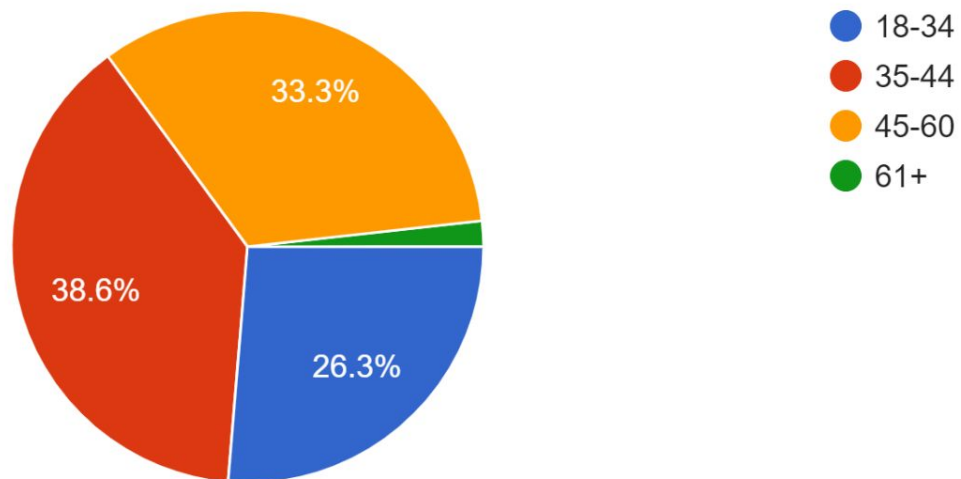


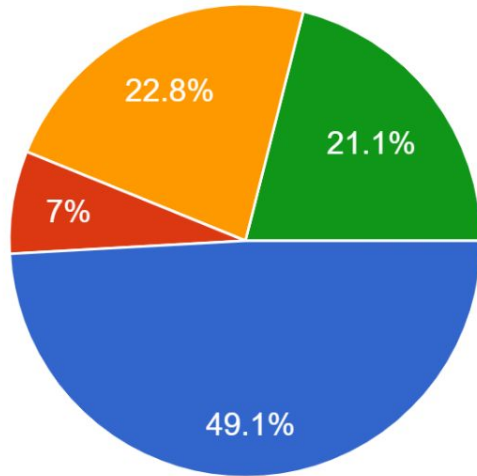
Please indicate what band your age falls into

57 responses



What job title best describes your role within the company?

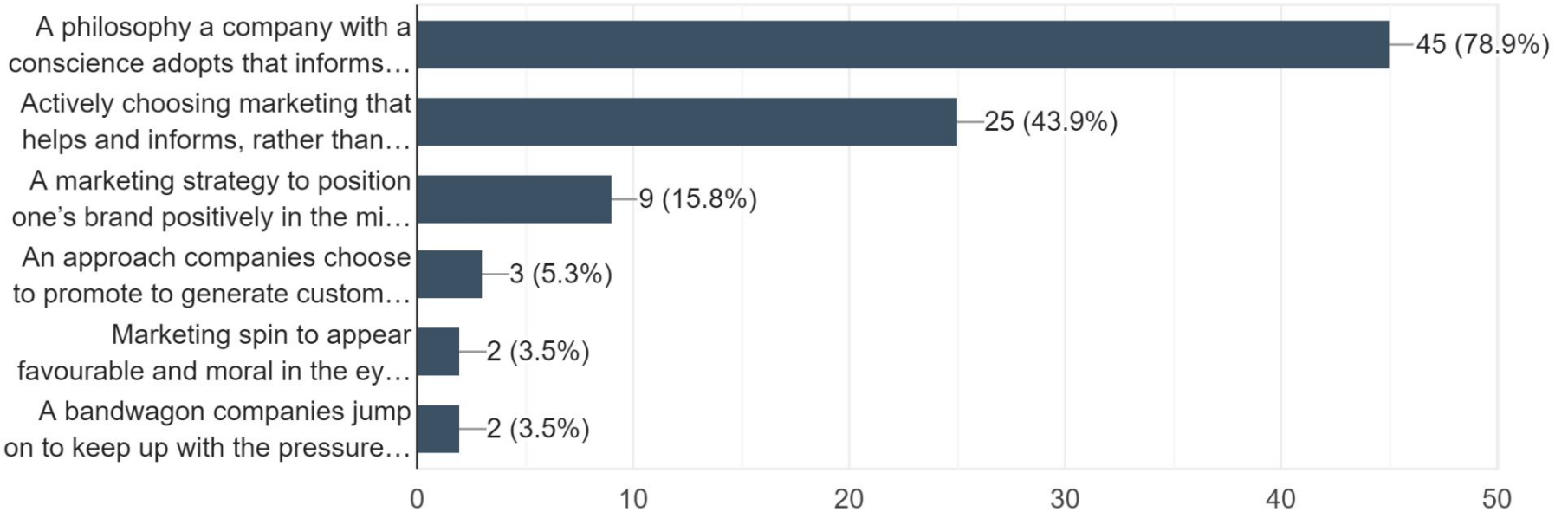
57 responses



- Founder/Co-founder
- Chairman, CEO, Managing Director
- CMO, Marketing / Sales Director, Head of Marketing
- Marketing Manager, Brand Manager, Marketing Executive

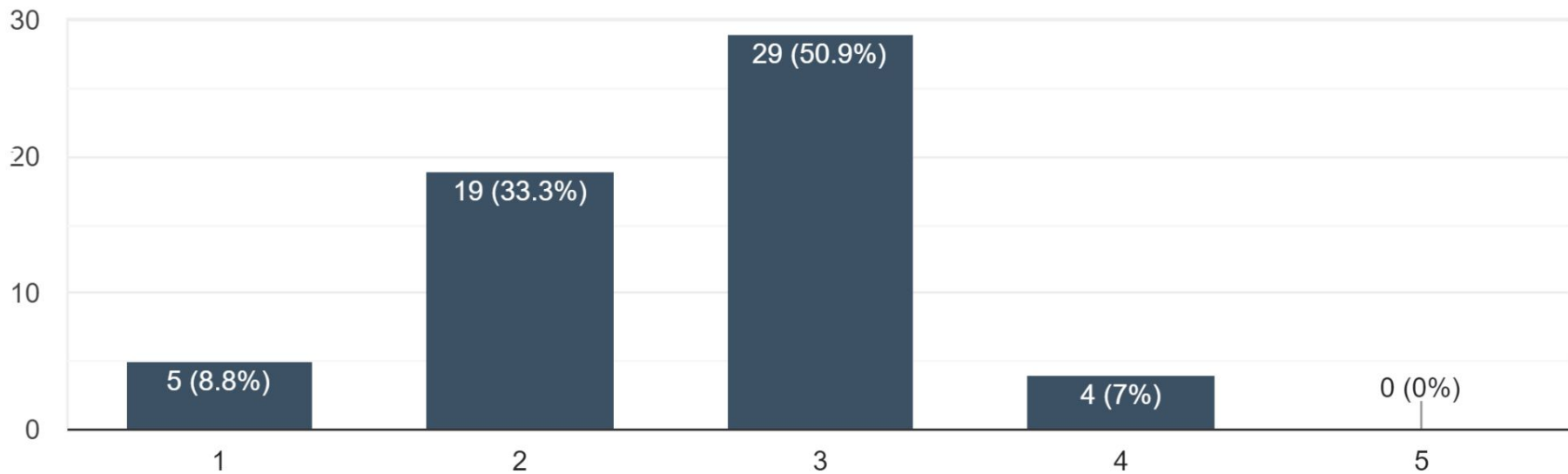
Of the following phrases, which best match your interpretation of 'ethical marketing'?

57 responses



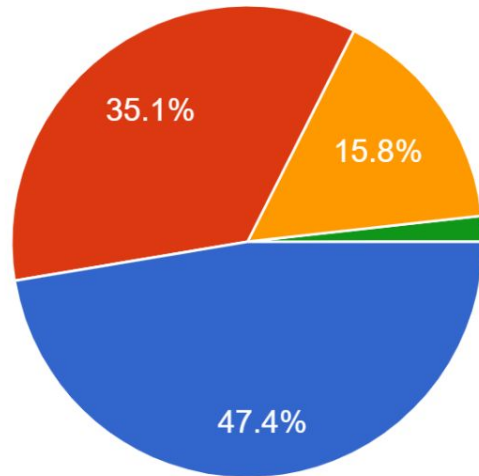
In your view, how ethical is the marketing industry?

57 responses



How often do you notice examples of unethical marketing?

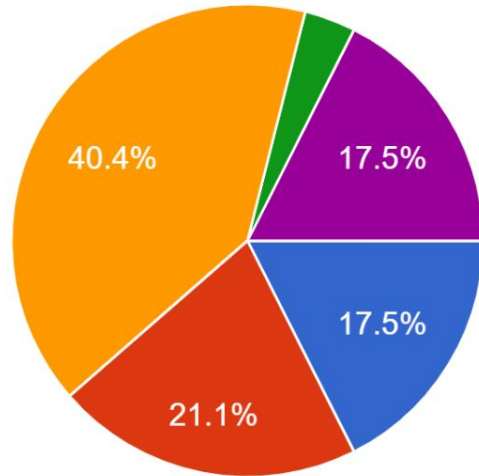
57 responses



- Regularly i.e. At least once a week
- Somewhat regularly i.e. Once a month
- Occasionally i.e. up to four times a year
- Very rarely i.e. once or twice a year
- Never

What do you think the primary purpose of marketing should be?

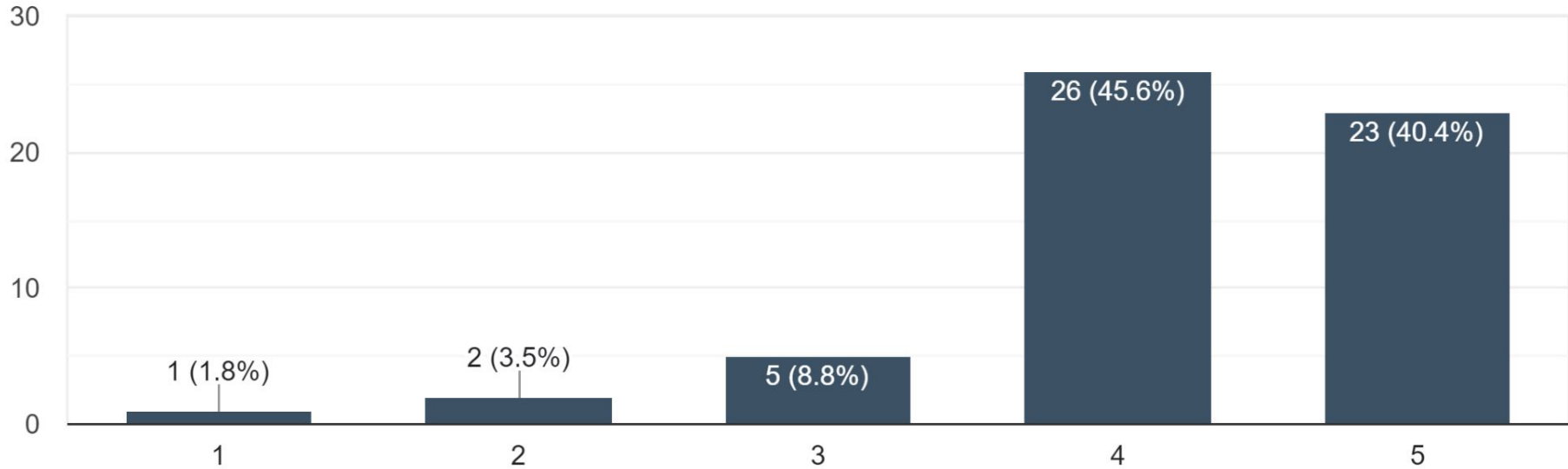
57 responses



- To deliver a profit to the business
- To be persuasive
- To inspire change
- To challenge opinions
- To change opinion of a brand / business
- To grow social media followers

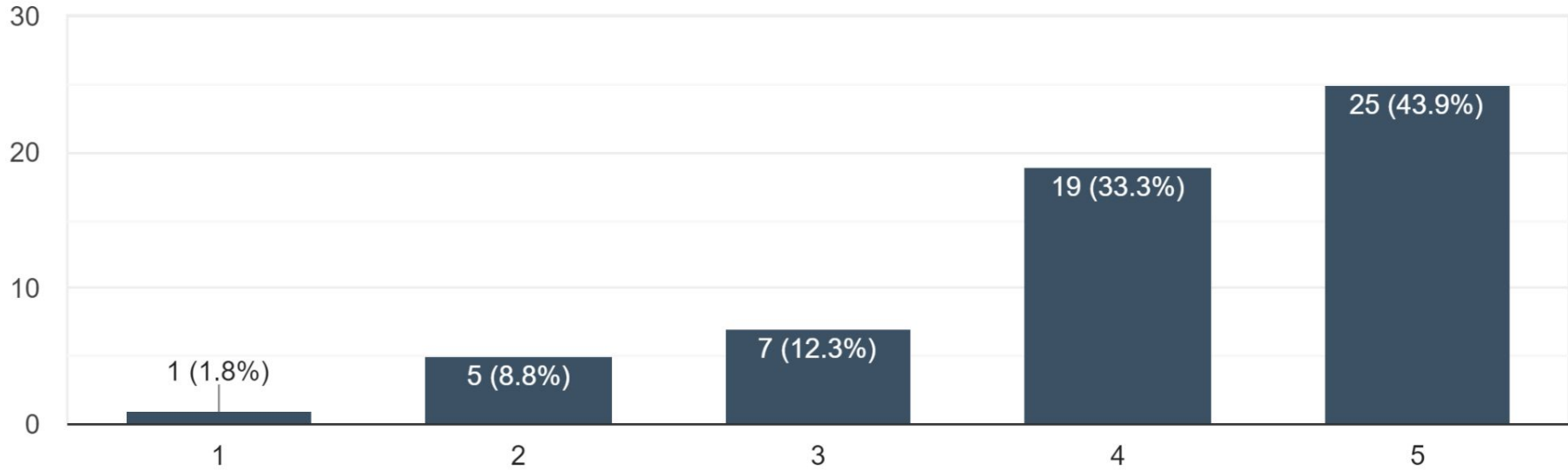
To what extent do you view ethical and sustainable business practices to be a competitive advantage for organisations today?

57 responses



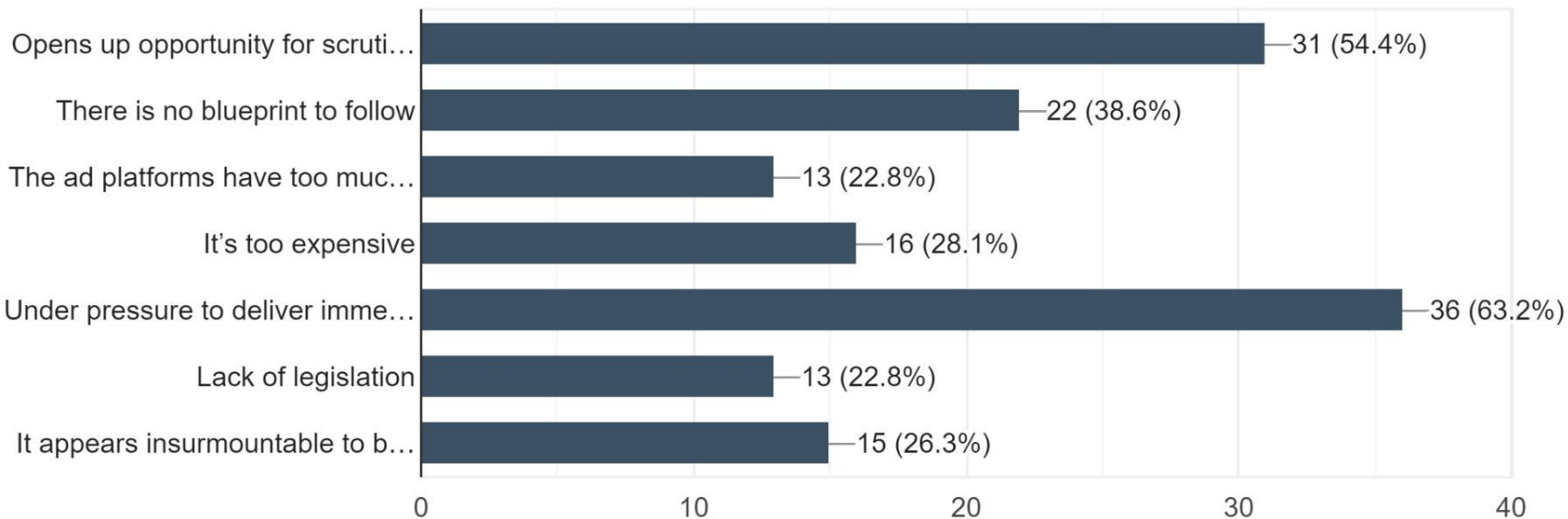
To what extent do you view ethical and sustainable business practices to be a competitive advantage for organisations in 10 years time?

57 responses



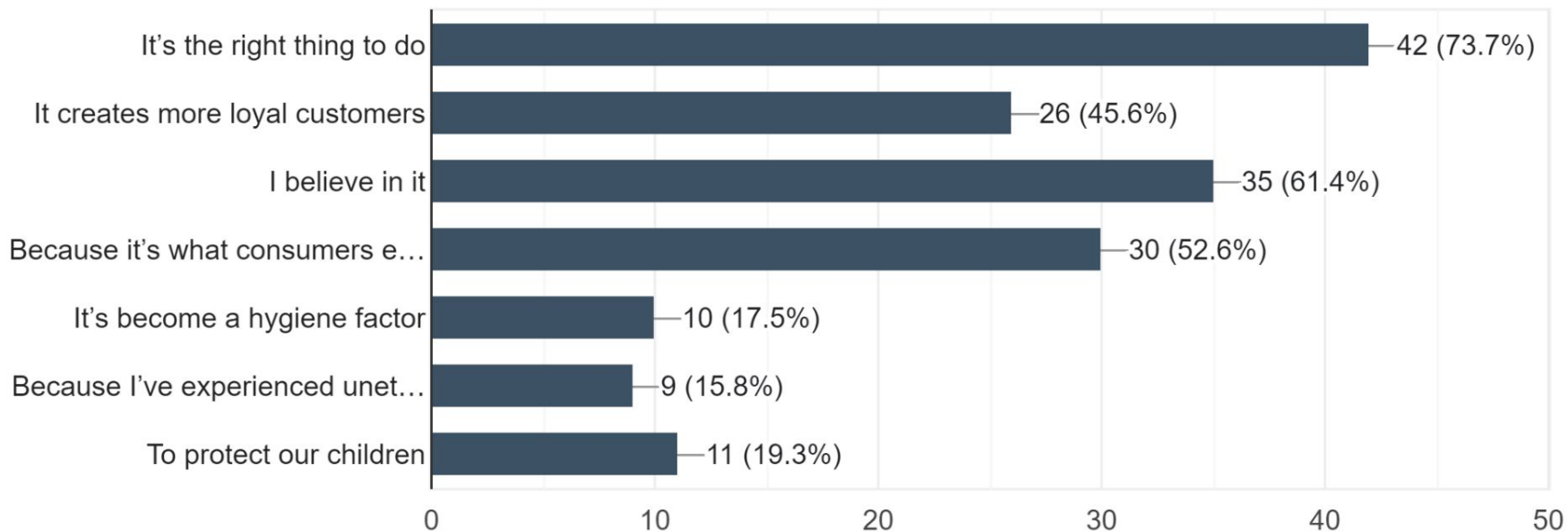
What's holding companies back from doing ethical marketing?

57 responses



Why would you consider doing ethical marketing?

57 responses



How do you measure your positive impact as a business?

