

Survey Questions

1. How ethical should multinational corporations be?

Please circle the number that comes closest to your level of agreement with each the following statements.

	<i>I believe that multinational corporations should:</i>	Strongly Agree	Agree	Slightly Agree	Neither Agree nor Disagree	Slightly Disagree	Disagree	Strongly Disagree
a	Permit ethical concerns to negatively affect financial performance	1	2	3	4	5	6	7
b	Ensure that the respect of ethical principles has priority over financial performance	1	2	3	4	5	6	7
c	Be committed to well-defined ethical principles	1	2	3	4	5	6	7
d	Avoid compromising ethical standards in order to achieve corporate goals	1	2	3	4	5	6	7

2. Thinking about previous situations when, in your view, multinational corporations have or have not behaved ethically, please circle the number that comes closest to your level of agreement with each the following statements:

	<i>Previously, I have:</i>	Always	Often	Sometimes	Undecided	Rarely	Hardly ever	Never
a	Recommended to my friends and family the products or services of multinational corporations that I felt had behaved ethically	1	2	3	4	5	6	7
b	Avoided the products or services of multinational corporations that I felt had not behaved ethically	1	2	3	4	5	6	7
c	Taken part in protests or demonstrations against multinational corporations that I felt had not behaved ethically	1	2	3	4	5	6	7
d	Paid considerably more (10% or more) for the products or services of multinational corporations because I felt they had behaved ethically	1	2	3	4	5	6	7

3. Rather than the past, we now wish to consider *your future* intentions towards the behaviour of multinational corporations:

Please indicate your level of agreement (or disagreement) with the following statements.

	<i>I would:</i>	Strongly Agree	Agree	Slightly Agree	Neither Agree nor Disagree	Slightly Disagree	Disagree	Strongly Disagree
a	Recommend to my friends and family the products or services of multinational corporations that I feel have behaved ethically	1	2	3	4	5	6	7
b	Avoid the products or services of multinational corporations that I feel have not behaved ethically	1	2	3	4	5	6	7
c	Take part in protests or demonstrations against multinational corporations that I feel have not behaved ethically	1	2	3	4	5	6	7
d	Pay considerably more (10% or more) for the products or services of multinational corporations because I feel they have behaved ethically	1	2	3	4	5	6	7

4. Below are some actions people may take either in support of multinational corporations that they judge to have behaved ethically or against those they judge to have behaved unethically.

For each action, state how likely you believe the action can force or persuade the people in charge of multinational corporations to make an effort to ensure their corporation behaves *more ethically*.

		Very Likely	Likely	Somewh at Likely	Undecid ed	Somewh at Unlikely	Unlikely	Very Unlikely
a	Customers recommending the products or services of multinational corporations to their friends and family	1	2	3	4	5	6	7
b	Customers avoiding the products or services of multinational corporations	1	2	3	4	5	6	7
c	Protests or demonstrations against multinational corporations	1	2	3	4	5	6	7
d	Customers paying considerably more (10% or more) for the products or services of the multinational corporations that behave ethically	1	2	3	4	5	6	7

5. What is your country of citizenship/passport?

6. What country were you born in?

7. What is your gender? (*check one*) ☐ Male ☐ Female

8. How old are you? (*number of years at your last birthday*)

9. What is your primary occupation/job?

10. What is the highest level of education you have completed? (*check one*)

☐ High School/Secondary School ☐ Some College

☐ College/University Degree ☐ Master's Degree ☐ Doctoral Degree

11. Compared to most individuals in the country where you now currently live, how would you describe your personal income? (*check one*)

☐ Very low ☐ Low ☐ Medium ☐ High ☐ Very high

12. Compared to most households in the country where you now currently live, how would you describe your total household income? (*check one*)

☐ Very low ☐ Low ☐ Medium ☐ High ☐ Very high

13. Do you have a religious affiliation? ☐ Yes ☐ No

14. Please respond to each of the questions below by circling the number that most closely represents your level of attendance of religious services and prayer:

		More than once a week	Once a week	Once a month	Only on special Holy days	Once a year	Less often	Never, practically never
a	Apart from weddings and funerals, about how often do you attend religious services these days?	1	2	3	4	5	6	7
b	Apart from weddings and funerals, about how often do you pray?	1	2	3	4	5	6	7

15. Please state if you think each of the following acts can always be justified, never be justified, or something in between:

		Never Justifiable	Hardly ever Justifiable	Rarely Justifiable	Undecided	Sometimes Justifiable	Usually Justifiable	Always Justifiable
a	Claiming government benefits to which you are not entitled	1	2	3	4	5	6	7
b	Avoiding a fare on public transport	1	2	3	4	5	6	7
c	Stealing property	1	2	3	4	5	6	7
d	Someone accepting a bribe in the course of their duties	1	2	3	4	5	6	7