



ETHICAL TRENDS TO CONSIDER

For organisations to understand the real and critical value of trust as an ethical trait, it's worth considering current global consumer and societal trends. These clearly demonstrate a rapid and significant shift towards the perception of trust as inherently important in brand reputation consideration and relationship, especially amongst younger people.



CORPORATES

- Companies that underperform on their commitment to equality, are almost **30%** more likely to underperform on profitability (McKinsey).
- Companies with strong ethical credentials had **14.4%** higher rates of market capitalization.



EMPLOYEES

- For working professionals ethics and values are extremely important and **71%** would be willing to take a pay cut to work for a company that has a mission or values they believe in.
- **70%** of jobseekers want to work for a firm that actively promotes equality, diversity and inclusion.
- **39%** would leave their job if they were asked to do something unethical or which created a moral dilemma.
- The "Big Resign" – employees are looking for more meaningful jobs that positively impact society.



CONSUMERS

- Consumer trends in the UK indicate that spending in companies viewed as having 'honest and strong moral principles' increased by nearly **50%** between 2013 and 2020. This trend will continue.
- **92%** of millennial consumers are more likely to buy products from ethical companies.
- **82%** of those consumers believe ethical brands outperform similar companies without ethical principles.
- Studies show that **9 out of 10** internet users would avoid doing business with companies that do not protect their privacy.
- **70%** of millennials carefully consider corporate values when making a purchase. **42%** of consumers will step away and **21%** will probably never come back.
- **73%** of millennials are willing to spend more on a product if it comes from a sustainable brand.
- **81%** of millennials even expect their favourite companies to make public declarations of their corporate citizenship.

