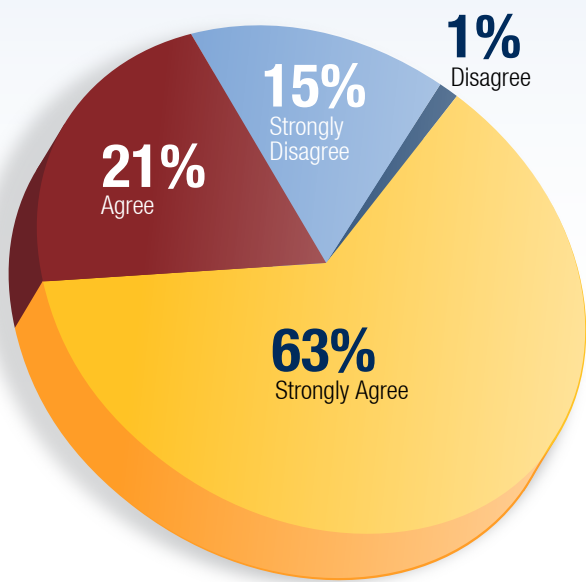


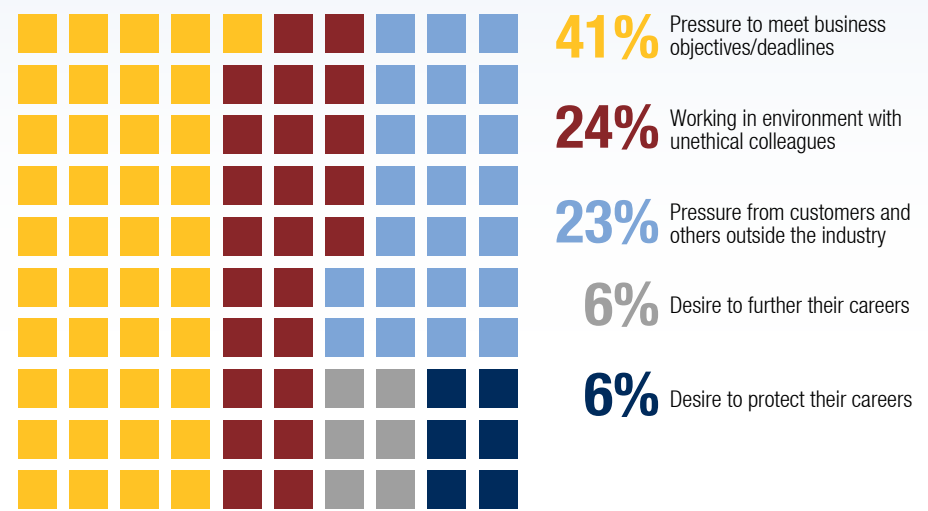
## Everyday Ethics

Indicate your level of agreement with this sentence: "I believe ethics plays a large role in my day-to-day professional tasks."



## Barriers to Ethical Standards

Which factor makes it the most difficult for professionals to uphold their ethical standards in day-to-day operations?



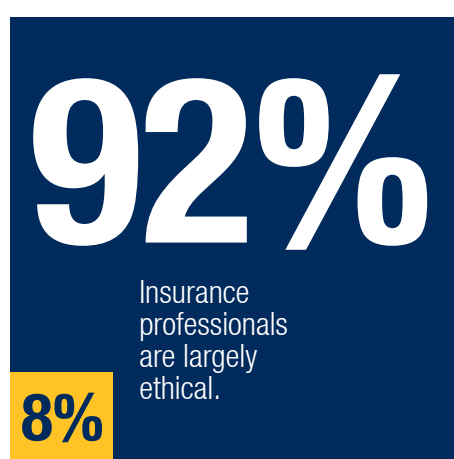
## Reasons to Act Ethically

Of the following, which do you feel is the number-one reason the insurance industry must act ethically?



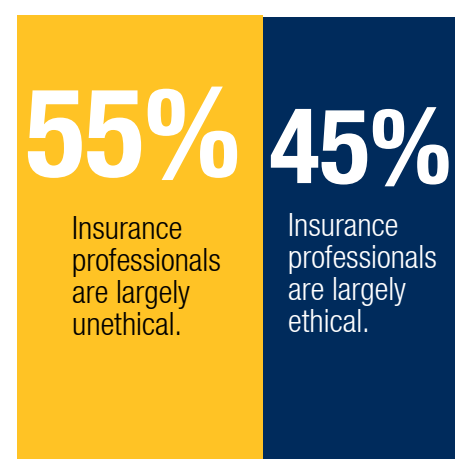
## Views on Industry Ethics

How do **you** view the state of ethics within the insurance industry?

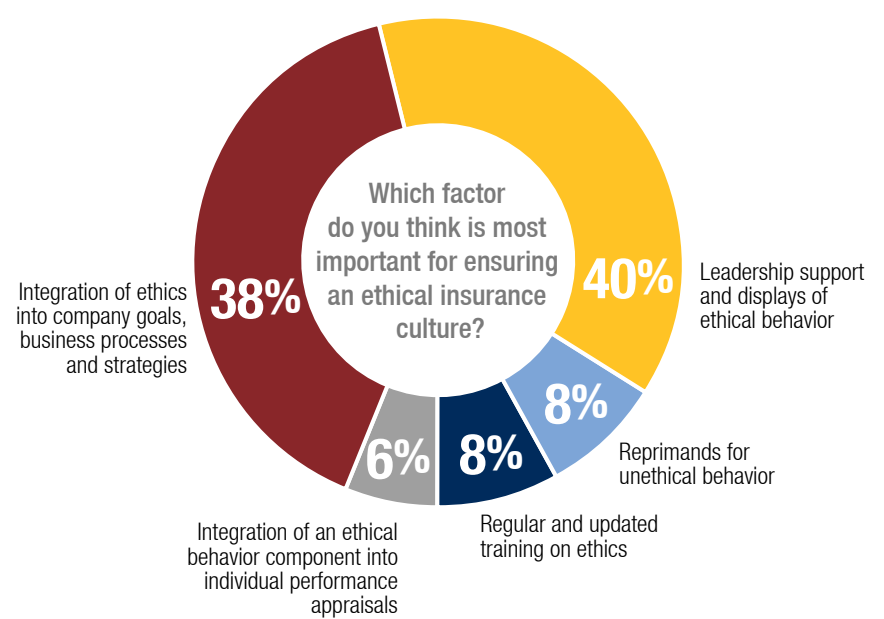


Insurance professionals are largely unethical.

How do you think **the public** views the state of ethics within the insurance industry?

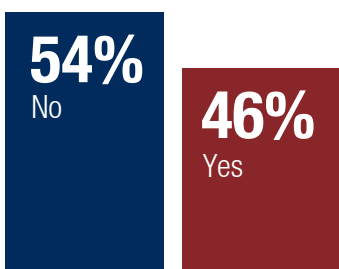


## Ethical Insurance Culture



## Priority Recruiting

With the insurance industry facing a talent shortage, attracting millennials (aged 18 to 34) to the industry is a priority. With that in mind, do you believe millennials view ethics as an important factor when choosing a career?

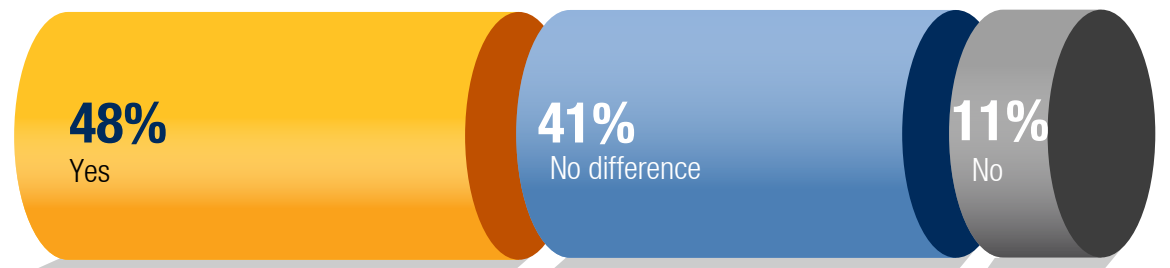
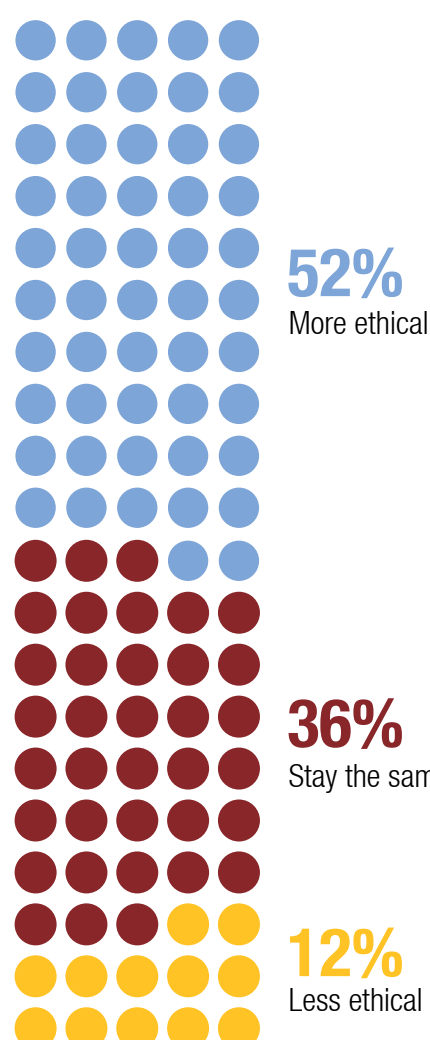


## Ethics Over the Last 10 Years

Do you perceive that the insurance industry is acting more ethically than it did 10 years ago?

## Ethical Trends

Do you believe the insurance industry's practices will become more or less ethical in the next decade?



## Getting Them to Believe in Us

What do you think the insurance industry can do to improve its ethical reputation among the public? (Select all that apply)

