

# ESG: DOING GOOD IS GOOD FOR BUSINESS

## Perceptions of the environmental, social and governance performance of Canada's leading companies

The accelerated pace of climate change, a global pandemic, a destabilizing political and economic context and key social movements like Black Lives Matter have laid bare the inequalities that exist in our society, and have upended the consumer agenda, placing more focus on economic, social and environmental progress. Canadians are expecting companies to respond to these challenges, and they are interested in following their progress. Ipsos is measuring perceptions of the environmental, social and governance performance of Canada's leading companies as Canadians are increasingly supporting those with strong ESG mandates and turning away from those who don't.

Ipsos research has uncovered that 64% of Canadians are interested in ESG attitudes. Moreover, 62% will stop supporting a company if they find out that they perform poorly on ESG issues, and 52% have changed their purchasing behaviour because of social, environmental or ethical concerns. What does ESG mean, what elements are important to Canadians, and what expectations do they have of your company? Ipsos has the answer, and can help to guide your ESG strategy and communications.

Ipsos has examined perceptions of the Environmental, Social and Governance performance of over 100 leading companies in Canada. The results are varied: some sectors excel while others lag, and some companies have managed to stand out as a leader from among their peers, leaving others well behind. We have data for over 20 sectors including: airlines, automotive, banking, credit cards, CPG, food manufacturers, grocery, insurance, energy, quick-service restaurants, retail, shipping, soft drinks, telecom and others.

We have created this syndicated study to help subscribers better understand the comparative ESG landscape: which companies are leading, and which are lagging, and what can be learned about them? Which are the most impactful components of ESG for your company, and within each pillar of E, S and G, what actions resonate the most? In what areas do you excel, and where do you miss the mark? This study will position your

company in the greater Canadian business landscape and provide you with benchmarking against which to track your future progress.

**In completion of this research, Ipsos will leverage data from a variety of sources, including:**

- International ESG research to juxtapose Canadian attitudes against other major markets
- Context Reputation – Ipsos Canada's annual measurement of the corporate reputation of over 100 companies, which now includes an ESG Index against which your company will be ranked
- Context Now – up-to-date, timely information about how the key ESG issues of the day are impacting Canadians and how they do business with you

The key deliverable is a customized PPT deck which includes your performance on ESG, against sector and Canadian norms and a driver analysis to understand which aspects of ESG are most important in driving perceptions of your company. Ipsos will also deliver an executive-style presentation of the results to your team, with key implications for your company. Additional custom research or workshops can also be explored.

**Timing:**

- Subscribers confirmed: April 29th
- Reports delivered: June 21st

The price to purchase this study is \$10,950 + HST.

**For more information about this ESG study, please contact:**

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