

**INSTITUTE OF  
BUSINESS  
ETHICS**

## ST HELENA PUBLIC VIEW ON ETHICS AT WORK SURVEY REPORT

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## Introduction

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The St Helena Government commissioned the Institute of Business Ethics (IBE) to survey attitudes to ethics at work on St Helena. The survey forms part of the Government's work to strengthen good governance.

This report presents the findings of the survey, conducted in January – February 2013. A copy of the survey and the methodology used can be found in Appendix 1 and 2 of this report. Results are expressed in percentages, rounded to the nearest whole. Data tables also contain the response count in brackets.

### Key findings:

- The majority of respondents considered a range of business practices such as 'fiddling hours worked on timesheet' and 'treating friends/family amongst any staff you supervise differently from other staff' as 'totally unacceptable'. Those in the 46+ group, private sector group and senior management group were most likely to say that these practices were totally acceptable.
- Just over half of respondents feel that honesty is practiced in their work team 'always'.
- In their work teams, 'speaking up (whistleblowing)', 'work-home balance' and 'conflicts of interest' were the most common forms of unethical behaviour observed. 'Work-home balance', 'bullying & harassment' and 'conflicts of interest' were seen by respondents as the most common form of unethical behaviour observed in their Directorate/Department. And in the organisation as a whole, a large percentage of respondents said they had observed unethical behaviour in relation to 'environmental impact', 'discrimination' and 'tax avoidance'.
- Of those that did observe unethical behaviour, 37% did not report their concerns to management or another appropriate person.

- Almost 75% of respondents said that their organisation has written standards of ethical conduct, that their line manager/leader sets a good example of ethical behaviour and that their line manager/leader supports them in following the organisation's standards of ethical behaviour.
- Only 2% of respondents feel that business is behaving 'very ethically' – the majority of respondents said it was behaving 'fairly ethically' (44%). Out of the three age groups sampled, 16-29 year olds were more likely to say that business was behaving 'not very ethically'.
- Issues that are considered to be most in need of addressing are 'health, safety and security in the workplace' (43%), 'employees being able to speak out about company wrongdoing' (36%) and 'discrimination in treatment of people' (33%).
- The most trusted professions in St Helena are 'teachers' (56%) and 'IT & technical professionals' (54%). The least trusted professions are 'councillors' (9%) and 'journalists' (14%).

#### **About the Institute of Business Ethics**

*The IBE is a not-for-profit organisation established in 1986 to encourage high standards of business behaviour based on ethical values. Whilst the IBE is a registered charity based in London, its horizons are international as it works with global organisations based in the UK and overseas. Our work is supported by donations from corporate and individual subscribers. [www.ibe.org.uk](http://www.ibe.org.uk)*

## Results

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### A. Respondent profile

The survey was distributed by St Helena Government to approximately 1,354 people.

The sample was made up of the following groups:

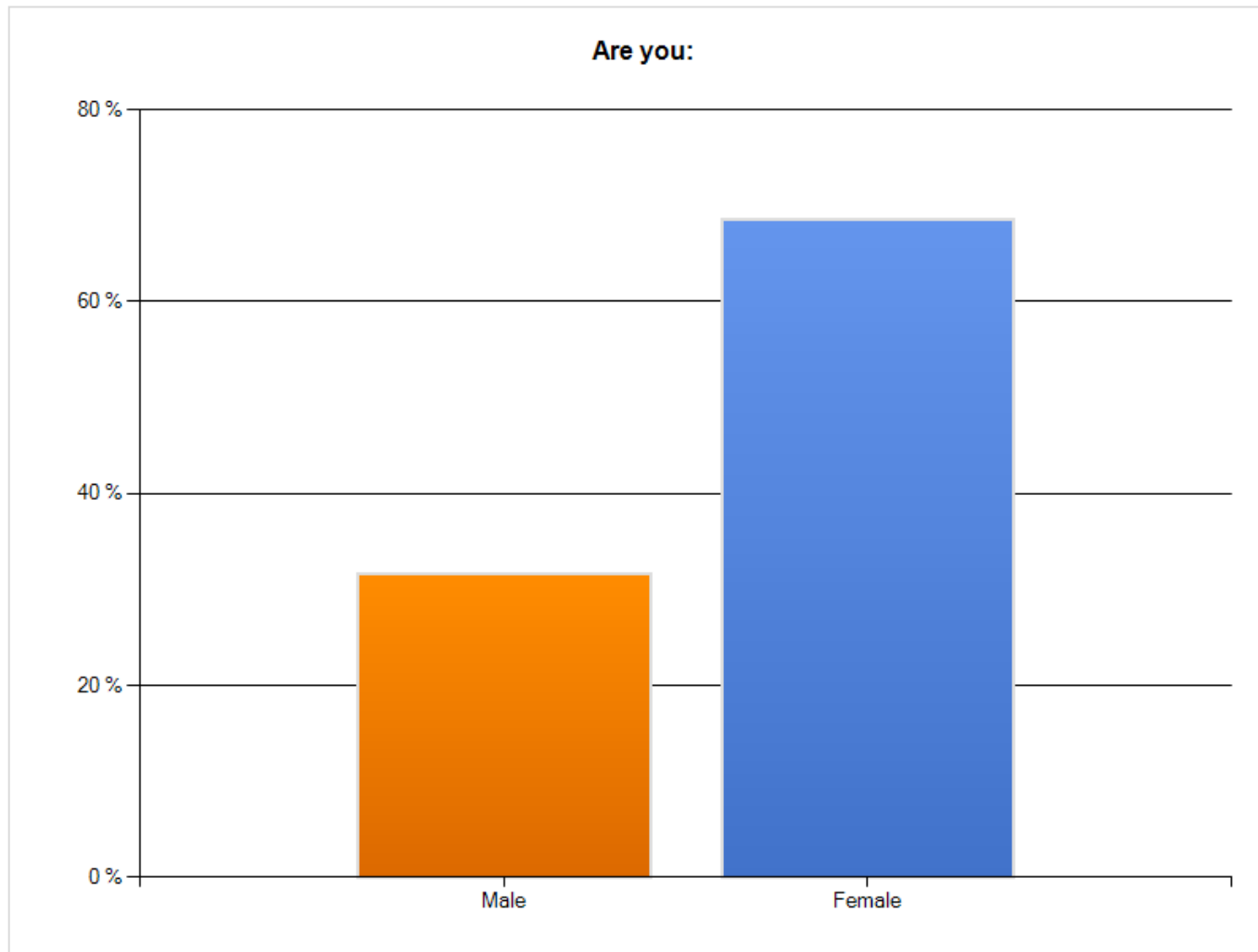
St Helena Government employees: 800

Private Sector employees: 530

Civil Society/NGO employees: 24

***Total: 1,354***

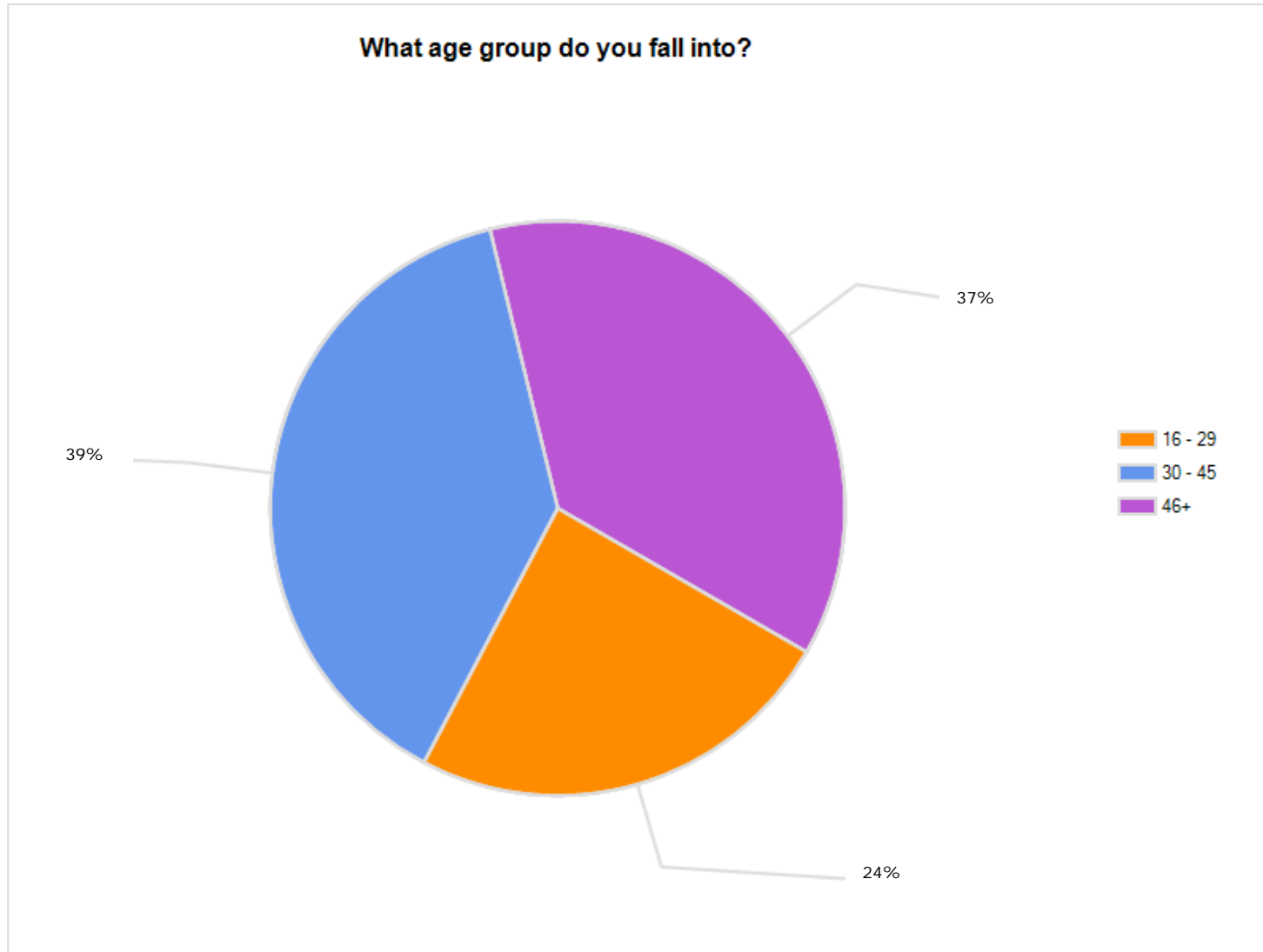
466 respondents started the survey and 444 completed the survey. The base number is given for each question as not all those who completed the surveyed answered every question.



	Responses
Male	32% (139)
Female	69% (302)

Base: 441

Percentages have been rounded to the nearest whole number and therefore may not total 100%

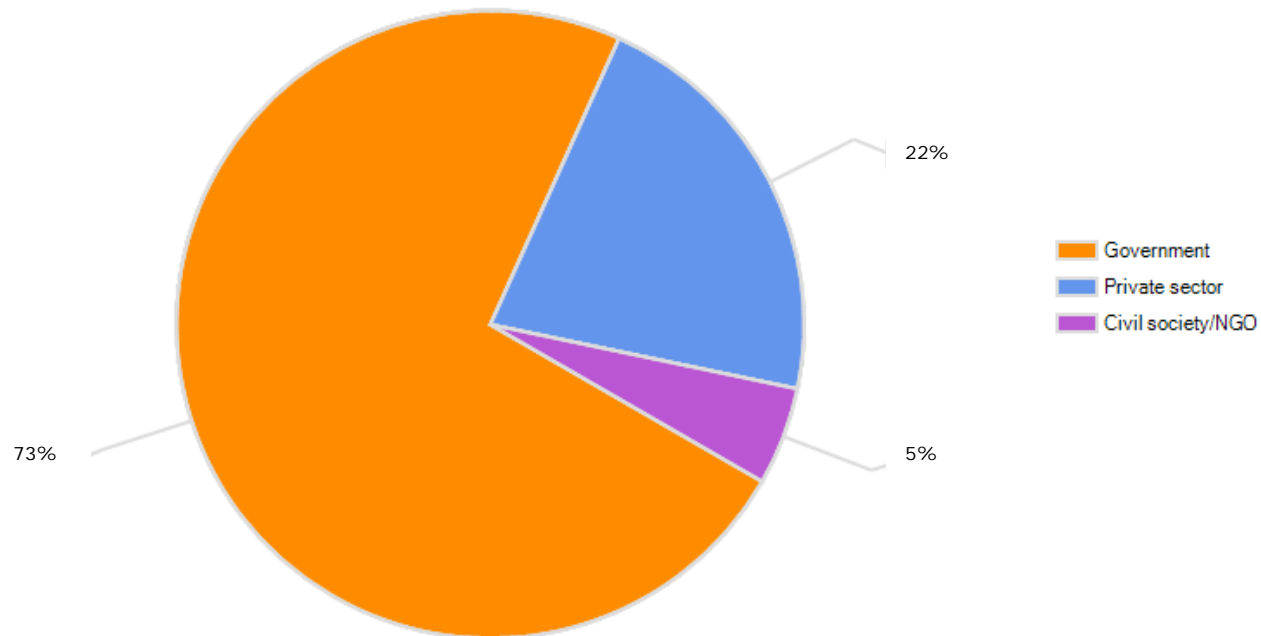


	Responses
16 – 29	24% (107)
30 – 45	39% (169)
46+	37% (163)

Base: 439

Percentages have been rounded to the nearest whole number and therefore may not total 100%

Do you work in:

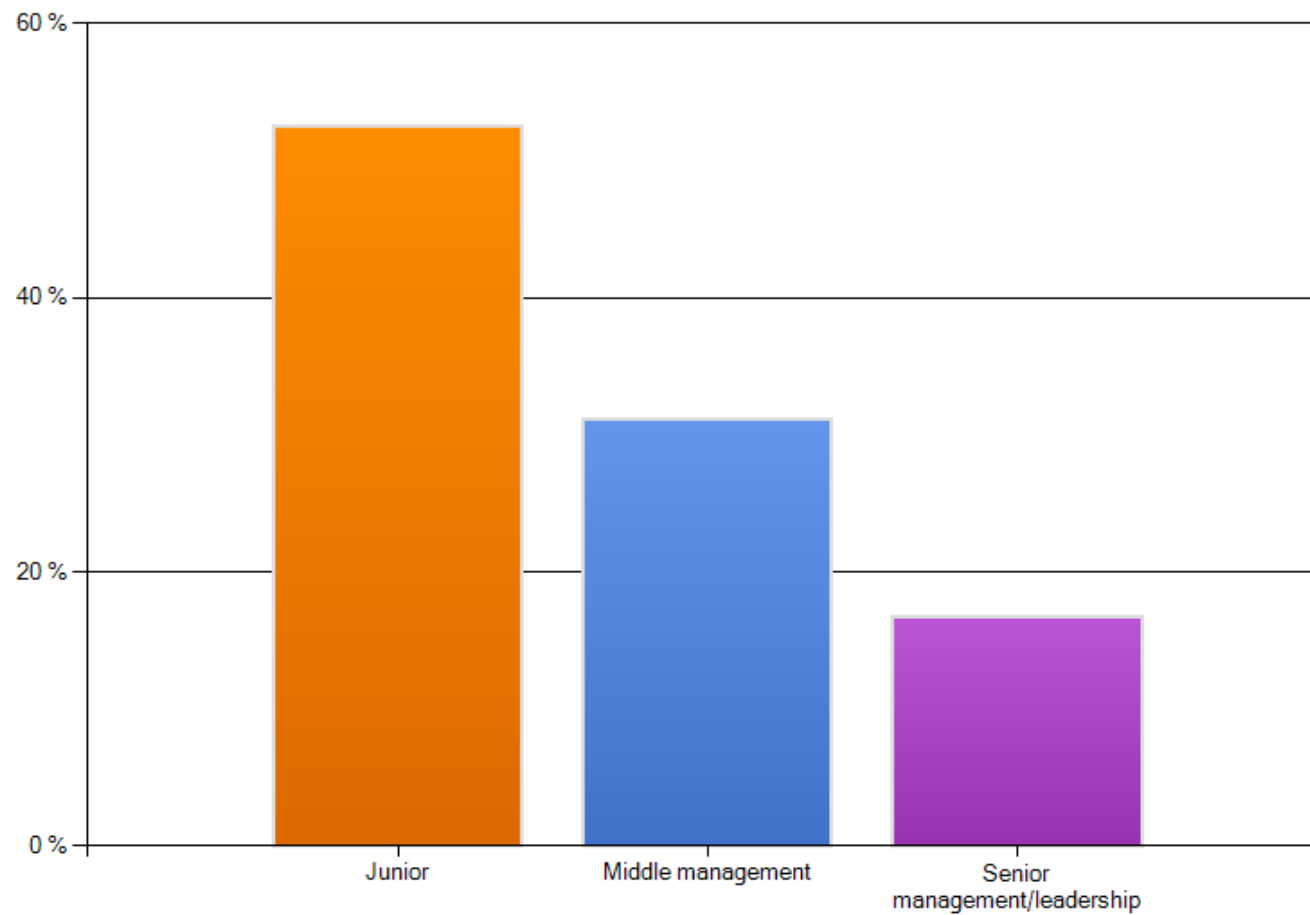


	<i>Responses</i>
<b>Government</b>	73% (320)
<b>Private sector</b>	22% (94)
<b>Civil society/NGO</b>	5% (22)

Base: 436

Percentages have been rounded to the nearest whole number and therefore may not total 100%

### What is your position in your organisation?



Base: 422

Percentages have been rounded to the nearest whole number and therefore may not total 100%

	<i><b>Responses</b></i>
<b>Junior</b>	52% (221)
<b>Middle management</b>	31% (131)
<b>Senior management/leadership</b>	17% (70)



**B. Q5 - Peter is visiting St Helena on business and has rented a car to travel around the island. At the end of his trip Peter is given an expenses form to fill out, so he can claim back the cost of the rental car from his company. Peter includes an additional charge of £20.00 in his expense claim to cover the cost of some souvenirs he brought back for his colleagues in the office.**

**Which of the following reflects your view of Peter's behaviour?**

	<i><b>Responses</b></i>
<b>It's acceptable to add on the cost of souvenirs – they're for other people in the company after all</b>	3% (12)
<b>Peter should have claimed the correct amount</b>	<b>72% (313)</b>
<b>Peter should have taken public transport and saved his employer the money</b>	13% (56)
<b>No opinion</b>	12% (54)

*Base: 435*

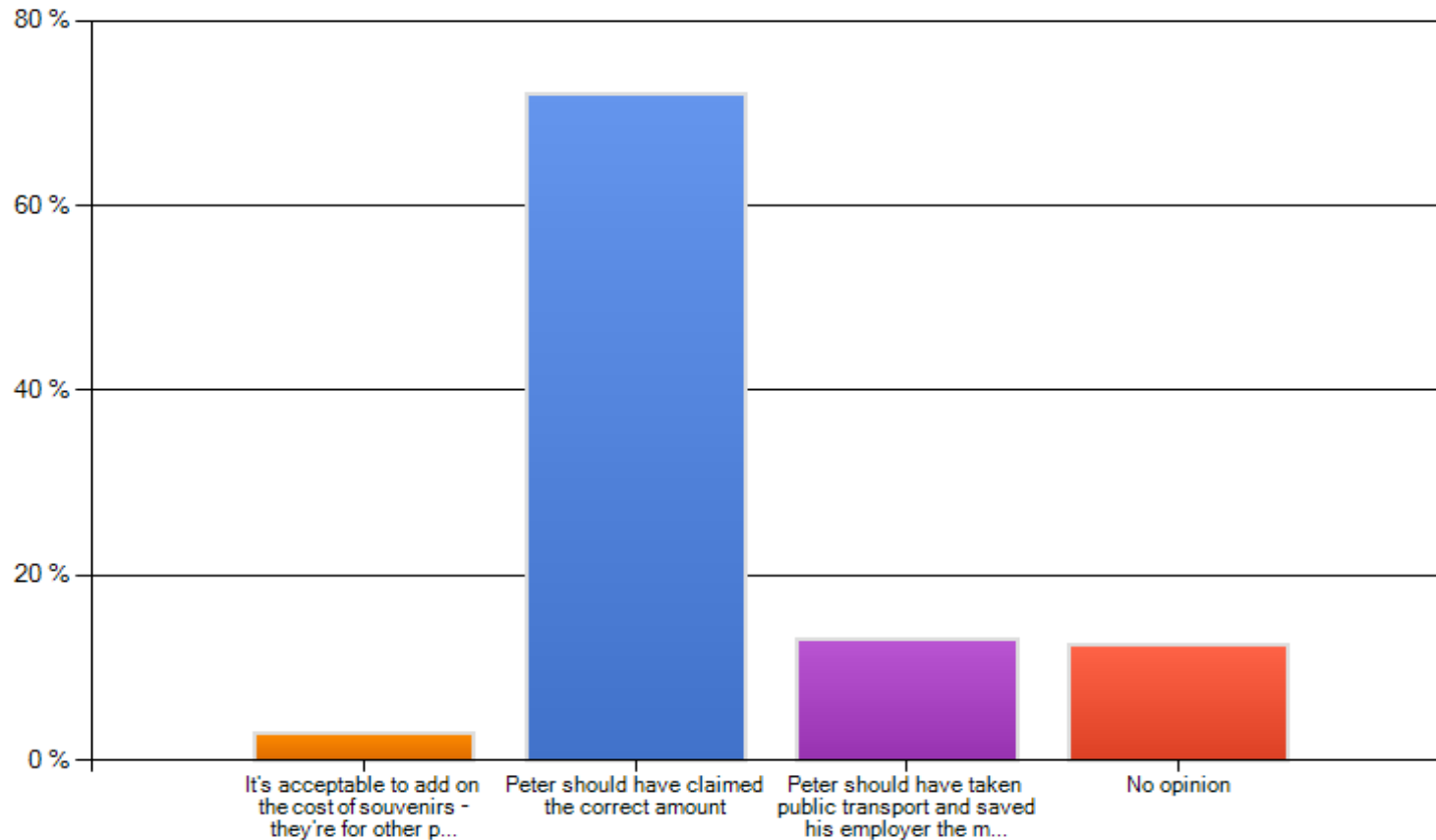
*Percentages have been rounded to the nearest whole number and therefore may not total 100%*

**Comment:**

The majority of respondents (72%) said they would claim the correct amount.

The purpose of this question is to get respondents thinking about ethical issues.

Peter is visiting St Helena on business and has rented a car to travel around the island. At the end of his trip Peter is given an expenses form to fill out, so he can claim back the cost of the rental car from his company. Peter includes an additional charge of £20.00 in his expense claim to cover the cost of some souvenirs he brought back for his colleagues in the office. Which of the following reflects your view of Peter's behaviour?



Base: 435

Percentages have been rounded to the nearest whole number and therefore may not total 100%

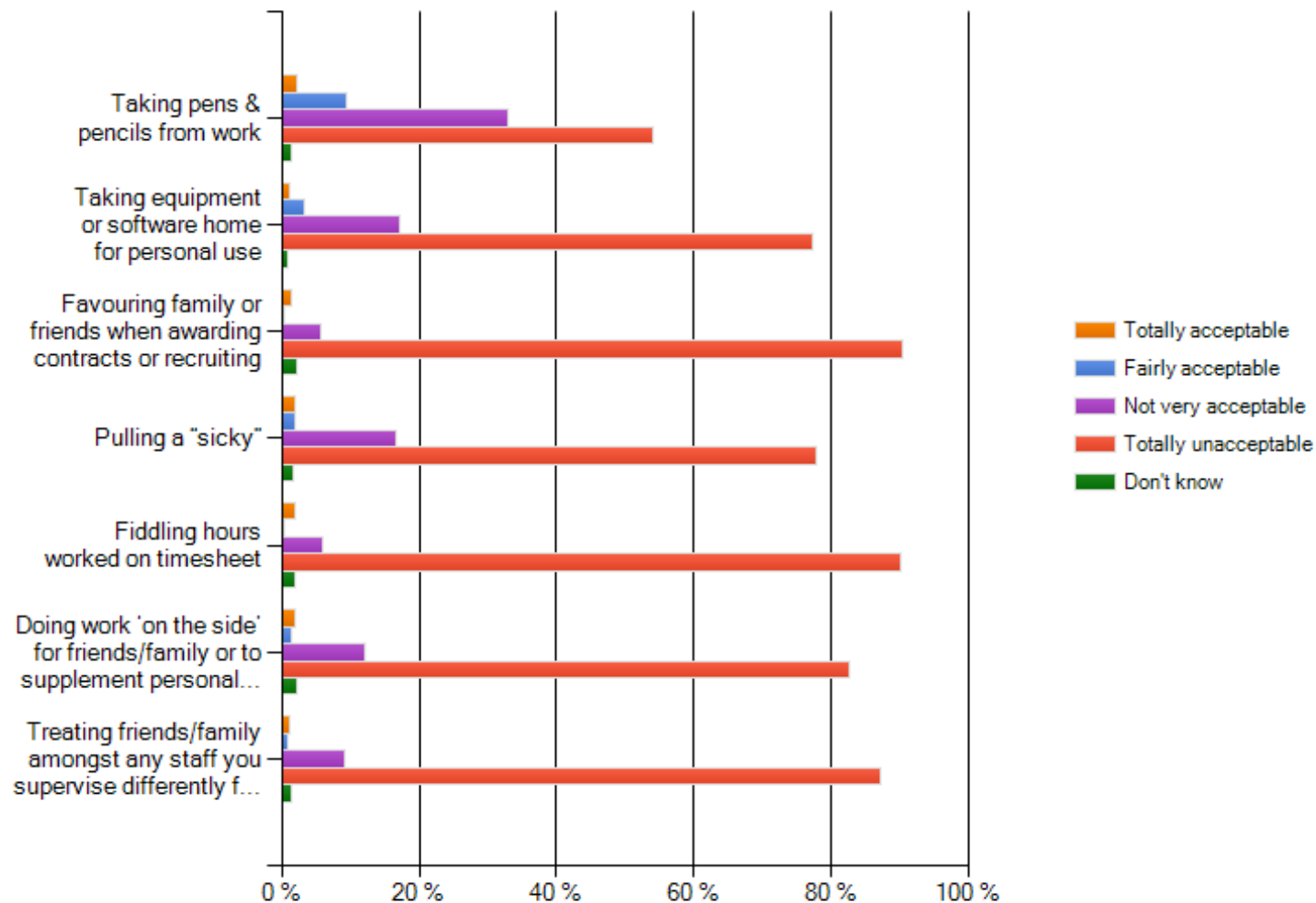
**C. Q6 - Below is a list of common practices and behaviours in workplaces. In which category would you personally place each one?**

	<b>Totally Acceptable</b>	<b>Fairly Acceptable</b>	<b>Not very Acceptable</b>	<b>Totally Unacceptable</b>	<b>Don't know</b>
<b>Taking pens &amp; pencils from work</b>	2% (9)	10% (41)	33% (142)	<b>54% (233)</b>	1% (6)
<b>Taking equipment or software home for personal use</b>	1% (5)	3% (14)	17% (74)	<b>77% (332)</b>	1% (4)
<b>Favouring family or friends when awarding contracts or recruiting</b>	1% (6)	0% (1)	6% (25)	<b>90% (392)</b>	2% (10)
<b>Pulling a "sicky"</b>	2% (8)	2% (8)	17% (71)	<b>78% (332)</b>	2% (7)
<b>Fiddling hours worked on timesheet</b>	2% (8)	0% (1)	6% (26)	<b>90% (389)</b>	2% (8)
<b>Doing work 'on the side' for friends/family or to supplement personal income during work time</b>	2% (8)	1% (6)	12% (52)	<b>83% (355)</b>	2% (9)
<b>Treating friends/family amongst any staff you supervise differently from other staff</b>	1% (5)	1% (4)	9% (40)	<b>87% (377)</b>	1% (6)

Base: 436

Percentages have been rounded to the nearest whole number and therefore may not total 100%

**Below is a list of common practices and behaviours in workplaces. In which category would you personally place each one?**



Base: 436

Percentages have been rounded to the nearest whole number and therefore may not total 100%

### Comment:

It is clear that the majority of respondents view the listed practices and behaviours in the workplace as totally unacceptable. There is some contradiction here with the responses to Q8 in which a high percentage of respondents said they have witnessed dishonesty & fraud, conflicts of interest, corruption and discrimination in their organisations – despite saying that these sorts of behaviours are unacceptable.

When the respondents who considered the list of practices and behaviours ‘totally acceptable’ is broken down by sub-group, there are clear patterns that emerge. Those in the age group 46+, those working in the private sector and those at a senior level are more likely to say these things are totally acceptable (see table below). Ethical culture is led by the tone at the top – if senior management are acting unethically, then it sets a bad example for the rest of the organisation.

<i><b>“Totally acceptable”</b></i>	<b>M</b>	<b>F</b>	<b>16-29</b>	<b>30-45</b>	<b>46+</b>	<b>Gov</b>	<b>Prv</b>	<b>Civil</b>	<b>Jnr</b>	<b>Mid</b>	<b>Snr</b>
<b>Taking pens &amp; pencils from work</b>	2% (3)	<b>2% (6)</b>	2% (2)	1% (2)	<b>3% (5)</b>	1% (4)	<b>5% (5)</b>	0%	2% (5)	2% (2)	<b>3% (2)</b>
<b>Taking equipment or software home for personal use</b>	<b>2% (2)</b>	1% (3)	0%	1% (2)	<b>2% (3)</b>	0%	<b>4% (4)</b>	0%	1% (2)	1% (1)	<b>3% (2)</b>
<b>Favouring family or friends when awarding contracts or recruiting</b>	<b>2% (2)</b>	1% (4)	0%	1% (1)	<b>3% (5)</b>	1% (3)	<b>3% (3)</b>	0%	1% (3)	1% (1)	<b>3% (2)</b>
<b>Pulling a “sicky”</b>	2% (2)	<b>2% (6)</b>	0%	1% (2)	<b>4% (6)</b>	1% (4)	<b>4% (4)</b>	0%	2% (4)	2% (2)	<b>3% (2)</b>
<b>Fiddling hours worked on timesheet</b>	2% (2)	<b>2% (6)</b>	0%	1% (2)	<b>4% (6)</b>	1% (4)	<b>4% (4)</b>	0%	2% (4)	2% (2)	<b>3% (2)</b>
<b>Doing work ‘on the side’ for friends/family or to supplement personal</b>	2% (2)	<b>2% (6)</b>	0%	1% (2)	<b>4% (6)</b>	2% (5)	<b>3% (3)</b>	0%	2% (5)	1% (1)	<b>3% (2)</b>

income during work time											
Treating friends/family amongst any staff you supervise differently from other staff	2% (2)	1% (3)	0%	1% (1)	3% (4)	1% (2)	3% (3)	0%	1% (1)	2% (2)	3% (2)

## D. Q7 - In your daily interactions at work, would you say that honesty is practiced...?

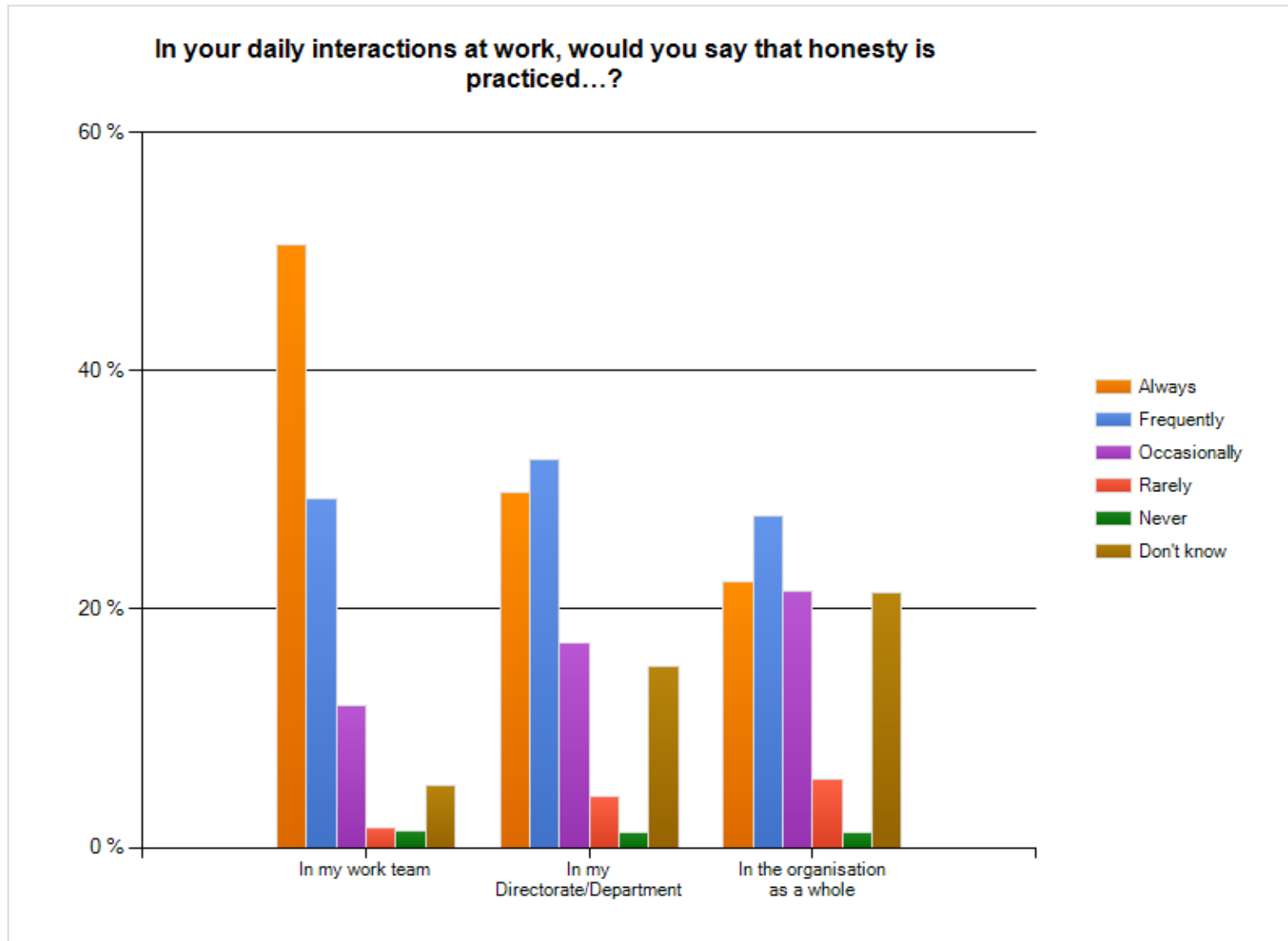
	Always	Frequently	Occasionally	Rarely	Never	Don't Know
<b>In my work team</b>	<b>51% (212)</b>	29% (123)	12% (50)	2% (7)	1% (6)	5% (22)
<b>In my Directorate/ Department</b>	30% (120)	<b>33% (131)</b>	17% (69)	4% (17)	1% (5)	15% (61)
<b>In the organisation as a whole</b>	22% (89)	<b>28% (111)</b>	22% (86)	6% (23)	1% (5)	21% (85)

Base: 422

Percentages have been rounded to the nearest whole number and therefore may not total 100%

### Comment:

It is interesting that just over one half of respondents say that honesty is practiced 'always' in their work team, compared with 30% and 22% in their Directorate/Department and organisation as a whole respectively. This may be because you have close contact with the people in the team within which you work and as such, are more likely to be aware of their strengths and weaknesses and be aware of what they are doing.



Base: 436

Percentages have been rounded to the nearest whole number and therefore may not total 100%



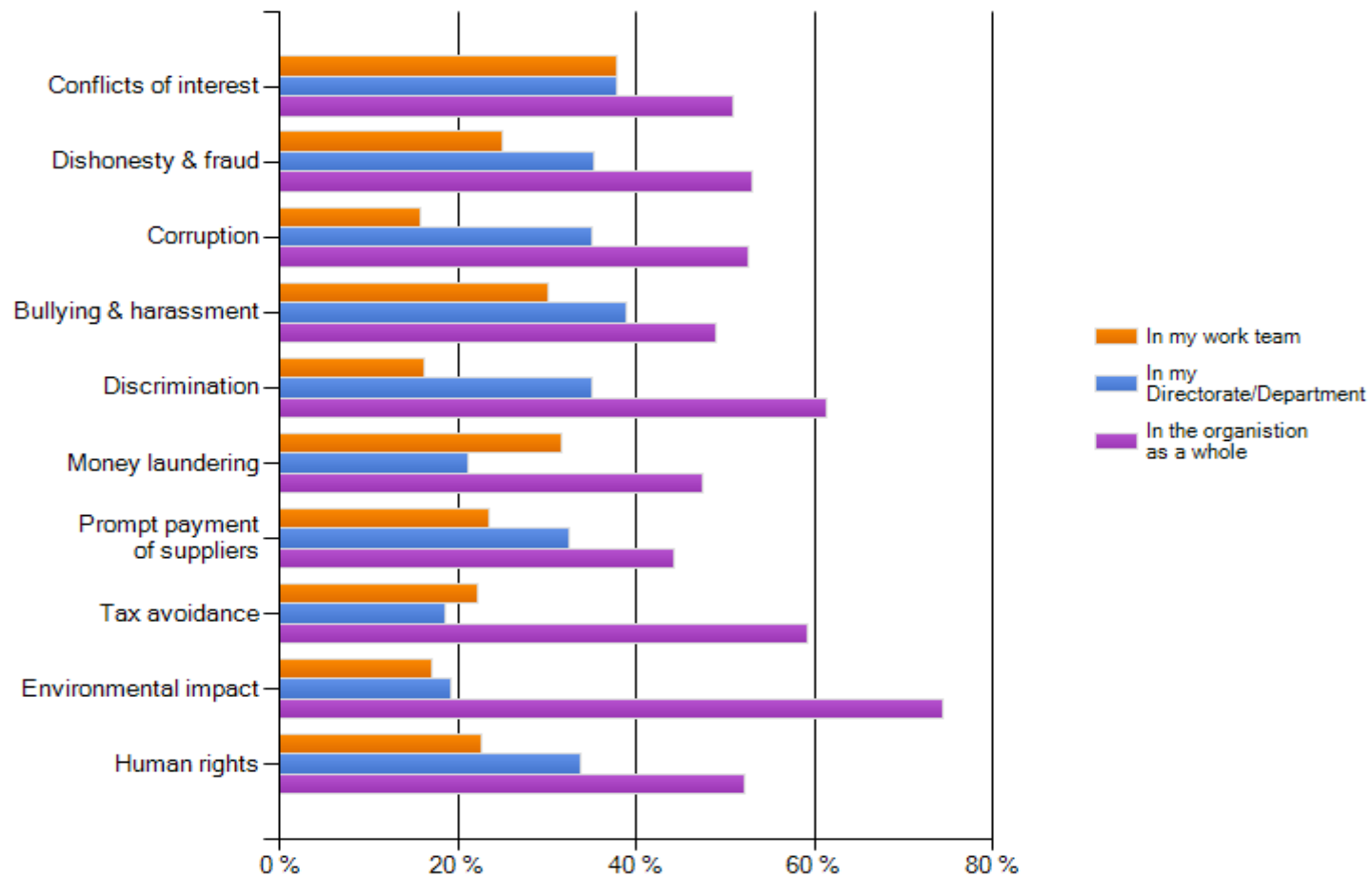
**E. Q8 - During the past year at work have you observed any behaviour that you thought was unethical in relation to any of the issues listed below?**

	In my work team	In my Directorate/ Department	In the organisation as a whole
Conflicts of interest	38% (47)	38% (47)	51% (63)
Dishonesty & fraud	25% (17)	35% (24)	53% (36)
Corruption	16% (9)	35% (20)	53% (30)
Bullying & harassment	30% (27)	39% (35)	50% (44)
Discrimination	16% (13)	35% (28)	61% (49)
Money laundering	32% (6)	21% (4)	47% (9)
Prompt payment of suppliers	24% (8)	32% (11)	44% (15)
Tax avoidance	22% (6)	19% (5)	59% (16)
Environmental impact	17% (8)	19% (9)	<b>75% (35)</b>
Human rights	23% (16)	34% (24)	52% (37)
Speaking up (whistle-blowing)	<b>43% (31)</b>	36% (26)	33% (24)
Work-home balance	40% (31)	<b>40% (31)</b>	39% (30)

Base: 192

Percentages have been rounded to the nearest whole number and therefore may not total 100%

**During the past year at work have you observed any behaviour that you thought was unethical in relation to any of the issues listed below?**



Base: 192

Percentages have been rounded to the nearest whole number and therefore may not total 100%

## Comment:

Just under one half of respondents (43%) said that they had observed behaviour that they considered unethical in relation to 'speaking-up' in their work team. This was closely followed by behaviour that they thought was unethical in relation to 'work-home balance' (40%) and 'conflicts of interest' (38%).

In their Directorate/Department, 'work-home balance' (40%) followed by 'bullying & harassment' (39%) and 'conflicts of interest' (38%) where areas where respondents said they observed behaviour that they thought was unethical.

Within the organisation as a whole, the main areas where respondents said they observed behaviour that they thought was unethical were: 'environmental impact' (75%), 'discrimination' (61%) and 'tax avoidance' (59%).

These are clearly issues that need to be addressed.

In a survey of British employee's views of ethics at work conducted in 2012 by the IBE, the areas of misconduct most noted by respondents in their organisations were 'stealing' (14%), 'bullying/harassment' (9%) and various forms of 'discrimination' (8%). Full results are presented in the table below:

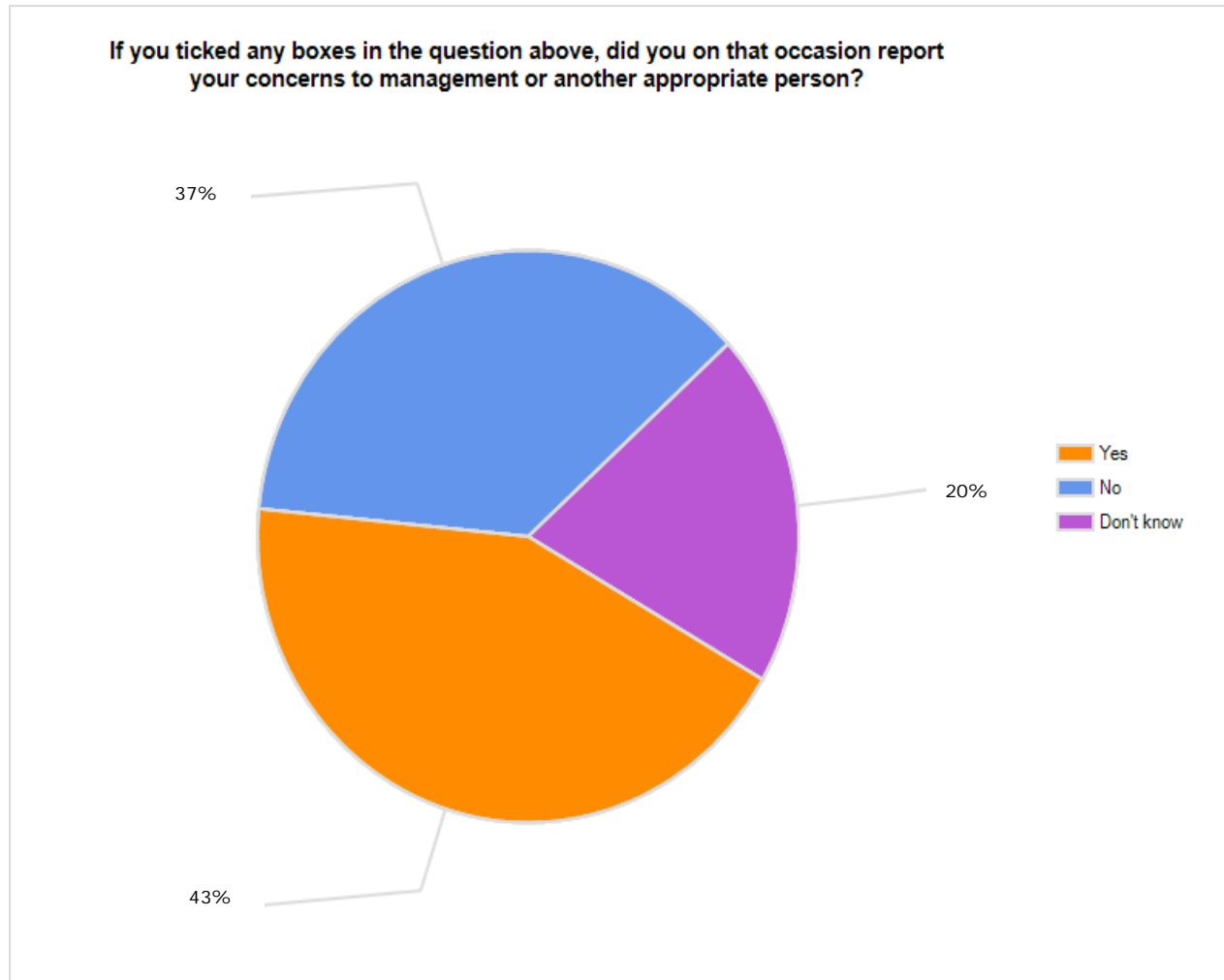
<b>Q) What type(s) of misconduct were you aware of?</b>  <i>Base: 130 British workers aware of misconduct in the past year.  All other responses were lower than 5%.</i>	<b>Responses</b>
<b>Stealing</b>	14%
<b>Bullying/Harassment</b>	9%
<b>Discrimination: (race)</b>	8% 6%

(gender)	2%
(age)	1%
<b>Fraud/Deception</b>	7%
<b>Safety violations</b>	7%
<b>Misreporting hours worked</b>	6%
<b>Illegal/unethical practices</b>	5%
<b>Abusive behaviour</b>	5%
<b>Improper hiring practices</b>	5%
<b>People treated inappropriately/unethically/unfairly</b>	5%

*Total sample – 665 British full-time employees were interviewed by Ipsos MORI in January/February 2012*

*Source: Employee Views of Ethics at Work, 2012 British Survey, IBE (2012).*

**F. Q9 - If you ticked any boxes in Question 8 above, did you on that occasion report your concerns to management or another appropriate person?**



	Responses
Yes	43% (86)
No	37% (73)
Don't know	20% (40)

Base: 199  
Percentages have been rounded to the nearest whole number and therefore may not total 100%

# **Comment:**

The number of respondents who did *not* raise their concerns is quite high as is the percentage that said 'don't know'. This may be a reflection of a small working community and fear of speaking up about people you know well.

In a survey of British employee's views of ethics at work conducted in 2012 by the IBE, employees were asked a similar question for which the results are outlined below:

<b>Q) Did you report any of your concerns to management, another appropriate person or in any other way?</b>  <i>Base: 130 British workers aware of misconduct in the past year.</i>	<b><i>Responses</i></b>
<b>Yes</b>	51%
<b>No</b>	49%
<b>Don't know</b>	-

*Total sample – 665 British full-time employees were interviewed by Ipsos MORI in January/February 2012*

*Source: Employee Views of Ethics at Work, 2012 British Survey, IBE (2012).*

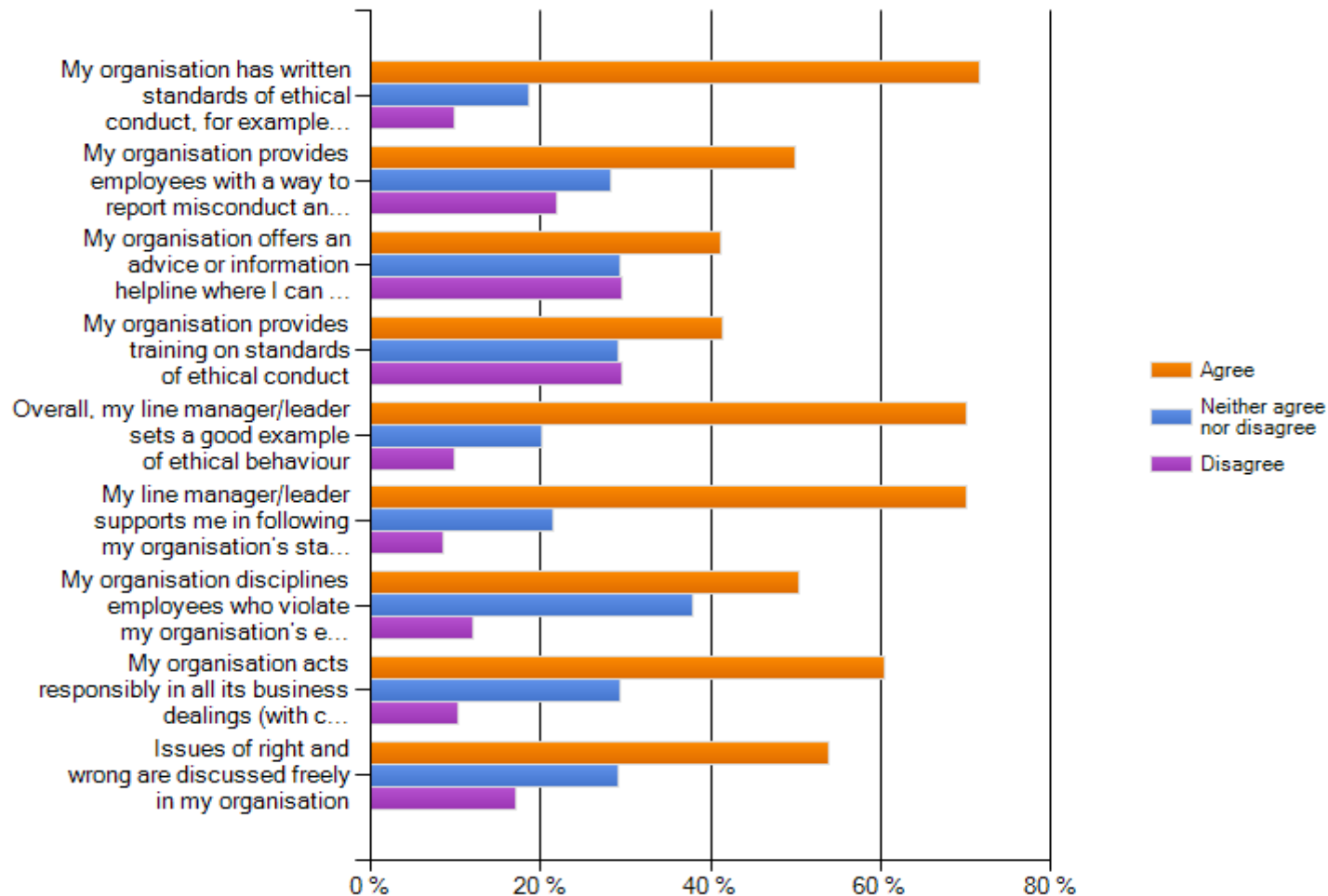
### G. Q10 - Do you agree or disagree with the following?

	Agree	Neither agree nor disagree	Disagree
My organisation has written standards of ethical conduct, for example a code of ethics, a policy statement on ethics or guidance on proper business conduct, that provide guidelines for my job	72% (264)	19% (69)	10% (36)
My organisation provides employees with a way to report misconduct anonymously, without giving their name or other information that could easily identify them?	50% (181)	28% (102)	22% (79)
My organisation offers advice or an information helpline where I can get advice about behaving ethically at work	41% (148)	29% (105)	30% (106)
My organisation provides training on standards of ethical conduct	41% (144)	29% (101)	30% (103)
Overall, my line manager/leader sets a good example of ethical behaviour	70% (262)	20% (75)	10% (37)
My line manager/leader supports me in following my organisation's standards of ethical behaviour	70% (259)	21% (79)	8% (31)
My organisation disciplines employees who violate my organisation's ethical standards	50% (177)	38% (133)	12% (42)
My organisation acts responsibly in all its business dealings (with customers, clients, suppliers, etc.)	60% (220)	29% (107)	10% (37)
Issues of right and wrong are discussed freely in my organisation	54% (198)	29% (107)	17% (63)

Base: 402

Percentages have been rounded to the nearest whole number and therefore may not total 100%

### Do you agree or disagree with the following?



Base: 402

Percentages have been rounded to the nearest whole number and therefore may not total 100%



### Comment:

It is clear that the majority of respondents agree with the statements listed. However, some of the figures are rather low, for example only 41% of respondents agree that their organisation provides advice or an information helpline where they can get advice about behaving ethically at work. We would suggest that all organisations should have such a facility in place. Encouraging employees to raise questions and concerns internally is a preventative measure to help prevent error judgements becoming serious issues. Those agreeing with the statement that their organisation provides training on standards of ethical conduct is also rather low. Everyone in the organisation should receive training. That approximately one half of the respondents feel that issues of right and wrong are discussed freely and that the organisation disciplines employees who violate ethical standards is positive, however, it could be higher.

In a survey of British employee's views of ethics at work conducted in 2012 by the IBE, employees were asked similar questions for which the results are outlined in the following two tables:

<b>Q) To what extent do you agree with the following</b> <i>Base: 665</i>	<b>Agree</b>	<b>Disagree</b>
<b>A. Overall, my line manager sets a good example of ethical business behaviour</b>	72%	8%
<b>B. My line manager explains the importance of honesty and ethics in the work we do</b>	63%	11%
<b>C. My line manager rewards employees who get good results even if they use practices that are ethically questionable</b>	26%	41%
<b>D. My line manager supports me in following my organisation's standards of ethical behaviour</b>	67%	7%
<b>E. My organisation disciplines employees who violate my organisation's ethics standards</b>	72%	6%
<b>F. My organisation acts responsibly in all its business dealings (with customers, clients, suppliers, etc.)</b>	81%	5%
<b>G. My organisation lives up to its stated policy of social responsibility</b>	78%	6%

<b>H. Issues of right and wrong are discussed in staff meetings</b>	66%	11%
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*Total sample – 665 British full-time employees were interviewed by Ipsos MORI in January/February 2012*

*Source: Employee Views of Ethics at Work, 2012 British Survey, IBE (2012).*

<b>Q) Does your organisation provide information and assistance with regard to acting ethically?</b> <i>Base: 665</i>	<b>Yes</b>	<b>No</b>
<b>A. Does your organisation have any written standards of ethical business conduct, for example a code of ethics, a policy statement on ethics or guidance on proper business conduct, that provide guidelines for your job?</b>	73%	23%
<b>B. Does your organisation provide employees with a way to report misconduct anonymously, without giving their name or other information that could easily identify them?</b>	69%	27%
<b>C. Does your organisation offer advice or an information helpline where you can get advice about behaving ethically at work?</b>	58%	37%
<b>D. Does your organisation provide training on standards of ethical conduct?</b>	62%	34%

*Total sample – 665 British full-time employees were interviewed by Ipsos MORI in January/February 2012*

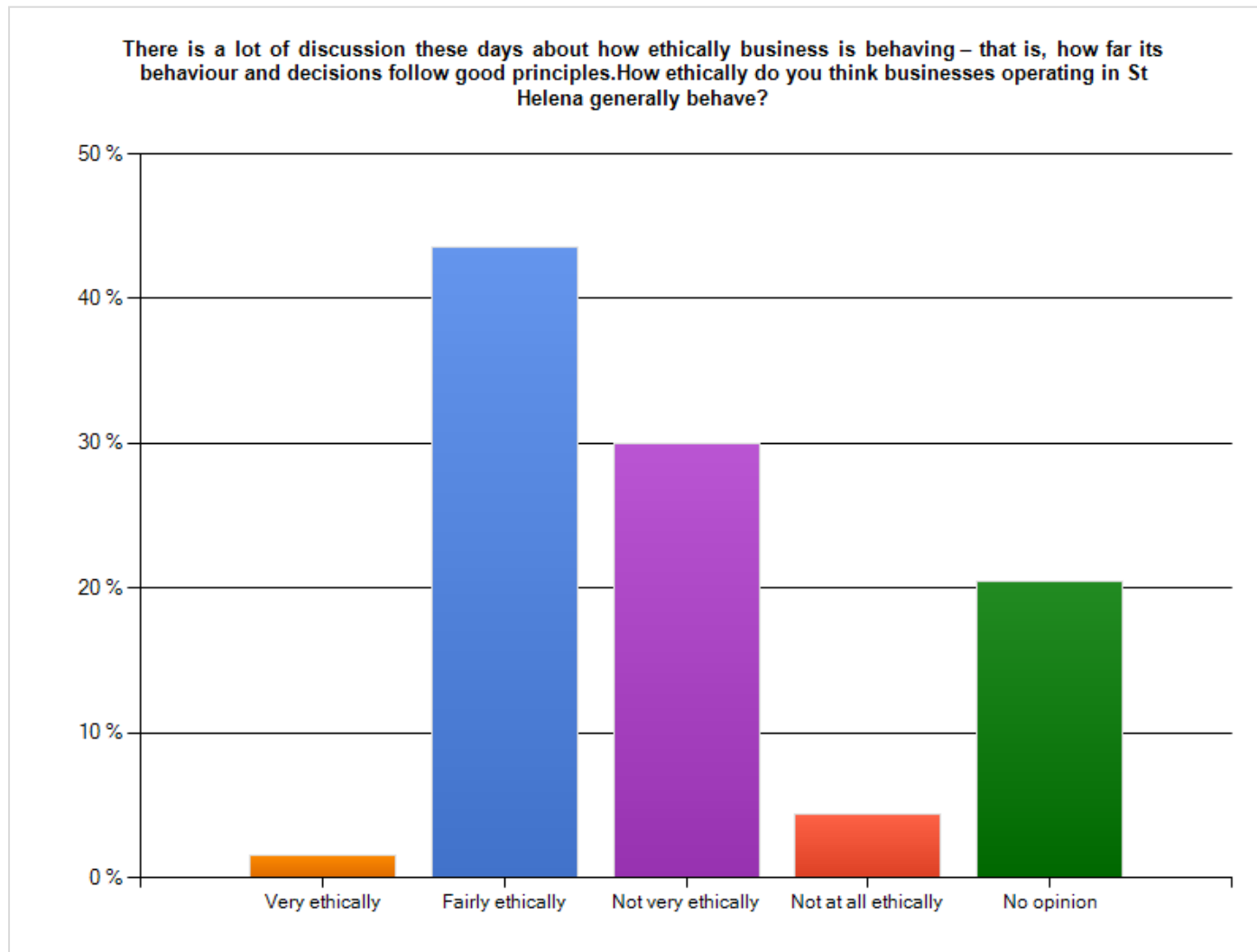
*Source: Employee Views of Ethics at Work, 2012 British Survey, IBE (2012).*

**H. Q11 - There is a lot of discussion these days about how ethically business is behaving – that is, how far its behaviour and decisions follow good principles. How ethically do you think businesses operating in St Helena generally behave?**

	<b><i>Responses</i></b>
<b>Very ethically</b>	2% (6)
<b>Fairly ethically</b>	<b>44% (170)</b>
<b>Not very ethically</b>	30% (117)
<b>Not at all ethically</b>	4% (17)
<b>No opinion</b>	21% (80)

*Base: 390*

*Percentages have been rounded to the nearest whole number and therefore may not total 100%*



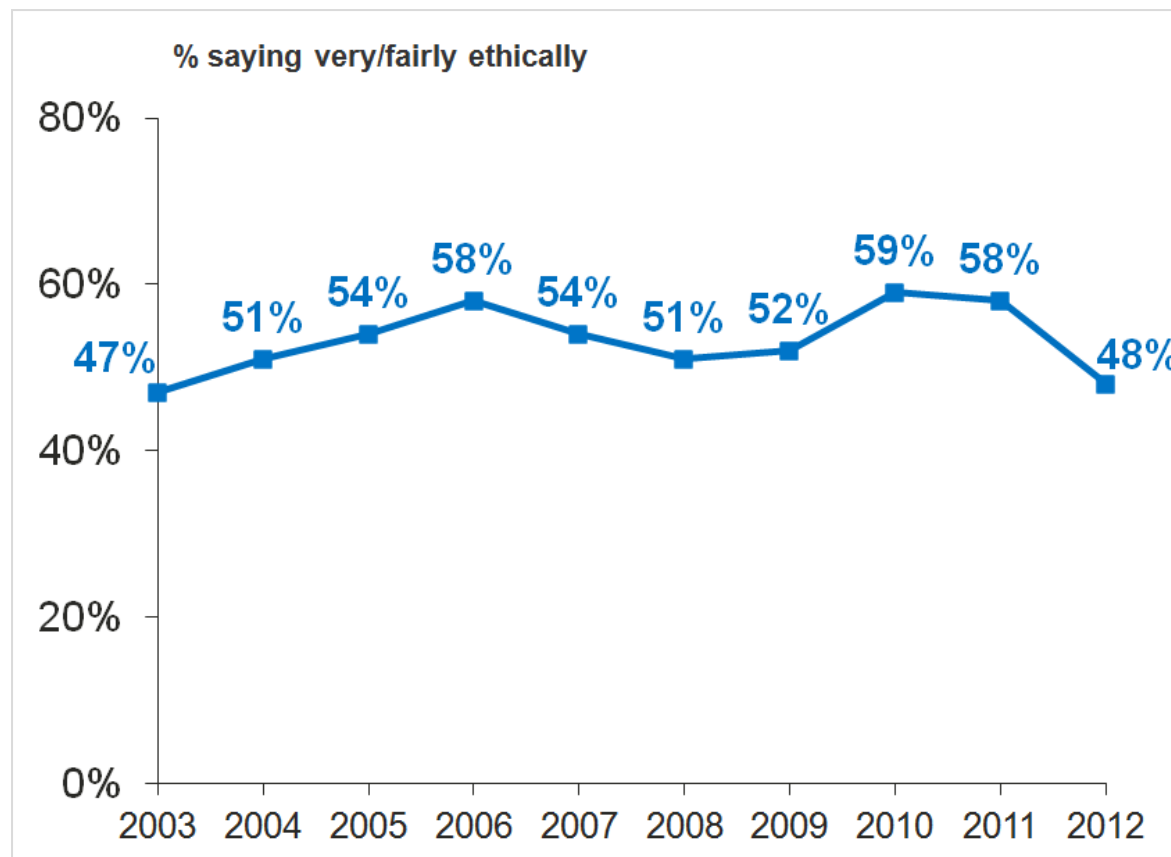
Base: 390

Percentages have been rounded to the nearest whole number and therefore may not total 100%

**Comment:**

There are mixed opinions as to how ethically business behaves on St Helena. Only 2% of respondents think that business operating in St Helena behaves 'very ethically' which is a rather low figure. Just under half think business operates 'fairly ethically' and just under one third think it behaves 'not very ethically'.

In a survey of the British public conducted in 2012 by the IBE, a similar question was asked for which the results are outlined below. This question forms part of an annual survey conducted by the IBE which allows trends in the public's perception to be traced.



**Q) There is a lot of discussion these days about how ethically business is behaving – that is, how far its behaviour and decisions follow good principles. How ethically do you think British business generally behaves?**

*Base: 991 GB adults 16+, 14-26 September 2012, trends: c. 1000 British Public each year asked face-to-face*

Breaking the results for St Helena down, we can see that there are no marked different across subgroups in their opinion of business behaviour with the majority of groups saying that business behaves 'fairly ethically'. The only exception to this is the 16-29 year old age group in which the majority thought business behaved 'not very ethically'.

	Base	Very	Fairly	Not Very	Not at all	No opinion
<b>Male</b>	267	3% (4)	<b>39% (47)</b>	34% (41)	6% (7)	18% (22)
<b>Female</b>	121	1% (2)	<b>46% (122)</b>	28% (75)	4% (10)	22% (58)
<b>16-29</b>	98	1% (1)	38% (37)	<b>40% (39)</b>	4% (4)	17% (17)
<b>30-45</b>	149	3% (4)	<b>46% (68)</b>	24% (36)	5% (7)	23% (34)
<b>46+</b>	140	1% (1)	<b>46% (64)</b>	29% (40)	4% (6)	21% (29)
<b>Government</b>	277	1% (4)	<b>41% (113)</b>	34% (93)	5% (15)	19% (52)
<b>Private Sector</b>	88	2% (2)	<b>44% (39)</b>	21% (18)	2% (2)	31% (27)
<b>Civil Society/NGO</b>	19	0% (0)	<b>74% (14)</b>	21% (4)	0% (0)	5% (1)
<b>Junior</b>	192	1% (2)	<b>40% (77)</b>	33% (64)	5% (10)	20% (39)
<b>Middle management</b>	116	0% (0)	<b>47% (54)</b>	23% (27)	4% (5)	26% (30)
<b>Senior management/leadership</b>	66	5% (3)	<b>50% (33)</b>	33% (22)	3% (2)	11% (7)

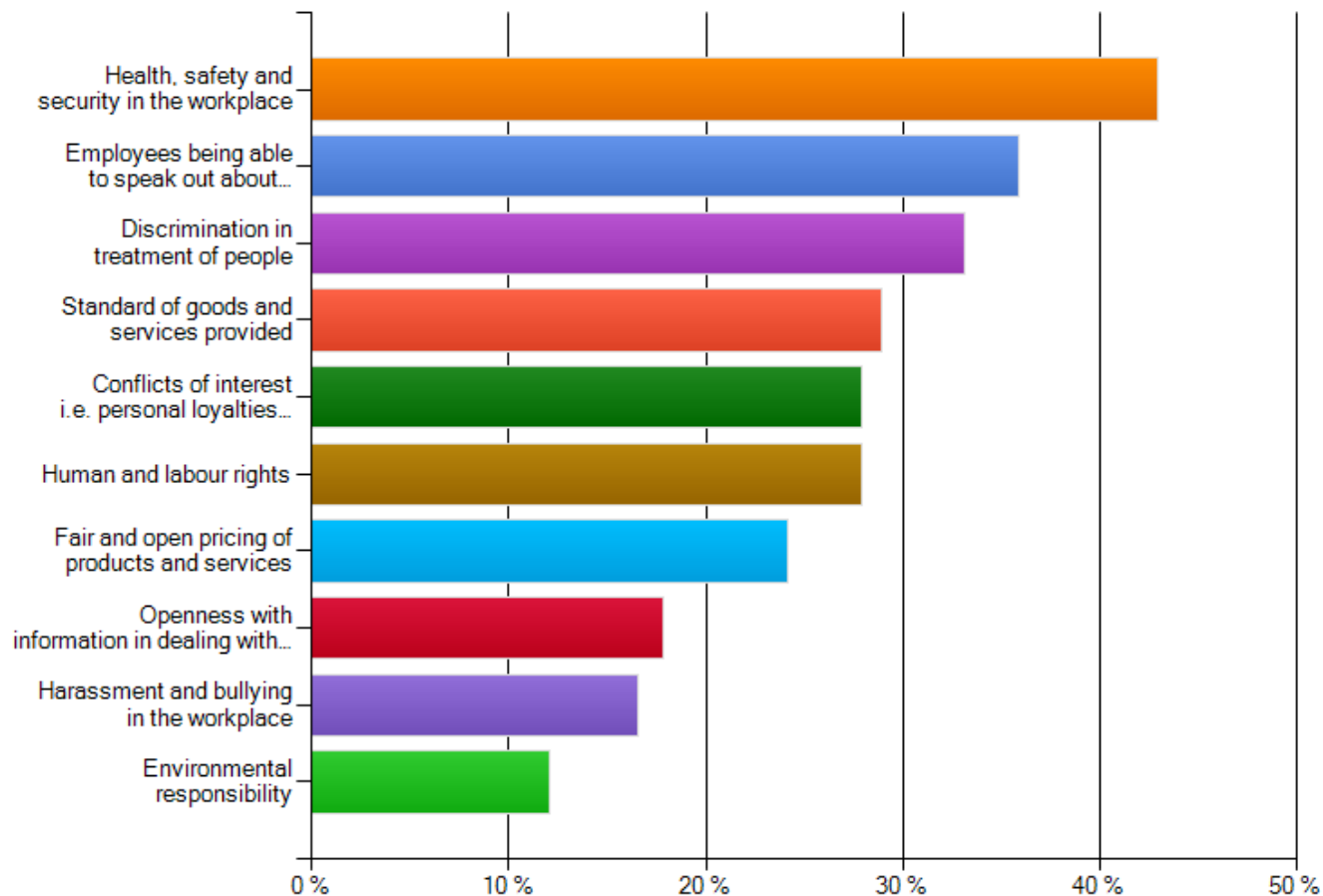
**I. Q12 - From the list below, which three of these issues are most important/most need addressing by businesses operating in St Helena?**

<b>Issues</b>	<b>Responses</b>
Health, safety and security in the workplace	43% (171)
Employees being able to speak out about company wrongdoing	36% (143)
Discrimination in treatment of people	33% (132)
Standard of goods and services provided	29% (115)
Conflicts of interest i.e. personal loyalties vs. business loyalties	28% (111)
Human and labour rights	28% (111)
Fair and open pricing of products and services	24% (96)
Openness with information in dealing with customers/clients	18% (71)
Harassment and bullying in the workplace	17% (66)
Recruitment practices	12% (48)
Environmental responsibility	12% (48)
Work-home balance for employees	12% (46)
Bribery and corruption	8% (33)
Managing directors'/CEO pay	7% (27)
Gifts and hospitality	2% (9)
Treatment of suppliers	1% (5)

Base: 398

Percentages have been rounded to the nearest whole number and therefore may not total 100%

**From the list below, which three of these issues are most important/most need addressing by businesses operating in St Helena?**



Base: 398

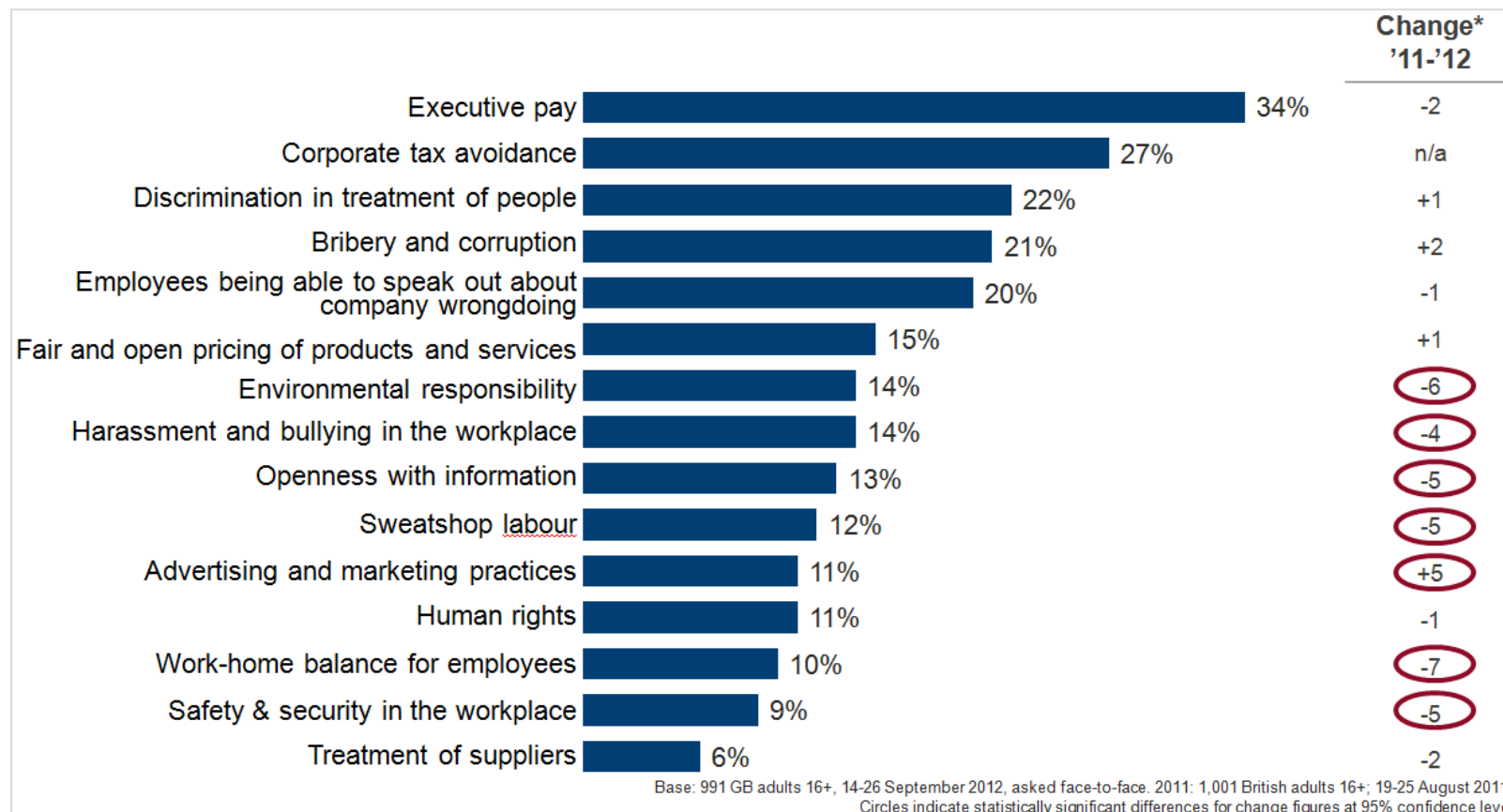
Percentages have been rounded to the nearest whole number and therefore may not total 100%



**Comment:**

It is clear that issues of 'health, safety and security in the workplace', 'employees being able to speak out about company wrongdoing' and 'discrimination in treatment of people' are areas of concern for the St Helena public.

In a survey of the British public conducted in 2012 by the IBE, a similar question was asked for which the results are outlined below. This question forms part of an annual survey conducted by the IBE which allows trends in the public's perception to be traced.



*\* Please note that trends are indicative due to the inclusion of a new response category in the question this year*

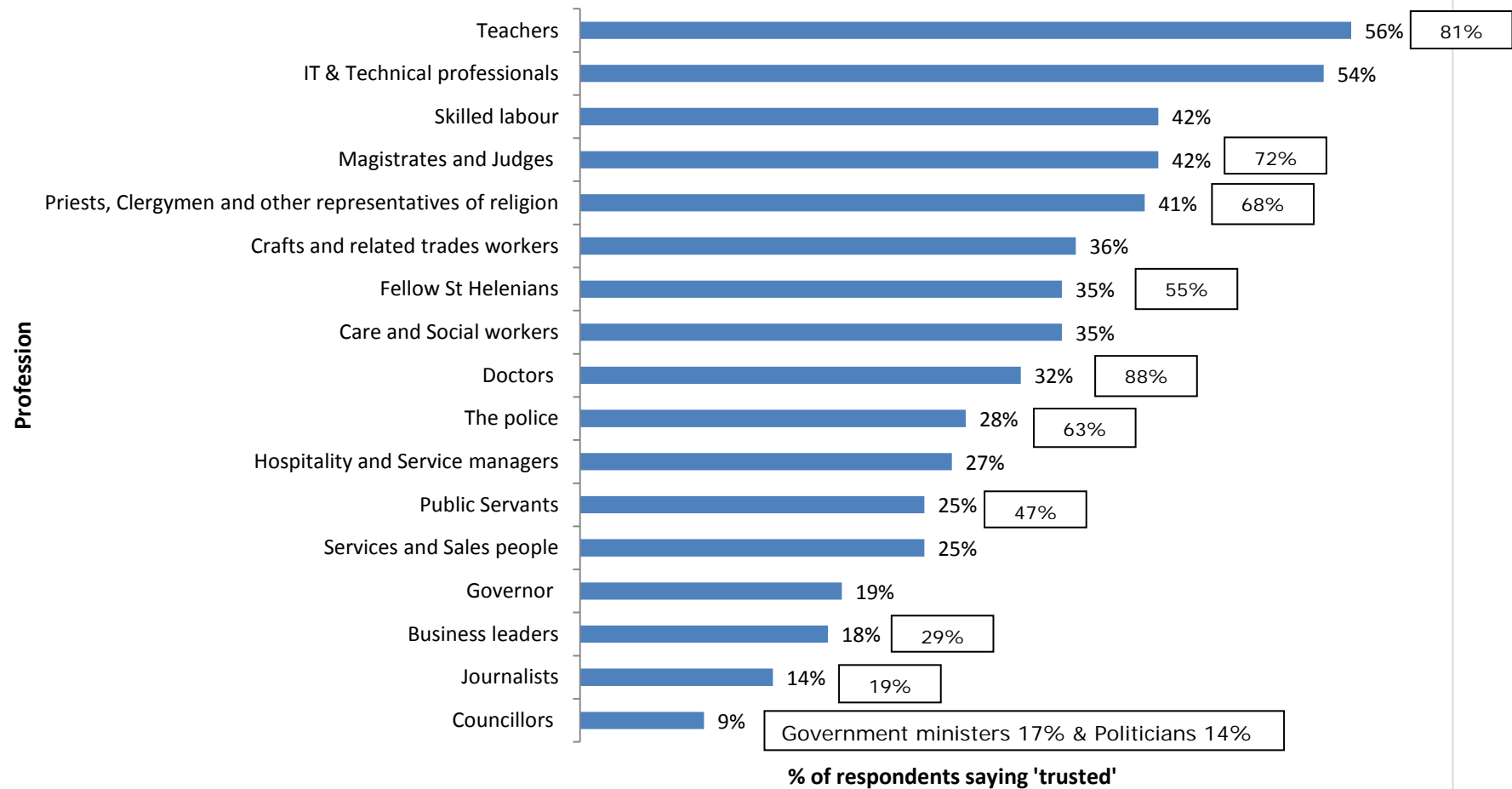
### J. Q13 - Which professions from the list below do you trust, and which do you not trust?

Profession	Trusted	Not trusted	No opinion
Business leaders	18% (68)	32% (122)	<b>51% (194)</b>
Care and Social workers	<b>35% (135)</b>	24% (92)	41% (159)
Public servants	25% (91)	24% (88)	<b>51% (187)</b>
Crafts and related trades workers	36% (130)	16% (56)	<b>48% (174)</b>
Doctors	32% (124)	33% (127)	<b>36% (139)</b>
Governor	19% (74)	39% (151)	<b>42% (162)</b>
Hospitality and Service managers	27% (97)	18% (65)	<b>55% (201)</b>
IT & Technical professionals	<b>54% (204)</b>	10% (37)	36% (137)
Journalists	14% (51)	38% (143)	<b>48% (182)</b>
Magistrates and Judges	<b>42% (162)</b>	17% (64)	41% (158)
Councillors	9% (35)	<b>60% (240)</b>	32% (127)
Fellow St Helenians	35% (132)	14% (54)	<b>51% (191)</b>
Priests, Clergymen and other representatives of religion	41% (160)	13% (51)	<b>46% (176)</b>
Services and Sales people	25% (92)	22% (80)	<b>54% (198)</b>
Skilled labour	42% (160)	10% (38)	<b>48% (177)</b>
Teachers	<b>56% (218)</b>	6% (22)	38% (148)
The police	28% (107)	35% (134)	<b>38% (147)</b>

Base: 421

Percentages have been rounded to the nearest whole number and therefore may not total 100%

Q: Which professions from the list below do you trust, and which do you not trust?\*



Base: 421  
Percentages have been rounded to the nearest whole number and therefore may not total 100%

\*Figures in boxes indicate results for similar professions from a 2011 survey by Ipsos MORI and the British Medical Association. Base c. 1,000-2,000 British Adults Ages 15+, field work 10-16 June 2011

**Comment:**

The results show that the most trusted professions on St Helena are 'teachers' (56%), 'IT & technical professionals' (54%) and 'skilled labour' (42%) jointly with 'magistrates and judges' (42%). The least trusted are 'councilors' (9%), 'journalists' (14%) and 'business leaders' (18%) – closely followed by 'governor' (19%). Other noticeably low figures are the percentage of respondents saying they trust 'public servants' (25%) and 'the police' (28%). 'Doctors' (32%) and 'care and social workers' (35%) also surprisingly rank rather low.

Looking at the results of the British survey, as per the results for St Helena, trust in politicians and journalists tends to be low with business leaders typically heading the top of the lower quartile.

## Appendix 1: Methodology

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A short survey was designed by the Institute of Business Ethics in collaboration with the St Helena Government.

The survey was provided in two formats: paper based and electronically (using Survey Monkey).

The survey was distributed by St Helena Government to approximately 1,354 people. The sample was made up of the following groups:

St Helena Government employees: 800

Private Sector employees: 530

Civil Society employees: 24

**Total: 1,354**

The survey consisted of 13 questions (see Appendix 2 for full survey wording) and all responses were anonymous. The survey ran from 28<sup>th</sup> January 2013 to Friday 15<sup>th</sup> February 2013. A reminder email was sent half way through this period.

Paper based responses were manually added to Survey Monkey and all results were analysed using Survey Monkey to generate charts and tables. Only complete responses were used in the analysis.

Where applicable, cross tabulations were calculated using Survey Monkey, to explore trends across various demographics.

## Appendix 2: Survey

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### Survey introduction

The St Helena Government has commissioned the Institute of Business Ethics (IBE), a London based charity, to survey attitudes to ethics at work on St Helena. The survey forms part of the Government's work to strengthen good governance.

Your views are important to us.

We would be grateful if you could complete the short survey below. Your responses will be completely anonymous and the information you provide will be used confidentially. The anonymised results of the Survey will be made publically available at a later date.

The questionnaire consists of 13 questions and will take you no longer than 5 – 10 minutes to complete. Once you have completed the questionnaire please put it in the box or envelope provided by your Communication Officer.

If you have any questions or problems with the survey, please contact: Mrs Helena Bennett, Head of Internal Audit, telephone number 2112.

Thank you on behalf of St Helena Government and the IBE for your assistance.

Signed: Mark Capes, Governor of St Helena

Signed: Owen O'Sullivan, Chief Secretary

\* The IBE would like to acknowledge Ipsos MORI, a market research company, for their role in question design and wording used in this survey.

### Some information about the IBE

The IBE is a not-for-profit organisation established in 1986 to encourage high standards of business behaviour based on ethical values. Whilst the IBE is a registered charity based in London, its horizons are international as it works with global organisations based in the UK and overseas. Our work is supported by donations from corporate and individual subscribers.

We raise public awareness of the importance of doing business ethically and collaborate with other UK and international organisations with interests and expertise in business ethics. We help organisations to strengthen their ethical culture and encourage high standards of business behaviour based on ethical values. We assist in the development, implementation and embedding of effective and relevant ethics and corporate responsibility policies and programmes. We help organisations to provide guidance to staff and build relationships of trust with their principal stakeholders.

Institute of Business Ethics  
24 Greencoat Place, London SW1P 1BE  
Telephone: +44 (0) 20 7798 6040  
Website: [www.ibe.org.uk](http://www.ibe.org.uk)  
E-mail: [info@ibe.org.uk](mailto:info@ibe.org.uk)  
Registered Charity No. 1084014

## Survey

1. Are you: [PLEASE TICK ONE BOX ONLY]

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

2. What age group do you fall into? [PLEASE TICK ONE BOX ONLY]

16 - 29	<input type="checkbox"/>
30 - 45	<input type="checkbox"/>
46+	<input type="checkbox"/>

3. Do you work in: [PLEASE TICK ONE BOX ONLY]

Government	<input type="checkbox"/>
Private sector	<input type="checkbox"/>
Civil society/NGO	<input type="checkbox"/>

4. What is your position in your organisation? [PLEASE TICK ONE BOX ONLY]

Junior	<input type="checkbox"/>
Middle management	<input type="checkbox"/>
Senior management/leadership	<input type="checkbox"/>

5. Peter is visiting St Helena on business and has rented a car to travel around the island. At the end of his trip Peter is given an expenses form to fill out, so he can claim back the cost of the rental car from his company. Peter includes an additional charge of £20.00 in his expense claim to cover the cost of some souvenirs he brought back for his colleagues in the office.

Which of the following reflects your view of Peter's behaviour? [PLEASE TICK ONE BOX ONLY.]



It's acceptable to add on the cost of souvenirs – they're for other people in the company after all	
Peter should have claimed the correct amount	
Peter should have taken public transport and saved his employer the money	
No opinion	

6. Below is a list of common practices and behaviours in workplaces. In which category would you personally place each one?  
[PLEASE TICK ONE BOX IN EACH ROW ONLY]

	Totally Acceptable	Fairly Acceptable	Not very Acceptable	Totally Unacceptable	Don't know
Taking pens & pencils from work					
Taking equipment or software home for personal use					
Favouring family or friends when awarding contracts or recruiting					
Pulling a "sicky"					
Fiddling hours worked on timesheet					
Doing work 'on the side' for friends/family or to supplement personal income during work time					
Treating friends/family amongst any staff you supervise differently from					

other staff					
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7. In your daily interactions at work, would you say that honesty is practiced...? [PLEASE TICK ONE BOX IN EACH ROW ONLY]

	Always	Frequently	Occasionally	Rarely	Never	Don't Know
In my work team						
In my Directorate/Department						
In the organisation as a whole						

8. During the past year at work have you observed any behaviour that you thought was unethical in relation to any of the issues listed below? [PLEASE TICK ALL THAT APPLY]

	In my work team	In my Directorate/Department	In the organisation as a whole
Conflicts of interest			
Dishonesty & fraud			
Corruption			
Bullying & harassment			
Discrimination			
Money laundering			
Prompt payment of suppliers			
Tax avoidance			

Environmental impact			
Human rights			
Speaking up (whistle blowing)			
Work-home balance			

9. If you ticked any boxes in Question 8 above, did you on that occasion report your concerns to management or another appropriate person? [PLEASE TICK ONE BOX ONLY]

Yes	
No	
Don't know	

10. Do you agree or disagree with the following? [PLEASE TICK ONE BOX IN EACH ROW ONLY]

	Agree	Neither agree nor disagree	Disagree
My organisation has written standards of ethical conduct, for example a code of ethics, a policy statement on ethics or guidance on proper business conduct, that provide guidelines for my job			
My organisation provides employees with a way to report misconduct anonymously, without giving their name or other information that could easily identify them?			
My organisation offers advice or an information helpline where I can get advice about behaving ethically at work			
My organisation provides training on standards of ethical conduct			
Overall, my line manager/leader sets a good example of ethical behaviour			

My line manager/leader supports me in following my organisation's standards of ethical behaviour			
My organisation disciplines employees who violate my organisation's ethical standards			
My organisation acts responsibly in all its business dealings (with customers, clients, suppliers, etc.)			
Issues of right and wrong are discussed freely in my organisation			

11. There is a lot of discussion these days about how ethically business is behaving – that is, how far its behaviour and decisions follow good principles.

How ethically do you think businesses operating in St Helena generally behave? [PLEASE TICK ONE BOX ONLY]

Very ethically	
Fairly ethically	
Not very ethically	
Not at all ethically	
No opinion	

12. From the list below, which **three** of these issues are most important/most need addressing by businesses operating in St Helena? [PLEASE TICK **THREE** BOXES]

Bribery and corruption	
Conflicts of interest i.e. personal loyalties vs. business loyalties	
Discrimination in treatment of people	
Employees being able to speak out about company wrongdoing	
Environmental responsibility	
Fair and open pricing of products and services	
Gifts and hospitality	
Harassment and bullying in the workplace	
Health, safety and security in the workplace	

Human and labour rights	
Managing directors'/CEO pay	
Openness with information in dealing with customers/clients	
Standard of goods and services provided	
Recruitment practices	
Treatment of suppliers	
Work-home balance for employees	

13. Which professions from the list below do you trust, and which do you not trust? [PLEASE TICK ONE BOX IN EACH ROW ONLY].

Profession	Trusted	Not trusted	No opinion
Business leaders			
Care and Social workers			
Public servants			
Crafts and related trades workers			
Doctors			
Governor			
Hospitality and Service managers			
IT & Technical professionals			
Journalists			
Magistrates and Judges			
Councillors			

Fellow St Helenians			
Priests, Clergymen and other representatives of religion			
Services and Sales people			
Skilled labour			
Teachers			
The police			

Thank you for taking the time to complete this survey. Please put it in the box provided by your Communications Officer or return it in the envelope provided to the Head of Internal Audit, Internal Audit Office.