Davos 2010: Opinion Poll

*Telegraph UK*

**OBJECTIVE:**

To gauge the opinions of the people about the ethical consequences of the current economic crisis.

**METHODS USED:**

130,000 Facebook members from ten G20 economies were given an online questionnaire.

**KEY FINDINGS:**

- More than two-thirds of people believe the current economic crisis is also a crisis of ethics and values.
- A quarter of people believe that large, multi-national companies have a “values-driven” approach to their sectors. 40% thought the same for small and medium-sized companies.
- When asked to zero in on values most important for the global economic and political system:
  - 40% chose honesty, integrity and transparency
  - 24% chose others’ rights, dignity and views
  - 20% chose the impact of actions on the well-being of others
  - 17% chose the preservation of the environment.
- Almost two-thirds of respondents felt that people have separate values for their professional and private lives.
- Half of the respondents believe that businesses should be primarily responsible for their shareholders, their employees and their clients & customers equally.

**LINKS:**

[News Article](#)