

BSI SURVEY FOR BLUE RUBICON SUMMARY OF RESULTS

Populus interviewed 100 budget holders and budget decision makers in FTSE 250 companies by telephone between 11 and 29 September 2006.

Which of the following most closely represents the sector your business operates in?

Banking/financial services	13%
Retail	11%
Manufacturing	8%
Utilities	8%
Oil/petrochemicals	6%
IT	6%
Media	5%
Engineering	4%
Telecomms	3%
Consumer goods	2%
Leisure	1%
Other	33%

Which of the following regions is your business headquartered in?

London	47%
South West	16%
South East	9%
West Midlands	7%
Scotland	7%
North West	5%
Yorkshire & Humberside	3%
North East	2%
East Midlands	2%
Eastern	1%
Northern Ireland	1%

Could you tell me which of the following best describes the general approach of your company to British and international standards?

Apply British and/or international standards as a matter of course in all areas of activity where standards exist	47%
Apply some British and/or international standards but not in all areas of activity	35%
Apply few British and/or international standards or none	6%
I am unaware what the company's approach is towards British or international standards	12%

How well prepared would your organisation be to manage the following possible risks?

	Very well prepared	Quite well prepared	Not well prepared	Not at all prepared
Catastrophic failure of IT	51%	47%	2%	-
Failure in the supply chain	45%	52%	3%	-
Forced business relocation	41%	50%	8%	1%

If your office experienced a disaster or serious disruption how long would it be before this had a significant impact on your company's business?

Less than 1 hour	14%
Between 1 hour and half a day	9%
Between half a day and 1 day	23%
Between 1 and 3 days	16%
Between 3 days and 1 week	18%
More than 1 week	20%

Do you require your suppliers to have business continuity planning procedures in place?

Yes, all suppliers	21%
Yes, some suppliers	55%
No	24%

Please can you say whether you agree or disagree with each of the following statements?

	Agree (strongly + somewhat)	Disagree (strongly + somewhat)
New or existing customers require us to show that we have effective business continuity measures in place	46%	21%
Compliance with business continuity standards has been a significant factor in helping to win new business	31%	37%
Compliance with business continuity standards is likely to be an important part of staying competitive and winning new business in the future	61%	21%

Does your company have an environmental management system – ie. a defined framework for managing environmental responsibilities, such as ISO 14001, BS 8555 or EMAS?

Yes	71%
No	20%
Don't know	9%

Which of the following do you think is the main purpose of your company's environmental management system?

[All those saying that their company does have an environmental management system]

To enhance corporate reputation	54%
To enhance competitive advantage	10%
To meet client demands	10%
To achieve cost savings	10%
Other	17%

Does your company track its environmental performance?

[All those saying their company does not have an environmental management system, or that they don't know whether it has such a system or not]

Yes	45%
No	31%
Don't know	24%

Over the last 10 years, do you believe that your company's environmental performance has improved, stayed about the same or declined?

Improved significantly	52%
Improved somewhat	32%
Stayed about the same	15%
Declined somewhat	1%
Declined significantly	-

Over the next 10 years do you expect your customers to become more interested or less interested in whether your company meets defined environmental management standards, or will their level of interest stay about the same?

Significantly more interested	40%
Somewhat more interested	36%
About the same	24%
Somewhat less interested	-
Significantly less interested	-

Do you require your suppliers to meet defined environmental standards?

Yes, all suppliers	16%
Yes, some suppliers	48%
No	36%

Over the next 10 years, do you think your company will require more of your suppliers to meet environmental standards?

[All those not saying all suppliers are currently required to meet defined environmental standards]

Yes	70%
No	21%
Don't know	8%

Which three of the following environmental or sustainability issues are currently of most concern for your business?

Rising energy costs	70%
Waste management	45%
The burden of regulation	43%
Ethical trade	35%
Reducing carbon emissions	30%
Ethical investment	21%