

## APPENDIX 1

**Table 2**

**Q4 Thinking of all the local councillors in your area, how many councillors, if any, would you say each of the following statements applies to?**

	All/Most			A few/None		
	2007	2009	% point change 07-09*	2007	2009	% point change 07-09*
They are in touch with what the general public thinks is important (A)	26	23	-3	40	45	+5
They do what they promised they would do when elected (B)	18	15	-3	49	53	+4
They explain the reasons for their actions and decisions (C)	26	22	-4	38	45	+7
They make sure public money is used wisely (D)	25	21	-4	42	46	+4
They take bribes (E)	8	8	0	51	53	+2
They own up when they make mistakes (F)	13	12	-1	58	62	+4
They set a good example for others in their private lives (G)	25	20	-5	30	39	+9
They tell the truth (H)	29	25	-4	35	41	+6
They treat everyone equally (I)	31	29	-2	33	40	+7
They use their power for their own personal gain (J)	28	32	+4	40	40	0
They treat people with respect (K)	46	42	-4	24	29	+5
They work in the interest of this neighbourhood (L)	39	34	-5	32	29	+3

Base: 2005 All answering ( 1,027 ), 2007 All answering (1,720), 2009 All answering (1,735)

\*Significant changes (i.e. changes of greater than 2%) have been highlighted.

## Standards for England

## Public perceptions of ethics

Behaviour attributes and also which of the Seven Principles in Public Life it is intended to represent

In the 2005 MORI survey behaviour attributes were devised as loose proxies for the Seven Principles in Public Life. The general public were asked about their perceptions in relation to these behaviour attributes as it was thought it easier for people to relate to.

The same behaviour attributes were used again in this 2007 survey. The table below shows the behaviour attributes and also which of the Seven Principles in Public Life it is intended to represent.

	Behaviour attribute	Seven Principles in Public Life
A	They treat people with respect	<b>Respect for others</b>
B	They work in the interests of this neighbourhood	<b>Honesty Integrity</b>
C	They treat everyone equally	<b>Objectivity Respect for others</b>
D	They set a good example for others in their private lives	<b>Leadership</b>
E	They tell the truth	<b>Honesty Integrity</b>
F	They are in touch with what the general public thinks is important	<b>Personal judgement Selflessness</b>
G	They do not use their power for their own personal gain	<b>Selflessness</b>
H	They explain the reasons for their actions and decisions	<b>Openness</b>
I	They make sure that public money is used wisely	<b>Stewardship</b>
J	They do what they promised they would do when elected	<b>Honesty Integrity</b>
K	They take bribes	<b>Honesty Integrity Duty to uphold the law</b>
L	They own up when they make mistakes	<b>Accountability</b>