

CFA UK ETHICS SURVEY 2018

CORPORATE COMMITMENT

87% strongly believe a firm's commitment to ethics and professionalism **should** matter to clients when they are considering awarding a mandate. However 56% believe that it does **actually** matter to clients in that situation.

Most important ethical considerations that contribute when CFA UK members consider accepting a role at a new firm:



CODE AND STANDARDS

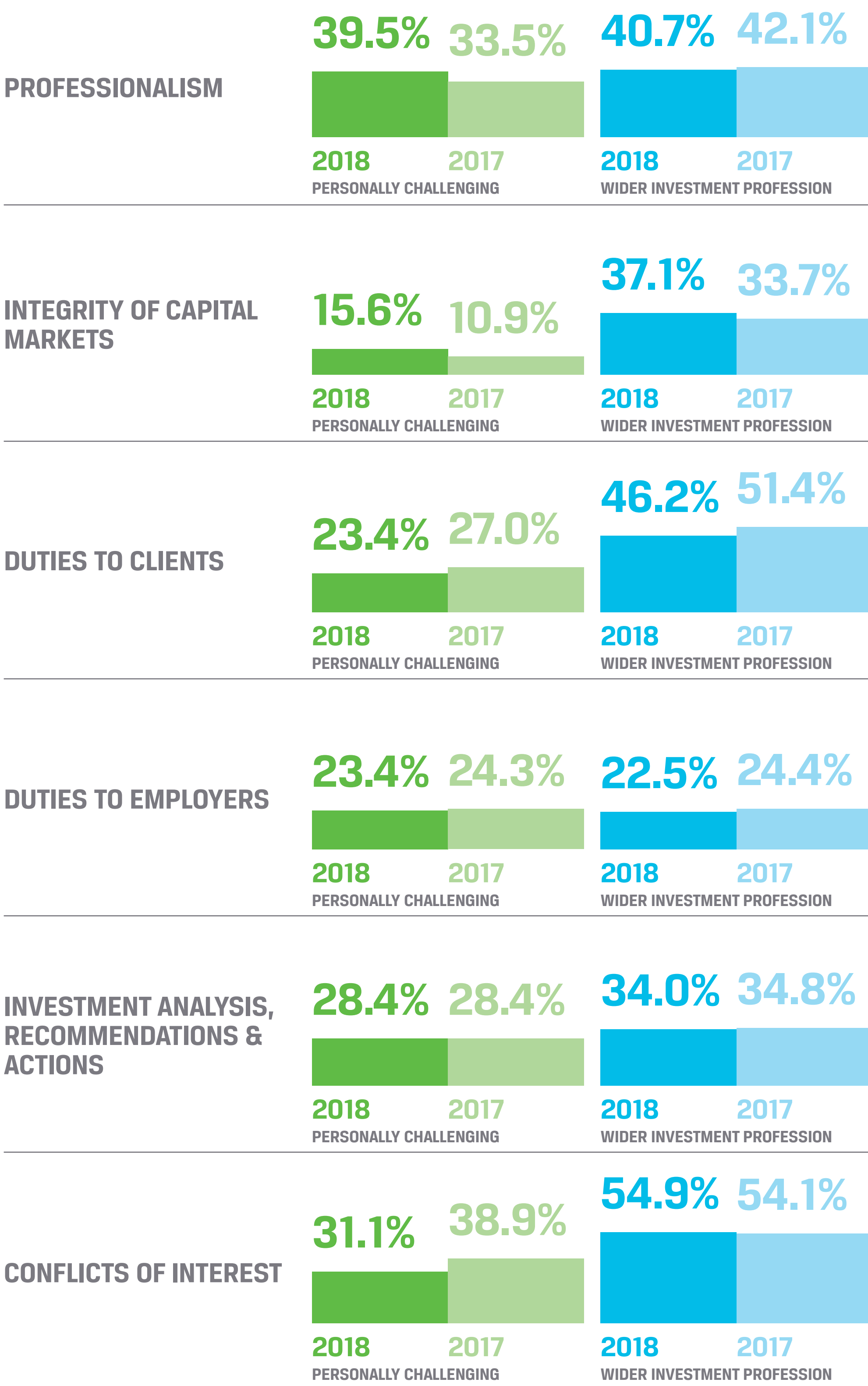
CFA UK members believe that adhering to the Code and Standards has become slightly easier over the past year

The majority of CFA UK members actively consider the Code and Standards on a regular basis



ETHICAL CHALLENGES

CFA UK members continue to work at identifying the ethical challenges to both their own behaviour and the profession as a whole. Areas that have been most challenging over the past year:



PERCEPTION OF THE INVESTMENT PROFESSION



For more information on how to align on the Code and Standards policy to your business visit the www.cfauk.org/ethics

Source:
The CFA UK Annual Ethics and Professionalism Survey ran in April 2018 and was completed by 491 CFA UK members.