



ETHICS

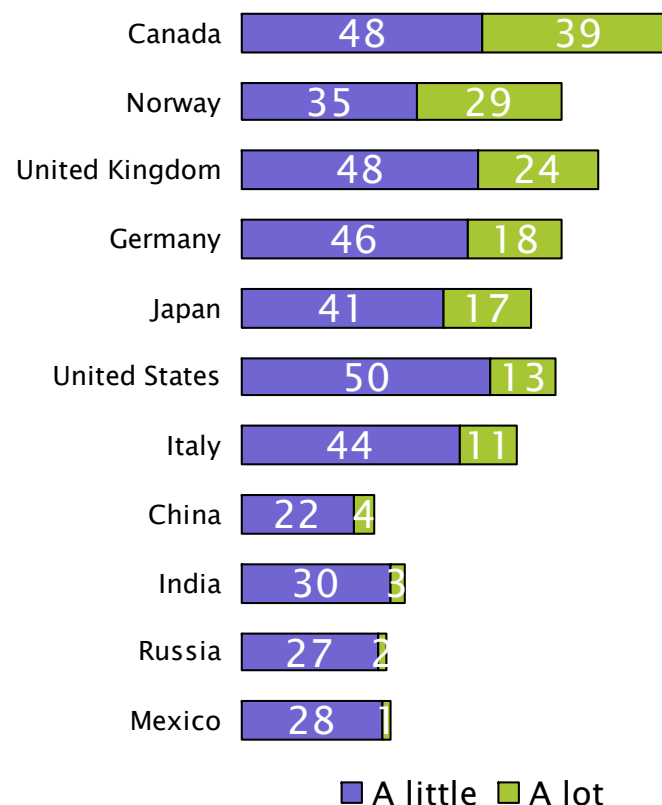
Reporting on Corporate Social Responsibility in Canada

Trust in Companies Headquartered in...

Canadians have **high expectations** of companies that are headquartered here.

A **second tier** of companies, which includes many of the historical industrialized world (e.g U.K., Germany, Japan and the U.S.) are also well trusted.

Few place trust in China, India, Russia or Mexico.



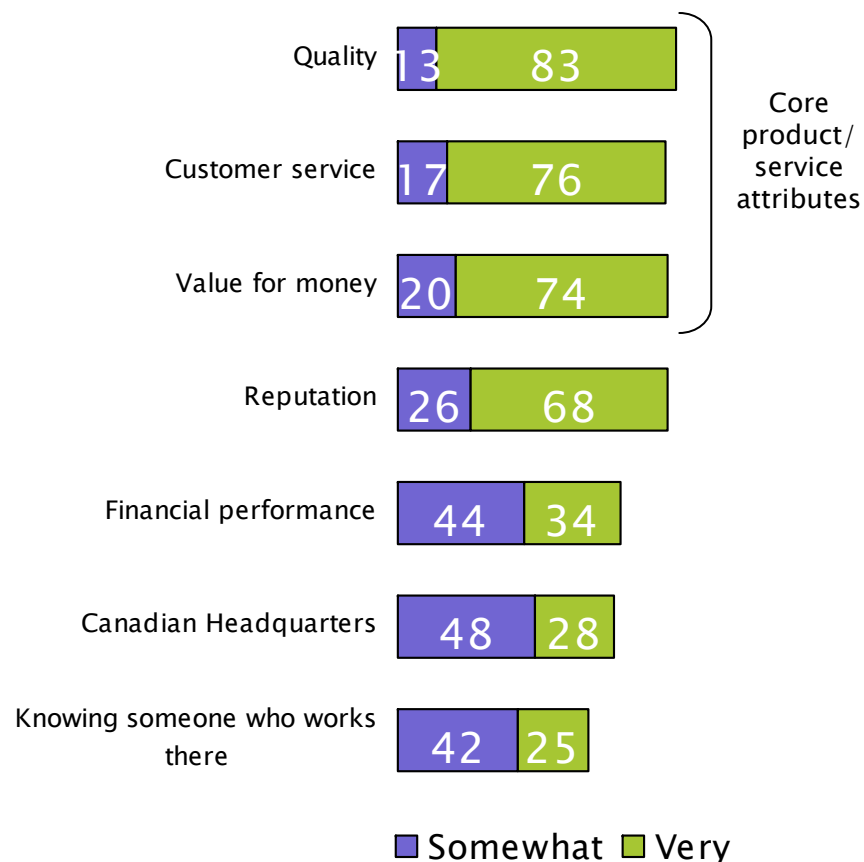
Q: How much do you trust global companies headquartered in the following countries to do what is right?

Factors that Build Trust in Companies...

Companies naturally build the trust and confidence of consumers when they provide **quality, service and value for money**. Each customer experience offers an organization the **opportunity** to strengthen or weaken its brand.

Reputation matters almost as much to Canadians as the direct service or product attributes. Indirect methods of building reputation clearly can support brand strength and equity.

Financial performance, a Canadian headquarters, and knowing someone who works there are clearly secondary for Canadians when it comes to trust.



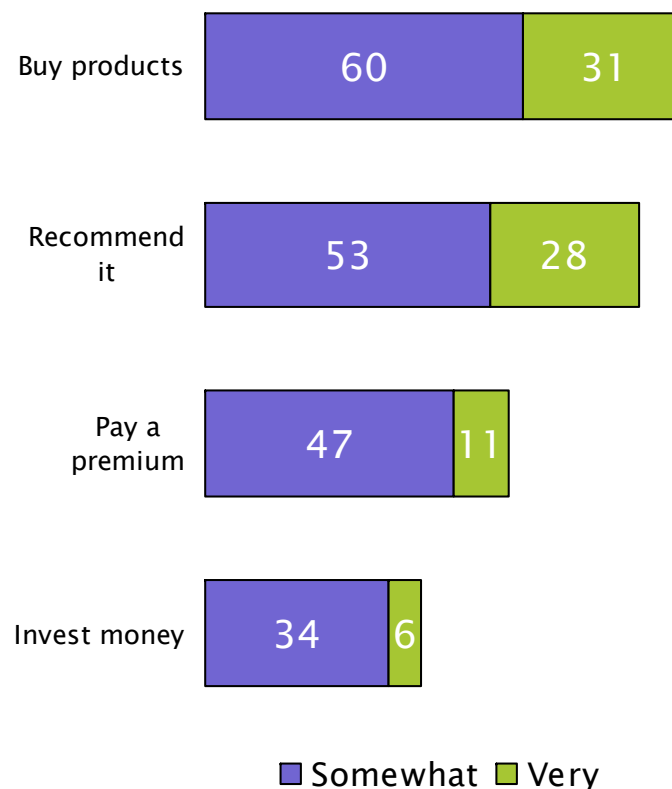
Q: How important are each of the following factors to building your trust in a company?

Likely Response to “Good Corporate News”...

Good news creates a positive momentum for companies though the effect is largest for the direct purchase of a product and recommending a product to others.

Few see good news as providing the basis to **pay a premium** for a product or service.

The average Canadian is somewhat more likely to invest money in companies based on positive information.

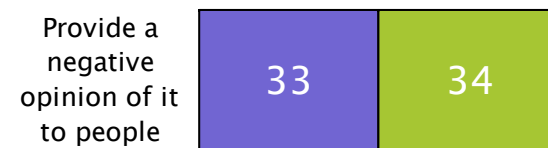
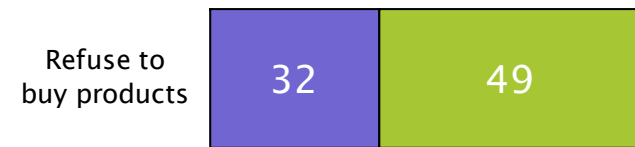


*Q: If you hear **positive** information about a company, how likely are you to do the following?*

Likely Response to “Bad Corporate News” ...

If good news can provide some positive momentum, bad news has the clear opposite. **Almost half (49%) would be very likely to refuse to buy a product based on some negative news.**

A majority is likely to provide a negative opinion to others, thus spreading the bad news but interestingly this is the least likely course of action people will take.



■ Somewhat ■ Very

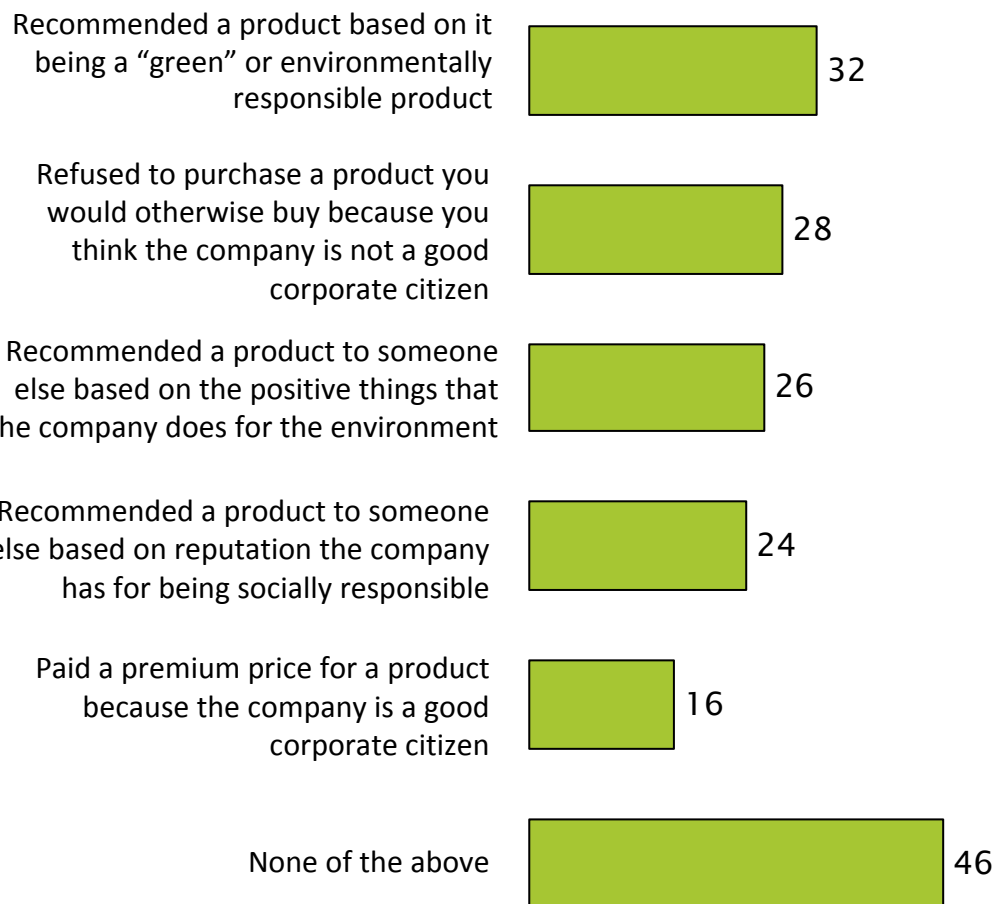
*Q: If you hear **negative** information about a company, how likely are you to do the following ?*

Recent Actions Taken (Past 6 months)

The choices we make to buy or recommend companies or products is a measure of **personal commitment to socially responsible corporate behaviour**. On this measure almost half of Canadians are not engaged.

Though few (16%) have paid a premium many more (28%) have refused to purchase a product because of the company's reputation.

A reputation for being socially responsible or for doing positive things for the environment translates into positive word-of-mouth.

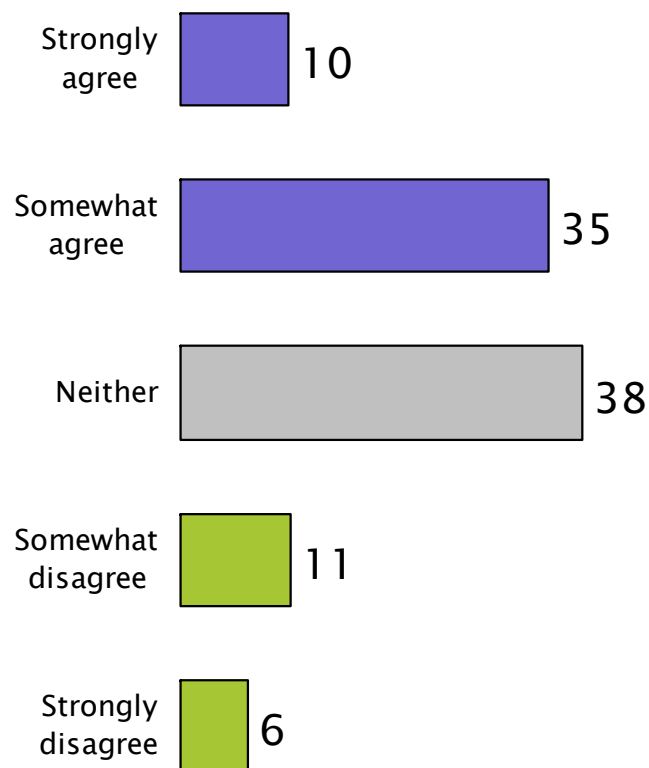


Q: Have you taken any of the following actions in the past six months?

Searching out ethical companies

The ultimate expression of the value of corporate social responsibility is the extent to which consumers are active in seeking out ethical companies. This could include the active search for information, networking with others, and being aware of this dimension of choice.

Although 45% search out ethical companies, only 10% feel strongly about doing so.



Q: Agree with statement: I search out ethical companies to do business with ?

About the author

About Dr. Richard Jenkins:

An accomplished researcher, Dr. Jenkins is responsible for TNS Canadian Facts' public sector research. This includes traditional public opinion and market research as well as all research conducted by the Social and Policy Research Group at TNS. He is also the primary spokesperson for TNS Canadian Facts for news interviews and analysis of recent trends in public opinion and market behaviour.

Dr. Jenkins has more than nine years of experience, derived from both academic and private sector experience, as a researcher of public opinion and public policy. He has published articles in a number of respected peer-reviewed journals, including the Canadian Journal of Political Science, and chapters in a number of edited books, including the State of the Federation (2001) and the Review of Economic Performance and Social Progress (2002) and continues to contribute to our collective understanding of politics through his recent publications on turnout and attitudes about democracy.

Dr. Jenkins holds an Honours and Masters degree in Political Studies from Queen's University and a Doctoral Degree in Political Science from the University of British Columbia. His academic training focused on public opinion (including both methodological and substantive issues), public policy and Canadian politics. Before joining TNS Canadian Facts, Dr. Jenkins spent two years at EKOS Research Associates and two years as an Assistant Professor in Political Studies at Queen's University, where he taught Canadian politics, democracy and election, and statistics. He is a member of MRIA and a number of professional associations devoted to the study of public opinion and politics.

For more information please contact:

Richard W. Jenkins, Ph.D.
Vice President
Corporate Director of Public Opinion Research
(613) 230-4408 ext 101
richard.jenkins@tns-global.com



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