

## Peppercom & BABi Survey Key Findings

### **General Information**

- Participants: Over 300
- Titles: Owner/Partner/President/CEO = 40.8%; Biz Dev Exec = 19%; MarCom Exec = 17.1%
- Industry: Financial = 40.7%; Management Consultancy = 12.5%; Marketing/PR/Advertising = 11.6%
- Respondent's company headquarters: Both U.S. and U.K. based = 78%
- Respondent's company: publicly traded = 42.7%; privately held = 57.3%
- Citizenship: U.K. = 49.8%; U.S. = 50.2%

**Question #9** – *There's been a lot of discussion these days about 'Corporate Responsibility.' Which **three** of the following reasons do you consider to be most important for your company in the area of 'Corporate Responsibility?'*

#### **Overall (Both U.S. and U.K. respondents answered similarly)**

1. 59.5% = Ensuring trustworthy financial reporting
2. 52.1% = Ensuring good governance
3. 57.4 % = Business ethics

#### **U.K. Respondents**

1. 63.7% = Business ethics
2. 60.5% = Ensuring trustworthy financial reporting
3. 57.3% = Ensuring good governance

#### **U.S. Respondents**

1. 67.7% = Ensuring trustworthy financial reporting
2. 60% = Business ethics
3. 54.8% = Ensuring good governance

**Question #10** – *Which **three** of the following reasons do you consider to be the main business benefits of 'Corporate Responsibility?'*

#### **Overall**

1. 43.2% = Overall 'license to operate', essential for long-term growth
2. 42.6% = Improving brand image
3. 31.5% = Becoming a more attractive business partner

### **U.K. Respondents**

1. 51% = Overall 'license to operate', essential for long-term growth
2. 47.1% = Improving brand image
3. 35.7% = Becoming a more attractive business partner

### **U.S. Respondents**

1. 44.5% = Improving brand image
2. 41.9% = Overall 'license to operate', essential for long-term growth
3. 32.3% = Recruiting the best talent
3. 32.3% = Helping to increase sales
3. 32.3% = Becoming a more attractive business partner

**Question #11** – *In your opinion, which of the following best describes the steps your company is taking to ensure its integrity and preparedness for potential exposures to any vulnerability that might exist?*

### **Overall (Both U.S. and U.K. respondents answered similarly)**

1. 57.1% = We have periodic senior management meetings to discuss
2. 26.8% = We are conducting various research to determine where vulnerabilities may exist
3. 19.9% = We've updated our crisis plan
4. 19.3% = We haven't taken any steps that I'm aware of

### **U.K. Respondents**

1. 60.5% = We have periodic senior management meetings to discuss
2. 26.8% = We are conducting various research to determine where vulnerabilities may exist
3. 21% = We've updated our crisis plan
4. 19.1% = We haven't taken any steps that I'm aware of

### **U.S. Respondents**

1. 62.6% = We have periodic senior management meetings to discuss
2. 31% = We are conducting various research to determine where vulnerabilities may exist
3. 22.6% = We haven't taken any steps that I'm aware of
4. 21.9% = We've updated our crisis plan

**Question #12** – *In the current climate do you think that any company can be confident that it has protected its financial stability, should a financial crisis occur?*

**Overall**

No = 44.4%  
Yes = 55.6%

**U.K.**

No = 59.3%  
Yes = 40.7

**U.S.**

No = 44.4  
Yes = 55.6%

**Question #13** - *In your opinion, which of the following best describe the actions that should be taken to begin to repair the reputation of U.S. corporations?*

**Overall**

1. 48.8% Corps as transparent as possible in all financial reporting
2. 32.7% Guilty parties should be prosecuted
3. 7.9% New Laws inacted by congress

**U.K. Respondents**

1. 51% = Corporations should be as transparent as possible in all means of financial reporting
2. 25.5% = Guilty parties should be prosecuted to the fullest extent of the law to prevent future criminal activities
3. 6% = New laws need to be enacted by congress

**U.S. Respondents**

1. 46.7% = Corporations should be as transparent as possible in all means of financial reporting
2. 40% = Guilty parties should be prosecuted to the fullest extent of the law to prevent future criminal activities
3. 9.8% = New laws need to be enacted by congress

**Question #14** – *Do you believe that British companies will soon face similar financial scandals as those that recently occurred with American businesses?*

**Overall**

No = 40.4%

Yes=59.6%

**U.K.**

No = 52.9%

Yes = 47.1%

**U.S.**

No = 40.4%

Yes = 59.6%

**Question #15** – *Which of the following best describes your opinion of the overall role the media has played in its reporting of recent scandals?*

**Overall**

1. 48.5% Created a place for debate on what proper corp government should be
2. 28.9% Blown a few scandals out of proportion in general business environment
3. 21.1% Unduly damaged the market reputation of all public companies
4. 19.0% Balanced and objective in uncovering important issues of corporate governance

**U.K. Respondents**

1. 58.6% = They've created a place for debate on what proper corporate governance should be
2. 25.5% = They've been balanced and objective in uncovering important issues of corporate governance
3. 19.7% = They've blown a few scandals out of proportion in the general business environment
4. 17.8% = They've unduly damaged the market reputation of all public companies, thereby scaring away potential investors

**U.S. Respondents**

1. 45.8% = They've created a place for debate on what proper corporate governance should be
2. 42.6% = They've blown a few scandals out of proportion in the general business environment
3. 27.7% = They've unduly damaged the market reputation of all public companies, thereby scaring away potential investors

4. 15.5% = They've been balanced and objective in uncovering important issues of corporate governance

**Question #16** – *Do you believe that perceived corporate governance crisis would have a negative impact on the administration in the upcoming US mid-term elections in November?*

**Overall (Both U.S. and U.K. respondents answered similarly)**

Yes = 41.8%

No = 58.2%

**U.K. Respondents**

Yes = 42.1%

No = 57.9%

**U.S. Respondents**

Yes = 41.4%

No = 58.6%

**Question #17** – *In your opinion, has the debate over the "war on terrorism" properly taken into account potential business/economic repercussions?*

**Overall**

1. 53.9% = Not focusing enough
2. 41.2% = Properly focused
3. 4.9% = Focusing too strongly

**U.K. Respondents**

1. 49% = Not focusing enough
2. 47.7% = Properly focused
3. 3.2% = Focusing too strongly

**U.S. Respondents**

1. 58.8% = not focusing enough
2. 34.6% = properly focused
3. 6.5% = Focusing too strongly

**Question #18** – *Do you think that changes in US immigration legislation that includes the repeal of the visa waiver program, will have a negative effect on the US economy?*

**Overall**

Yes = 33.1%

No = 33.1%

Don't Know = 33.8

**U.K. Respondents**

Yes = 43.3%

No = 26.1%

Don't Know = 30.6%

**U.S. Respondents**

Yes = 22.5%

No = 40.4%

Don't Know = 37.1%

**Question #19** – *How do you feel about the following statement: "The UK joining the Euro would help my company succeed."*

**Overall**

1. 47.2% = Neither Agree Nor Disagree

2. 18.6% = Agree

3. 16.3% = Disagree

4. 11.1% = Strongly Disagree

5. 6.8% Strongly Agree

**U.K. Respondents**

1. 38.7% = Neither Agree Nor Disagree

2. 21.3% = Agree

3. 20% = Disagree

4. 14.8% = Strongly Disagree

5. 5.2% Strongly Agree

**U.S. Respondents**

1. 55.9% = Neither Agree Nor Disagree

2. 15.8% = Agree

3. 12.5% = Disagree

4. 8.6% = Strongly Agree

5. 7.2% = Strongly Disagree

**Question #20** – *How do you feel about the following statement: "The UK joining the Euro would be good for businesses with a UK presence."*

**Overall**

1. 35.5% = Agree
2. 32.6% = Neither Agree nor Disagree
4. 17.6% = Disagree
5. 7.8% = Strongly Disagree
6. 6.5% = Strongly Agree

**U.K. Respondents**

1. 33.6% = Neither Agree Nor Disagree
2. 30.3% = Agree
3. 21.7% = Disagree
4. 9.9% = Strongly Agree
5. 4.6% = Strongly Disagree

**U.S. Respondents**

1. 40.6% = Agree
2. 31.6% = Neither Agree Nor Disagree
3. 13.5% = Disagree
4. 8.4% = Strongly Agree
5. 5.8% = Strongly Disagree

**Question #21** – *How do you feel about the following statement: "The UK joining the euro would make it easier for my company to compete with companies in the Euro-zone."*

**Overall**

1. 45.5% = Neither Agree nor Disagree
2. 25.8% = Agree
4. 13.2% = Disagree
5. 8.7% = Strongly Disagree
6. 6.8% = Strongly Agree

**U.K. Respondents**

1. 40% = Neither Agree Nor Disagree
2. 26.5% = Agree
3. 15.5% = Disagree
4. 9.7% = Strongly Agree
5. 8.4% = Strongly Disagree

**U.S. Respondents**

1. 51% = Neither Agree nor Disagree
2. 25.2% = Agree
3. 11% = Disagree
4. 9% = Strongly Disagree
5. 6% = Strongly Agree

**Question #22** – *From a business perspective, when would be the best time for Britain to join the Euro?*

**Overall**

1. 33.3% = Sometime, but not for the foreseeable future
2. 20.7% = Within the next two years
3. 18.4% = In the current Parliament (i.e. before June 2006)
4. 17% = Never
5. 10.5% = Immediately

**U.K. Respondents**

1. 43.1% = Sometime, but not for the foreseeable future
2. 22.9% = In the current Parliament (i.e. before June 2006)
3. 17.6% = Never
4. 13.7% = Within the next two years
5. 2.6% = Immediately

**U.S. Respondents**

1. 28.4% = Within the next two years
2. 22.7% = Sometime, but not for the foreseeable future
3. 19.1% = Immediately
4. 16.3% = Never
5. 13.5% = In the current Parliament (i.e. before June 2006)

###