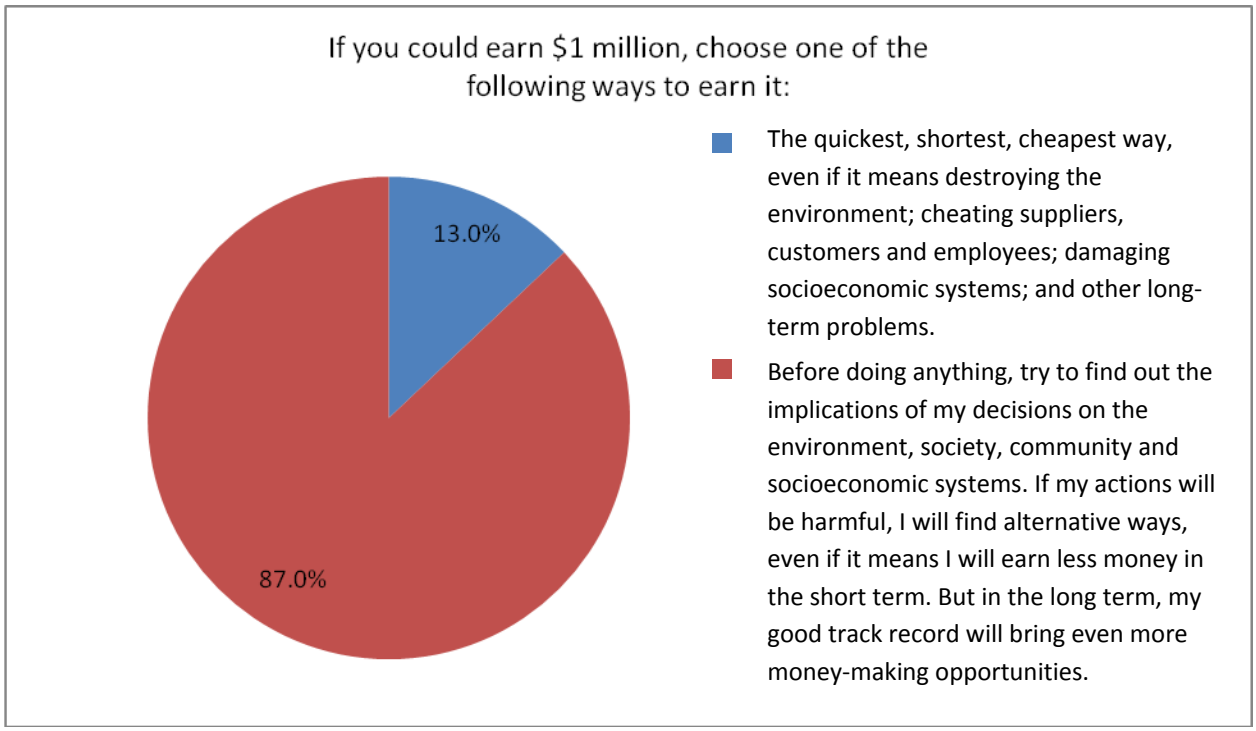
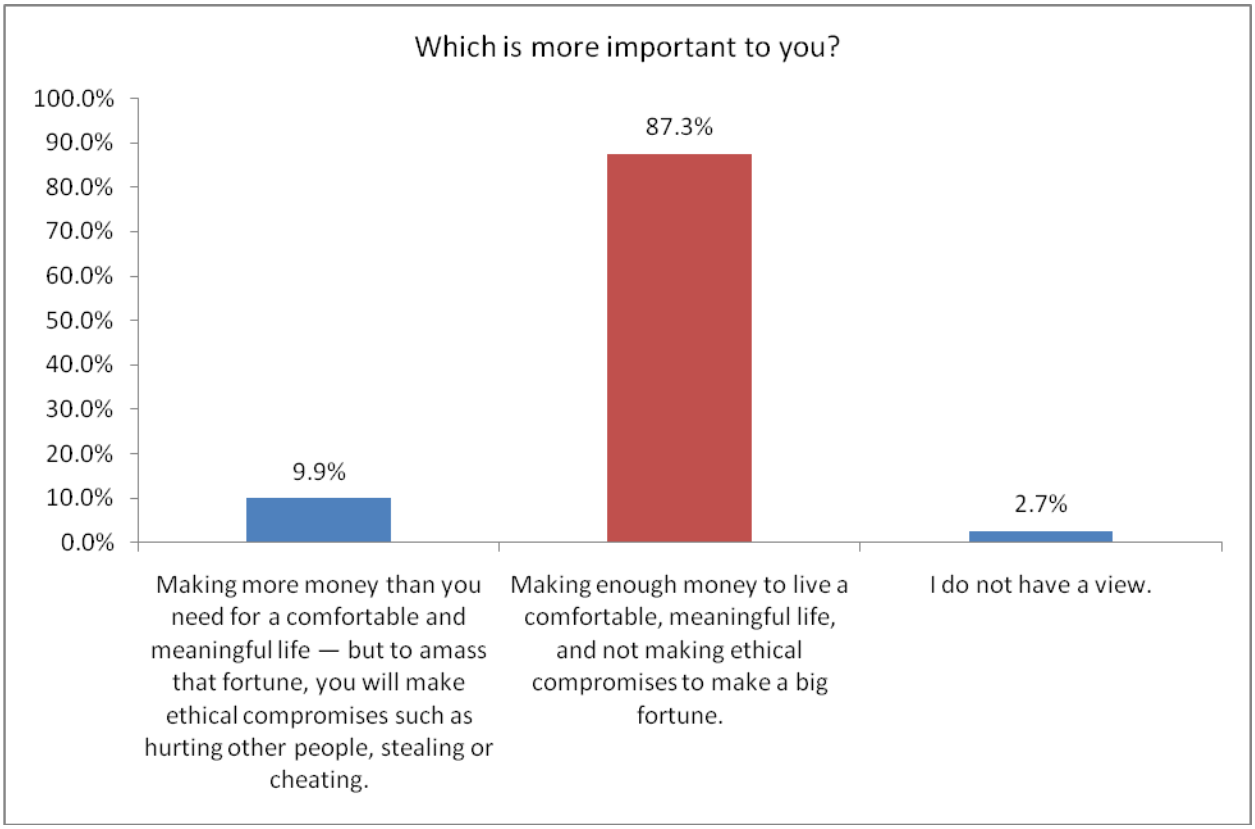
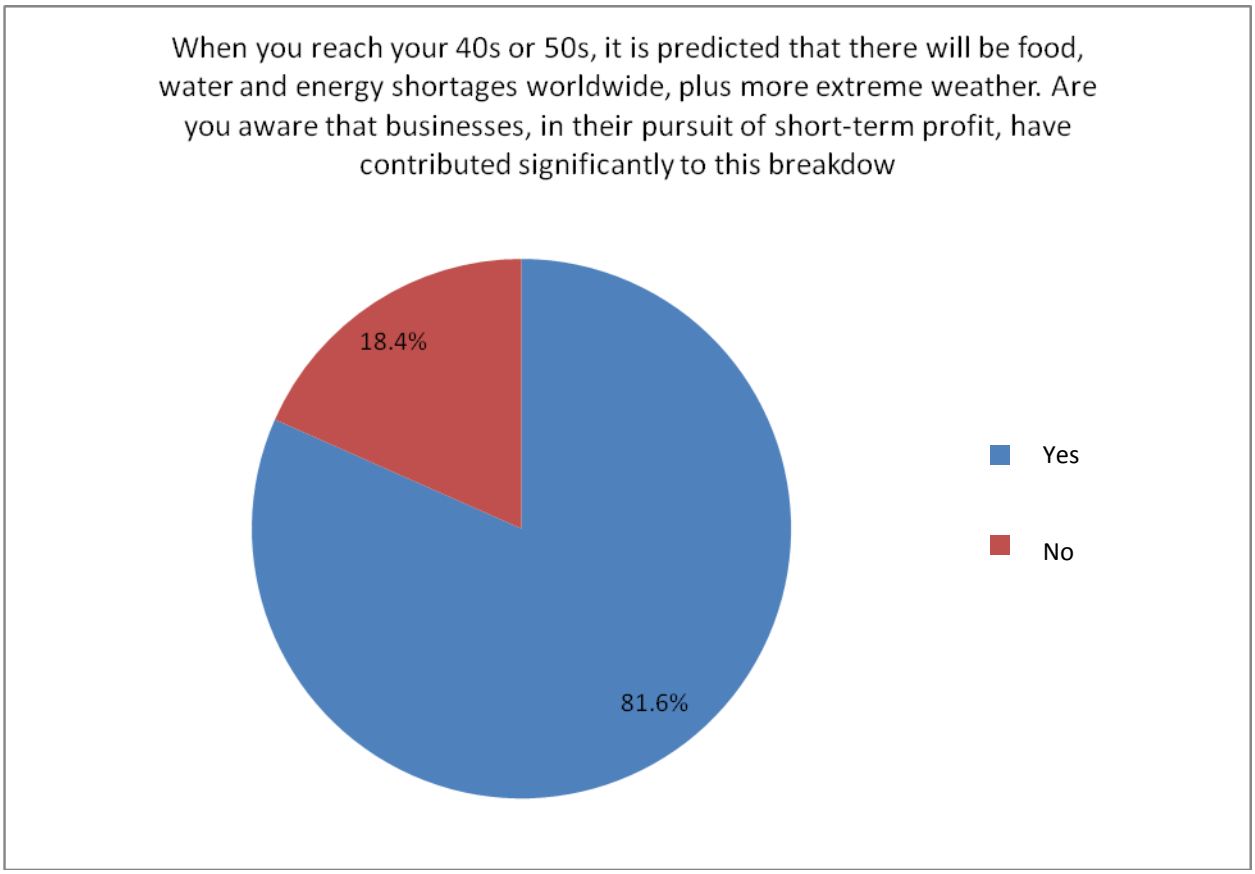
Annex 1 – Key Research Findings




Which is more important to you?
100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
9.9%
87.3%
2.7%
Making more money than you need for a comfortable and meaningful life — but to amass that fortune, you will make ethical compromises such as hurting other people, stealing or cheating.
Making enough money to live a comfortable, meaningful life, and not making ethical compromises to make a big fortune.
I do not have a view.


When you reach your 40s or 50s, it is predicted that there will be food, water and energy shortages worldwide, plus more extreme weather. Are you aware that businesses, in their pursuit of short-term profit, have contributed significantly to this breakdow
18.4%
81.6%
Yes
No