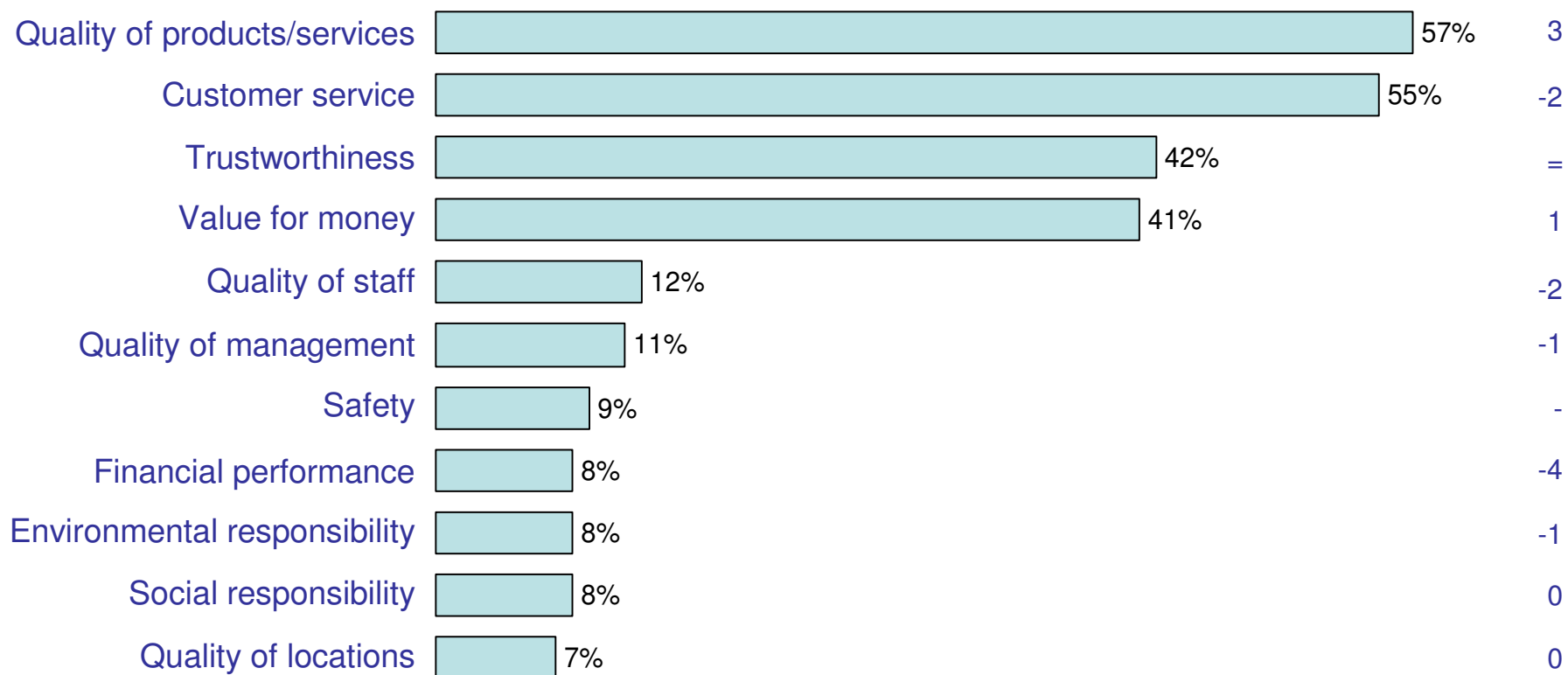




## Key Factors for Judging a Company

**Q** Which three of these factors do you consider the most important when making your judgment about a company?

Change  
Aug'06-  
Feb'07





## Most Important Issues for US Companies

**Q** *What do you think will be three most important issues for large US companies over the next few years?*





## Ethical Advocates

**Q. Which of these things, if any, you have done in the last 12 months?**

Advised someone against using a company because it has not acted responsibly



Advised someone to use a company because it has acted responsibly



**Ethical Advocate  
(Advised for/against)**



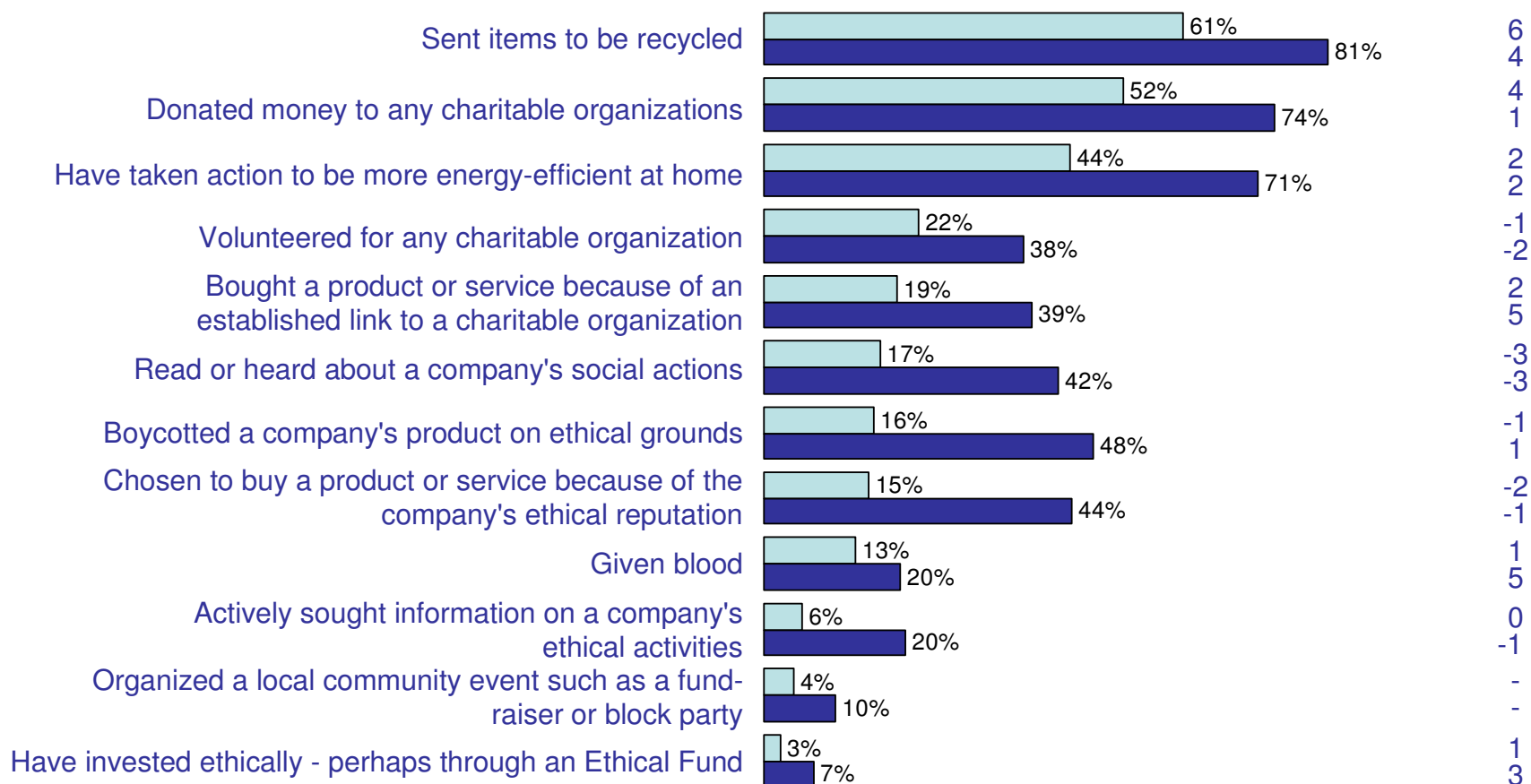


# Activism

Change  
Aug'06-Feb'07

**Q. Which of these things, if any, you have done in the last 12 months?**

□ All ■ Ethical Advocates



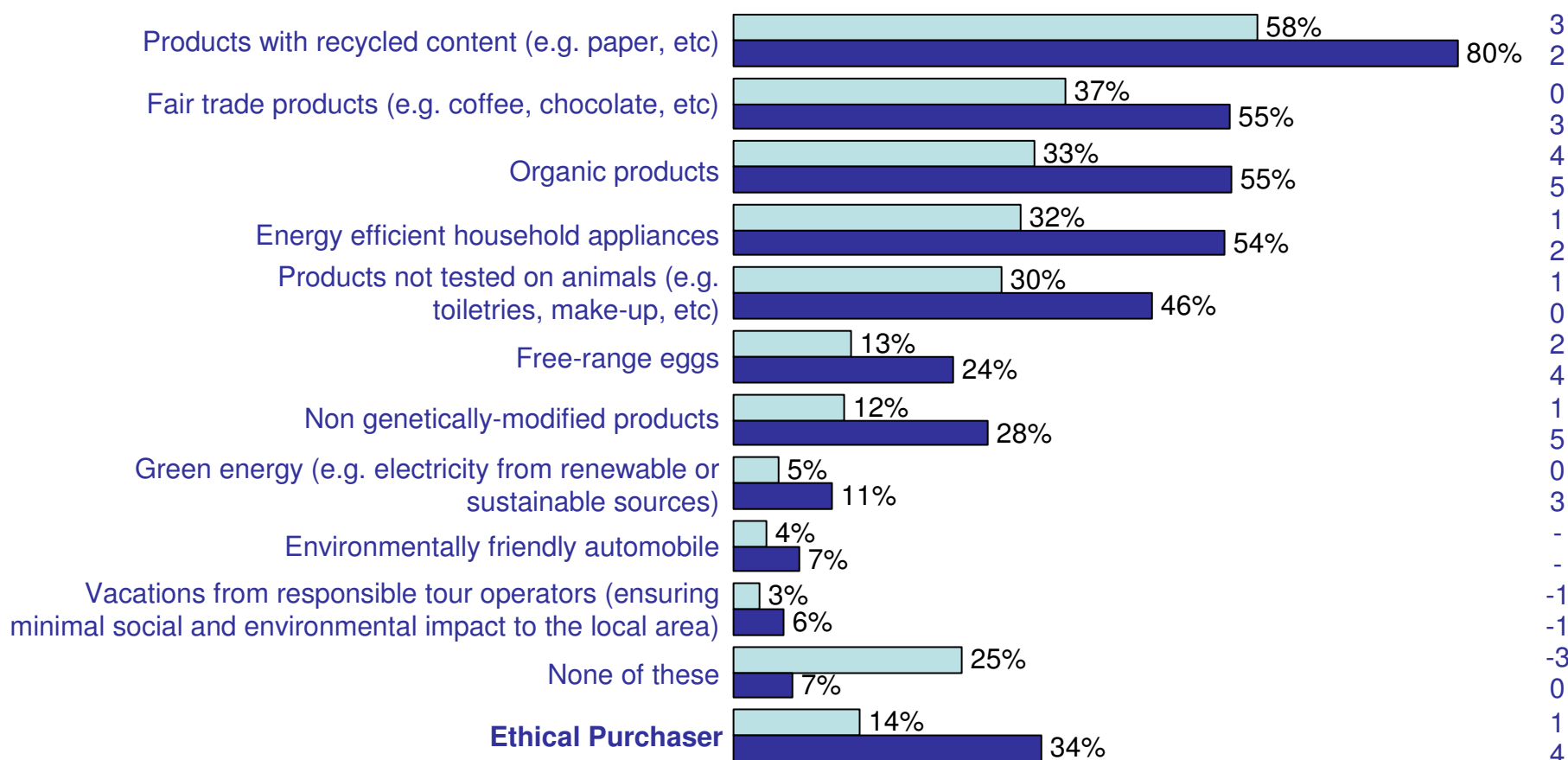


# Ethical Purchasing

**Q. Which of the following types of product, if any, have you bought in the last 12 months?**

**Change  
Aug'06-  
Feb'07**

■ All ■ Ethical Advocates





# Company Responsibilities

**Q To what extent you agree or disagree with the following statements?**

	Agree	Disagree	Net agree (Agree-Disagree)	Ethical Advocates
			All %	%
Companies have a responsibility to work to improve the social and environmental impacts of their products and services	77%	7%	70	84
If I had more info about companies' social/enviro./ethical behavior this would influence my decisions about what I buy	62%	12%	50	69
It is difficult to know which products are better for society and the environment	61%	14%	47	53
Companies do not pay enough attention to their social and environmental responsibilities	60%	11%	49	65
Companies need to make it easy for people to buy ethically, or they won't do it	56%	11%	44	60
Most companies listen to the public and respond to public concerns on social and environmental issues	35%	34%	1	-15



## Areas Companies Should Support

**Q Which of the following areas should large companies contribute to or support the most?**

