



American Perceptions of Corporate JUSTness

In 2015, JUST Capital conducted surveys of over 43,000 Americans to understand what they believed made a company JUST. Using this and other data, JUST Capital is building a research engine that measures how JUST the largest publicly-traded corporations are, based on the views of the American people.

In addition to a public rating of companies that is updated every year, we will provide an online business intelligence platform with data and tools to help companies make progress against measures of JUSTness, such as fair pay, environmental sustainability, and more. Set for release at end of 2016, our tools will help accelerate JUST practices within companies while arming the public with data that allows them to shift their purchasing, investing, and employment choices towards more JUST companies over time.

Americans surfaced ten key traits of a JUST company, related to how it treats employees, customers, shareholders, the environment, and local/global communities. But how do extreme events, such as human rights abuses, illegal behavior, environmental innovations, or harmful products, affect Americans' perceptions of JUSTness?

METHODOLOGY STATEMENT

On February 24th and 25th, 2016, JUST Capital conducted an online survey of 922 adults 18 and over in the continental United States, using SurveyMonkey's platform and their non-probability based panel. Using an iterative process, the sample was weighted to the census for gender, age, income, region, education, and employment.

Right to Privacy? A Case Study of Apple

In December 2015, 14 people were killed and 22 injured in a mass shooting in San Bernardino, carried out by Syed Farook and his wife Tashfeen Malik.

In the course of the investigation, the authorities attempted to crack the password of Farook's iPhone, triggering it to become 'permanently inaccessible' after 10 failed attempts.¹ A Federal Court ordered Apple to develop code to unlock the iPhone. However, Apple refused to comply, on the grounds that creating the code would provide the FBI with technology that could be used to unlock any iPhone.² In a prepared statement, Apple's General Counsel, Bruce Sewell, noted: "They are asking... [us] to build a software tool that can break the encryption system which protects personal information on every iPhone.... building that software tool would not affect just one iPhone. It would weaken the security for all of them."³

The FBI countered that their requests were far less ominous than it seemed, stating that it was their duty to do all they could, within the bounds of the law, to seek justice for the victims of the attacks. "We simply want the chance, with a search warrant, to try to guess the terrorist's passcode without the phone essentially self-destructing," said FBI Director Jim Comey.⁴

The events have sparked widespread media attention about Americans' right to privacy, with vocal positions taken by both law enforcement and Apple. Several online polls of the American public said that Apple should not unlock the iPhone.⁵ But why do Americans support or oppose Apple's stance? On February 24-25th, JUST Capital conducted a short survey of 922 people, to add greater nuance to the discussion and gain a better understanding of the reasoning behind Americans' choices.

REFERENCES

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3. Brandom, Russell. "Read Apple's Statement to Congress on the FBI Warrant Fight." *The Verge*. N.p., 29 Feb. 2016. Web. 01 Mar. 2016.
4. Gilmer, Marcus. "FBI Director on iPhone Privacy Case: 'Stop Saying the World Is Ending'" *Mashable*. N.p., 22 Feb. 2016. Web. 01 Mar. 2016.
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CIVIL LIBERTIES VS. SAFETY & SECURITY

DO YOU AGREE THAT APPLE WRITING CODE TO HELP UNLOCK THE IPHONE THREATENS PEOPLE'S CIVIL LIBERTIES AND RIGHT TO PRIVACY?

■ Completely Agree ■ Generally Agree ■ Generally Disagree
■ Completely Disagree ■ Don't Know



53% completely or generally agreed that Apple writing code to help unlock the iPhone threatens people's civil liberties and right to privacy. Yet recognizing that the FBI request constituted a breach of privacy didn't necessarily equate with support for Apple.

45% said they supported Apple's decision to not comply with Federal Court's request. In our analysis of qualitative responses, survey takers demonstrated clear themes in their reasoning. Those supporting Apple tended to prioritize civil rights and expressed concern that providing the code led to a 'slippery slope,' giving our law enforcement the ability to erode our freedom more and more over time. Respondents also noted that developing the code would represent a breach of Apple's social contract with its customers: to provide secure, high-quality products and services.

Among the 37% opposed to Apple's stance, many prioritized the safety of American citizens over other freedoms. Several also expressed skepticism that Apple's stance was motivated by strong principles, stating that there were ways to unlock the phone without providing the FBI with free access to other phones or referencing Apple's flawed human rights record. These responses suggested that the company's motivations and overall JUSTness mattered. Trust in a company's brand and general perceptions of ethical behavior affected people's support for a company on seemingly unrelated issues.

DO YOU SUPPORT OR OPPOSE APPLE'S DECISION TO NOT COMPLY WITH LAW ENFORCEMENT?

■ Support apple ■ Oppose apple ■ Don't know



RESPONDENTS WHO SUPPORTED APPLE'S DECISION SAID...

"It is within [Apple's] rights to have a further debate in court, in the public eye."

"Because I believe this to be 'Pandora's box,' setting a precedent for future issues."

"Our government has been abridging our civil liberties and defying the constitution for over a decade to 'enhance our security'. We need to stop them now."

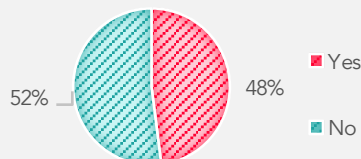
RESPONDENTS WHO OPPOSED APPLE'S DECISION SAID...

"I understand the two sides of this question... But I think the practical danger of a catastrophic terrorist event nudges out my (mostly) intellectual support for privacy rights...."

"I think Apple is primarily doing this for publicity. There is undoubtedly a way for Apple to unlock the phones of the suspects/criminals without creating a back door that could be used to unlock any Apple phone."

DEMOGRAPHIC HIGHLIGHTS

DO YOU HAVE AN IPHONE?



RESPONDENTS, BY GENDER

