

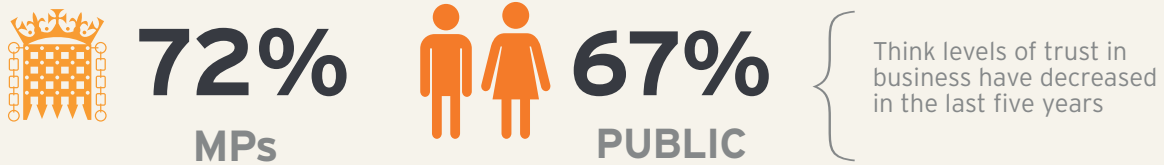
THE SITUATION IS POOR AND GETTING WORSE

Dislike of business is consistent and largely uniform...

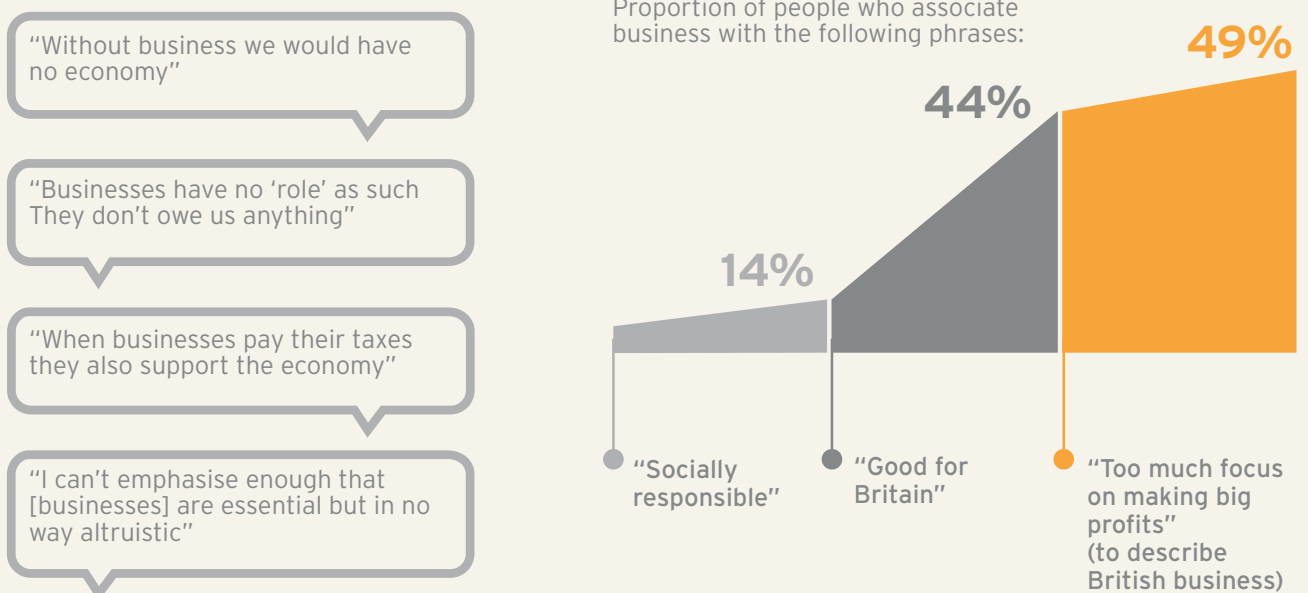
Favourability by sector and gender



And everyone thinks things are getting worse



Perceived greed seems to be most common, but not the only explanation



SOME FACTORS MAKE A DIFFERENCE TO HOW BUSINESS IS SEEN

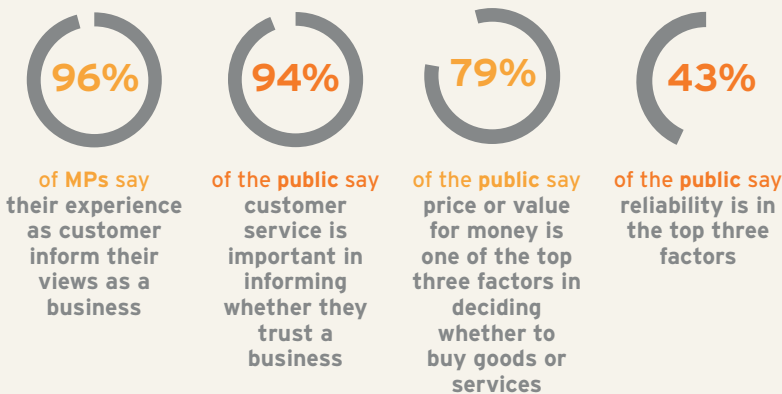
1 Things you can't easily change



"Big businesses... see profit margins as the driving force above all else"

"The small businesses like ours... [are] created to serve a need in the community whilst making a living"

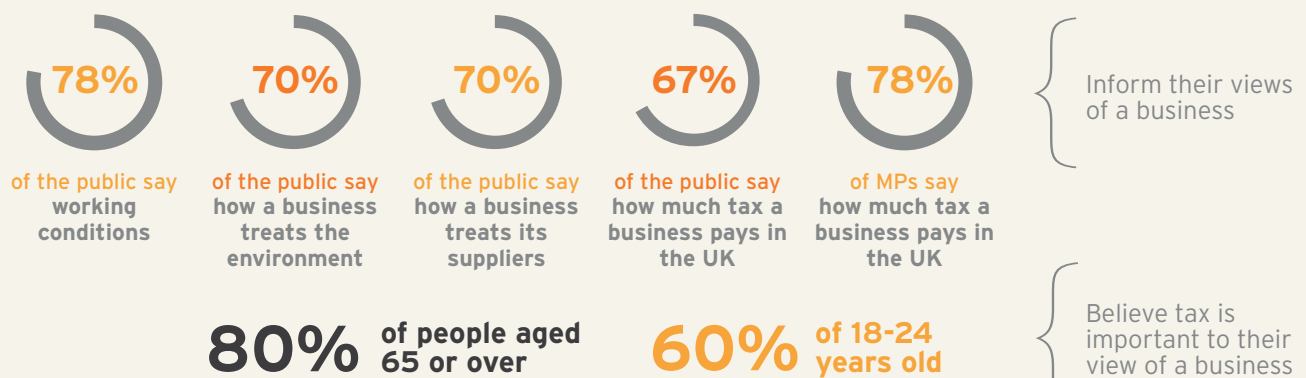
2 The fundamentals of your business



"Throughout its operations a business should be committed to ethical behavior and the contribution to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"

"I love small local business and try to support them. They offer personal service, offer better customer care and support our local economy"

3 The wider contribution



4 A sense of local presence

