	3
	CY	20	1	1	12
	LV	25	0	1	2
	LT	16	2	0	4
	LU	19	0	2	4
	HU	14	1	0	4
	MT	23	1	0	6
	NL	25	0	1	2
	AT	16	1	1	2
	PL	21	1	0	2
	PT	17	1	0	2
	RO	22	1	0	3
	SI	10	2	1	2
	SK	20	0	0	1
	FI	22	0	1	3
	SE	17	1	1	4
	UK	24	1	1	4
	TR	20	1	1	5
	HR	14	1	0	2
	IL	14	1	1	4
	US	20	1	2	4
	BR	26	1	0	2
	CN	40	0	1	6
	IN	13	0	0	1

Q9 Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9 If you work for a company, which of the following statements best apply to the company you are working for?




































Q9 Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Votre entreprise a pris des mesures afin d'agir de manière responsable vis-à-vis de la société et vous pensez qu'elles sont efficaces Your company has taken measures to behave responsibly towards society and you think they are effective Ihr Unternehmen hat Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten, und Sie halten diese für wirksam	Votre entreprise a pris des mesures afin d'agir de manière responsable vis-à-vis de la société mais vous ne pensez pas qu'elles sont efficaces Your company has taken measures to behave responsibly towards society but you do not think they are effective Ihr Unternehmen hat Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten, aber Sie halten diese nicht für wirksam
%		Flash EB 363	Flash EB 363
	EU 27	37	13
	BE	37	14
	BG	43	16
	CZ	31	14
	DK	51	14
	DE	45	8
	EE	43	12
	IE	38	10
	EL	24	11
	ES	33	17
	FR	25	15
	IT	35	15
	CY	44	16
	LV	37	13
	LT	37	11
	LU	35	14
	HU	29	17
	MT	34	10
	NL	43	13
	AT	51	11
	PL	25	10
	PT	44	13
	RO	33	10
	SI	33	16
	SK	31	13
	FI	36	20
	SE	51	14
	UK	48	15
	TR	26	15
	HR	39	23
	IL	18	5
	US	51	10
	BR	38	13
	CN	35	10
	IN	20	42

Q9 Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9 If you work for a company, which of the following statements best apply to the company you are working for?




































Q9 Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Votre entreprise n'a pas encore pris des mesures afin de se comporter de manière responsable vis-à-vis de la société Your company has not yet taken measures to behave responsibly towards society Ihr Unternehmen hat bisher keine Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten	Vous ne savez pas ce que votre entreprise fait ou a l'intention de faire pour agir de manière responsable vis-à-vis de la société You do not know what your company is doing or planning to do to behave responsibly towards society Sie wissen nicht, was Ihr Unternehmen unternimmt oder plant, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten
%		Flash EB 363	Flash EB 363
	EU 27	7	14
	BE	7	16
	BG	7	12
	CZ	9	15
	DK	9	11
	DE	6	11
	EE	6	14
	IE	4	12
	EL	8	15
	ES	11	22
	FR	9	17
	IT	6	14
	CY	8	7
	LV	12	14
	LT	12	16
	LU	6	12
	HU	7	10
	MT	7	8
	NL	7	15
	AT	9	9
	PL	9	12
	PT	6	12
	RO	9	15
	SI	12	14
	SK	9	19
	FI	8	10
	SE	4	14
	UK	3	10
	TR	8	11
	HR	7	15
	IL	5	8
	US	4	11
	BR	11	17
	CN	9	19
	IN	16	5

Q9 Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9 If you work for a company, which of the following statements best apply to the company you are working for?




































Q9 Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Vous ne travaillez pas pour une entreprise You do not work for a company Sie arbeiten für kein Unternehmen	NSP/SR DK/NA Weiß nicht / Keine Angabe
%		Flash EB 363	Flash EB 363
	EU 27	25	4
	BE	23	3
	BG	20	2
	CZ	27	4
	DK	13	2
	DE	25	5
	EE	16	9
	IE	34	2
	EL	41	1
	ES	14	3
	FR	31	3
	IT	24	6
	CY	20	5
	LV	21	3
	LT	21	3
	LU	30	3
	HU	32	5
	MT	34	7
	NL	20	2
	AT	16	4
	PL	42	2
	PT	23	2
	RO	30	3
	SI	19	6
	SK	24	4
	FI	25	1
	SE	12	5
	UK	21	3
	TR	36	4
	HR	12	4
	IL	58	6
	US	22	2
	BR	11	10
	CN	20	7
	IN	11	6

Q9B Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9B If you work for a company, which of the following statements best apply to the company you are working for?




































Q9B Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Votre entreprise a pris des mesures afin d'agir de manière responsable vis-à-vis de la société et vous pensez qu'elles sont efficaces
		Your company has taken measures to behave responsibly towards society and you think they are effective
		Ihr Unternehmen hat Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten, und Sie halten diese für wirksam
%		Flash EB 363
	EU 27	53
	BE	50
	BG	55
	CZ	45
	DK	61
	DE	64
	EE	57
	IE	60
	EL	41
	ES	39
	FR	37
	IT	50
	CY	59
	LV	49
	LT	48
	LU	52
	HU	46
	MT	57
	NL	55
	AT	64
	PL	45
	PT	59
	RO	49
	SI	44
	SK	43
	FI	48
	SE	61
	UK	63
	TR	44
	HR	46
	IL	50
	US	67
	BR	49
	CN	48
	IN	24

Q9B Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9B If you work for a company, which of the following statements best apply to the company you are working for?




































Q9B Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Votre entreprise a pris des mesures afin d'agir de manière responsable vis-à-vis de la société mais vous ne pensez pas qu'elles sont efficaces
		Your company has taken measures to behave responsibly towards society but you do not think they are effective
		Ihr Unternehmen hat Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten, aber Sie halten diese nicht für wirksam
		Flash EB 363
%		
	EU 27	18
	BE	19
	BG	20
	CZ	20
	DK	16
	DE	12
	EE	16
	IE	15
	EL	19
	ES	20
	FR	22
	IT	22
	CY	21
	LV	17
	LT	15
	LU	21
	HU	26
	MT	17
	NL	17
	AT	13
	PL	17
	PT	17
	RO	15
	SI	21
	SK	18
	FI	28
	SE	18
	UK	21
	TR	24
	HR	27
	IL	14
	US	14
	BR	17
	CN	14
	IN	51

Q9B Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9B If you work for a company, which of the following statements best apply to the company you are working for?




































Q9B Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Votre entreprise n'a pas encore pris des mesures afin de se comporter de manière responsable vis-à-vis de la société
		Your company has not yet taken measures to behave responsibly towards society
		Ihr Unternehmen hat bisher keine Maßnahmen ergriffen, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten
%		Flash EB 363
	EU 27	10
	BE	9
	BG	9
	CZ	13
	DK	10
	DE	9
	EE	8
	IE	6
	EL	14
	ES	14
	FR	14
	IT	9
	CY	10
	LV	16
	LT	16
	LU	9
	HU	11
	MT	12
	NL	8
	AT	12
	PL	16
	PT	8
	RO	13
	SI	16
	SK	13
	FI	11
	SE	5
	UK	3
	TR	13
	HR	8
	IL	15
	US	5
	BR	13
	CN	12
	IN	19

Q9B Si vous travaillez pour une entreprise, parmi les propositions suivantes, laquelle s'applique le mieux ?

Q9B If you work for a company, which of the following statements best apply to the company you are working for?

Q9B Falls Sie für ein Unternehmen arbeiten, welche der folgenden Aussagen trifft am besten auf das Unternehmen zu, für das Sie arbeiten?

		Vous ne savez pas ce que votre entreprise fait ou a l'intention de faire pour agir de manière responsable vis-à-vis de la société
		You do not know what your company is doing or planning to do to behave responsibly towards society
		Sie wissen nicht, was Ihr Unternehmen unternimmt oder plant, um sich verantwortungsbewusst gegenüber der Gesellschaft zu verhalten
%		Flash EB 363
	EU 27	19
	BE	22
	BG	16
	CZ	22
	DK	13
	DE	15
	EE	19
	IE	19
	EL	26
	ES	27
	FR	27
	IT	19
	CY	10
	LV	18
	LT	21
	LU	18
	HU	17
	MT	14
	NL	20
	AT	11
	PL	22
	PT	16
	RO	23
	SI	19
	SK	26
	FI	13
	SE	16
	UK	13
	TR	19
	HR	19
	IL	21
	US	14
	BR	21
	CN	26
	IN	6