



Global @dvisor

Corporate Social Responsibility

***Citizens in 24 Countries Assess
Expectations of Large Companies and
Organizations for a Total Global Perspective***



A Global @dvisory – June 2013
Corporate Social Responsibility

These are the findings of the *Global @dvisor* Wave 44 (G@44), an Ipsos survey conducted between April 2nd and April 16th , 2013.

SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.

COUNTRIES

- The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

SAMPLE

- For the results of the survey presented herein, an international sample of 18,150 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

WEIGHTING

- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. For more information on credibility intervals, please visit the Ipsos website.

Analytical Components

C1. I would now like to ask you about your views of large companies. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

Very important

Fairly important

Not very important

Not at all important

No opinion

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

Very important

Fairly important

Not very important

Not at all important

No opinion

Not employed / Self employed

C3. To what extent do you agree or disagree with the following statements?

Companies should do more to contribute to society

Companies should pay more attention to the environment

C4. What do you think are the two most important things that a company must do to be respected? First/Second

Maintain sustainable environmental practices

Prioritize workplace safety

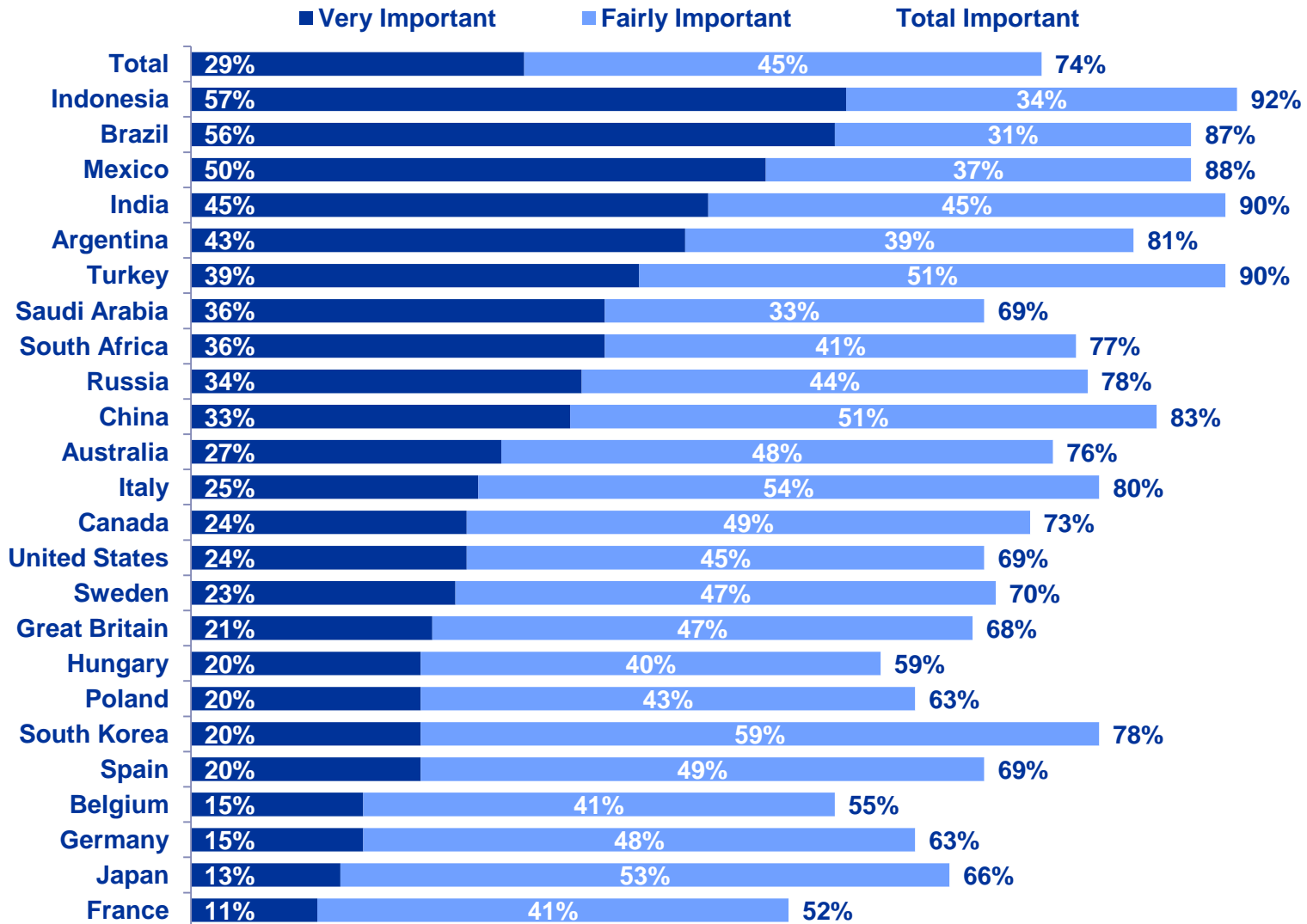
Contribute to the socioeconomic development of the countries where it operates

Leave behind conditions for sustainable development after operations are closed

Fulfill financial and commercial targets to increase shareholder value

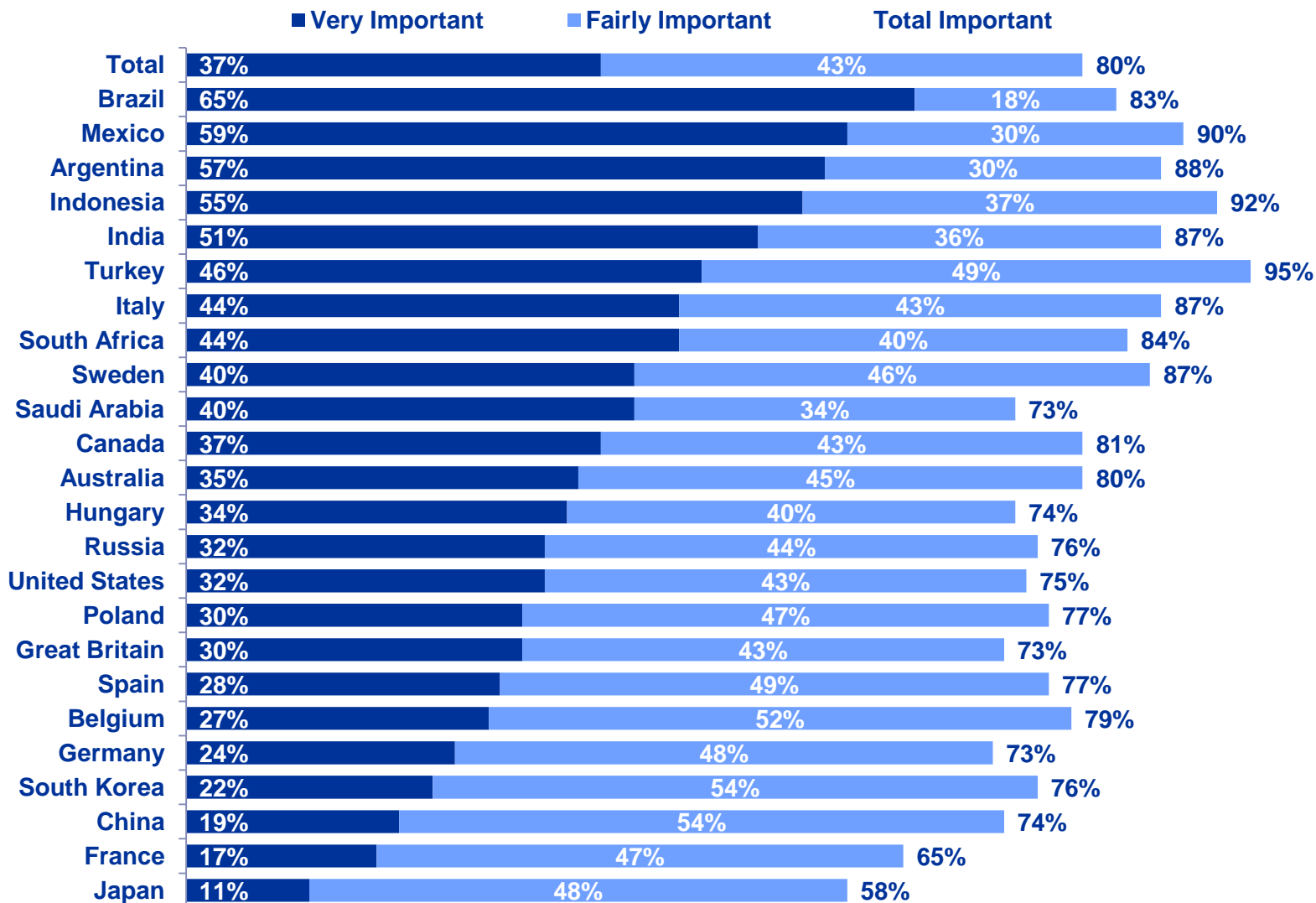
Respect and adhere to local laws and rights

PURCHASE DECISIONS



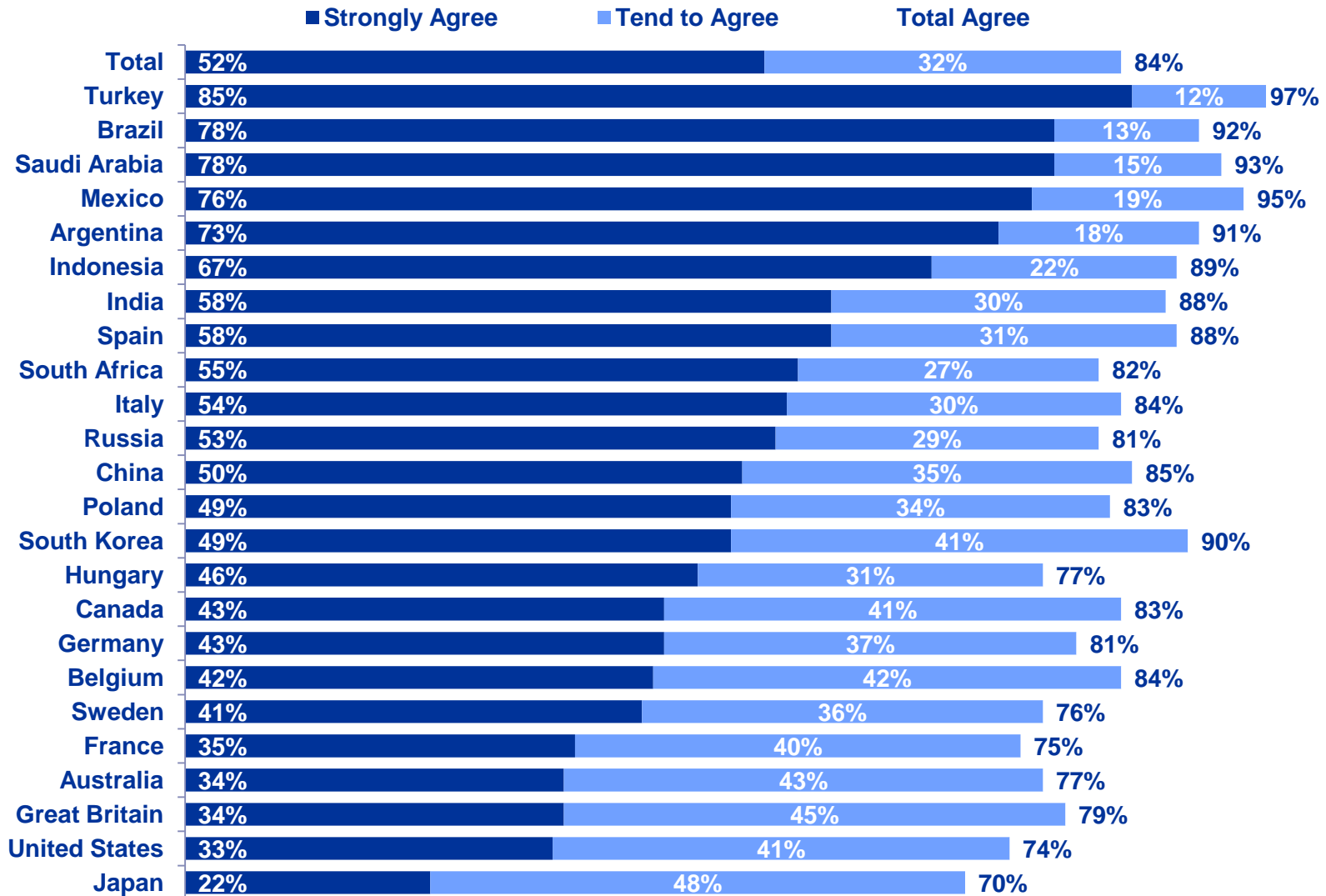
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

IMPORTANCE OF CSR IN EMPLOYER (among employees)

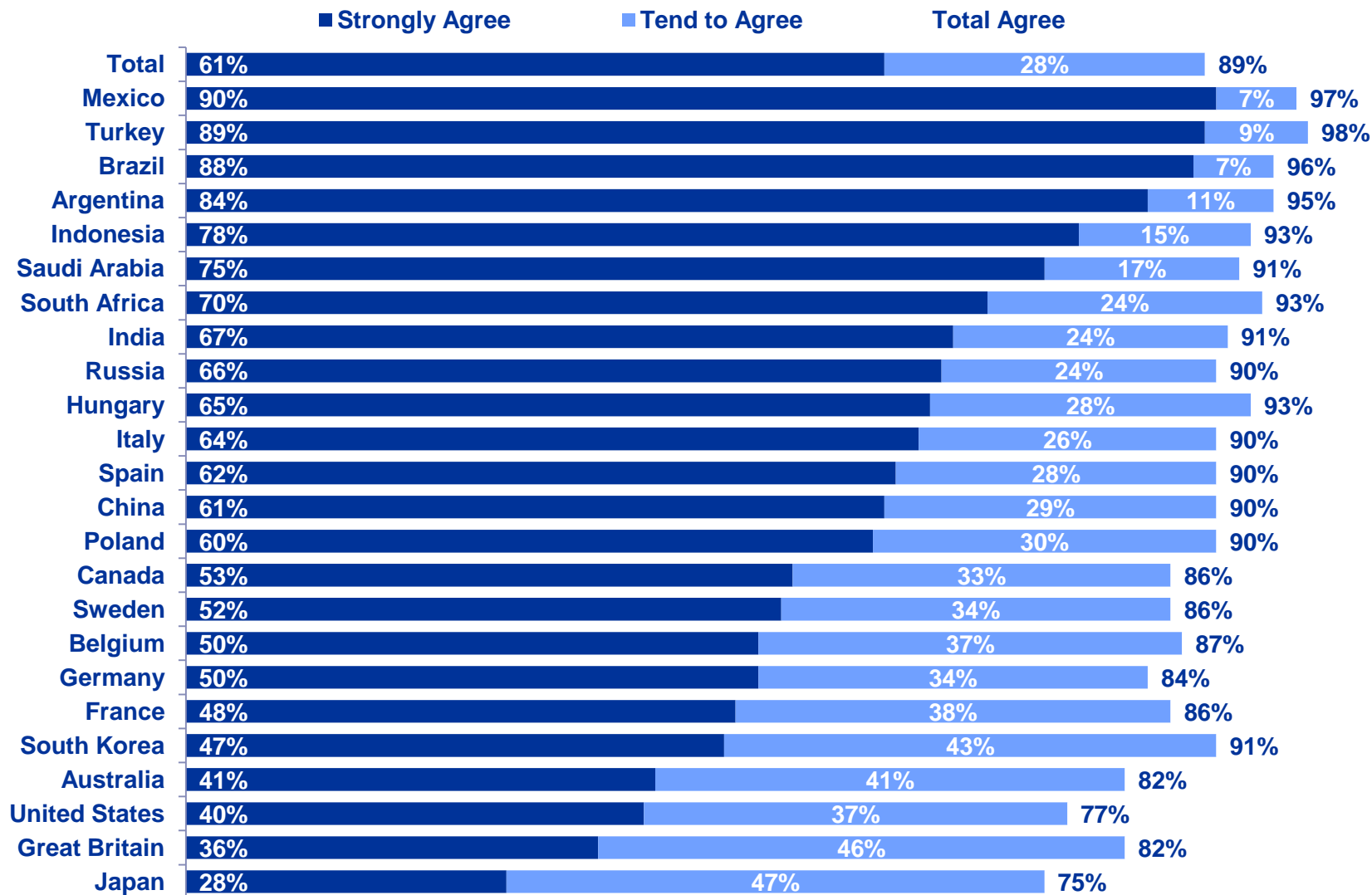


C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment? :

Companies should do more to contribute to society



Companies should pay more attention to the environment



Top CSR Priorities of Consumers

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

GLOBAL



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

ARGENTINA



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

AUSTRALIA



BELGIUM



BRAZIL



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

CANADA

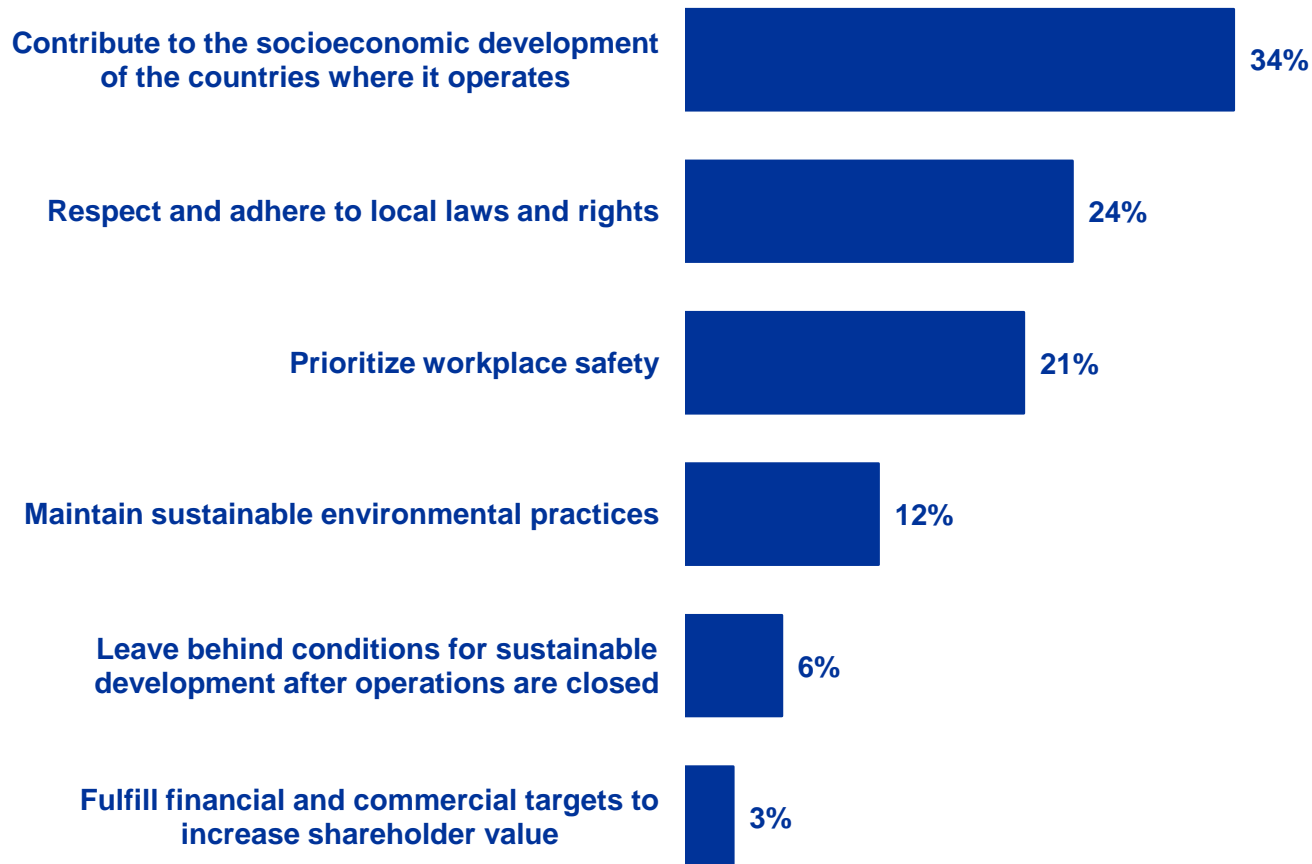


C4.1. [First] What do you think are the two most important things that a company must do to be respected?

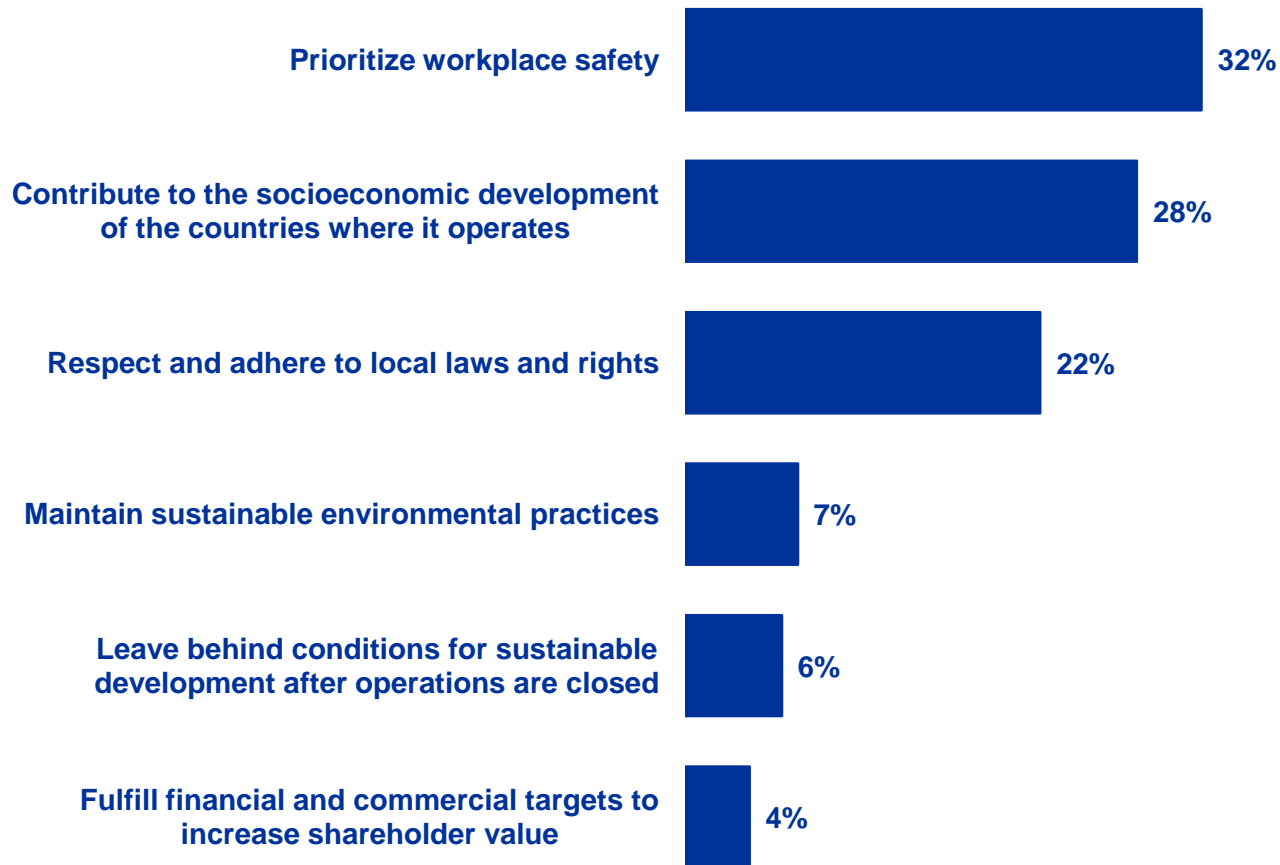
CHINA



FRANCE



GERMANY



GREAT BRITAIN



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

HUNGARY



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

INDIA

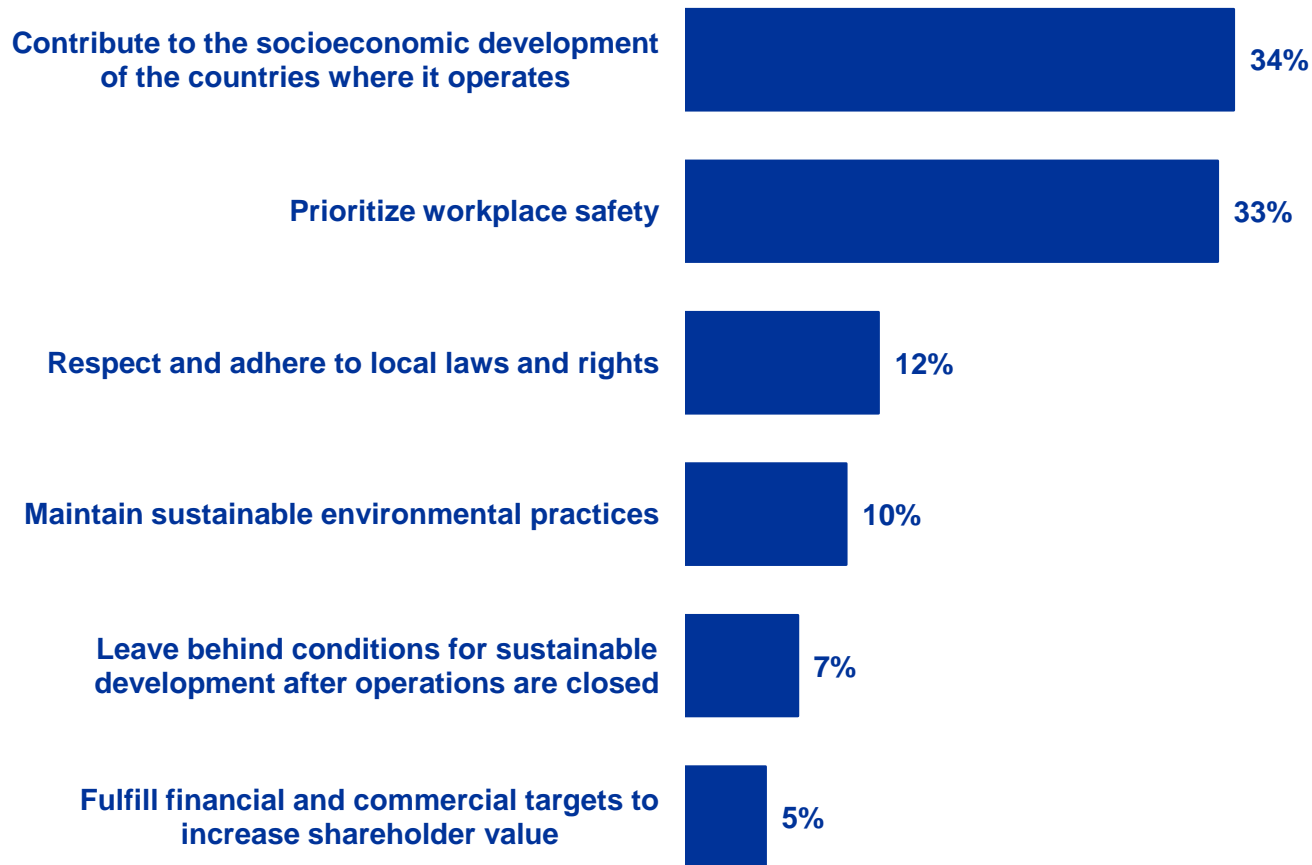


INDONESIA



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

ITALY



JAPAN



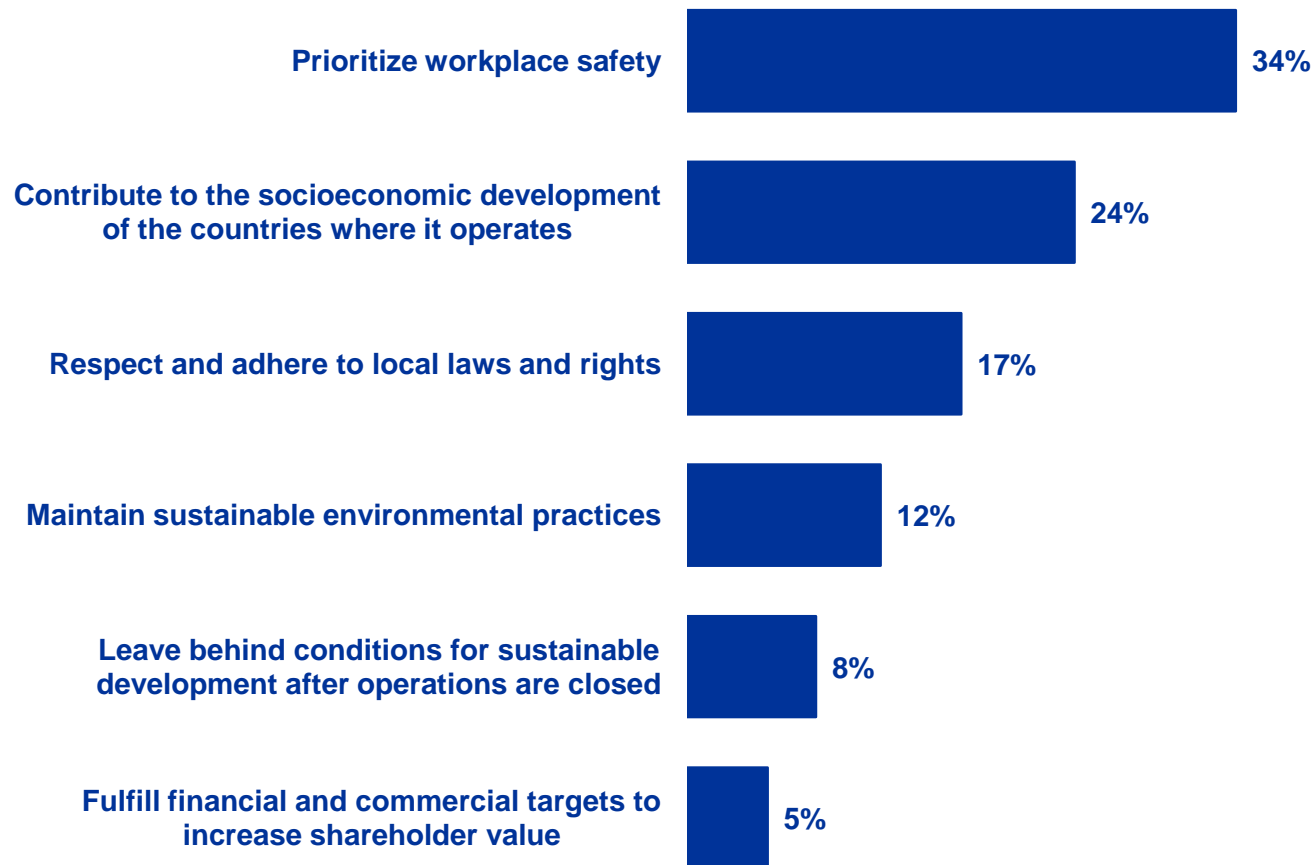
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

MEXICO



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

POLAND



RUSSIA



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

SAUDI ARABIA



C4.1. [First] What do you think are the two most important things that a company must do to be respected?

SOUTH AFRICA

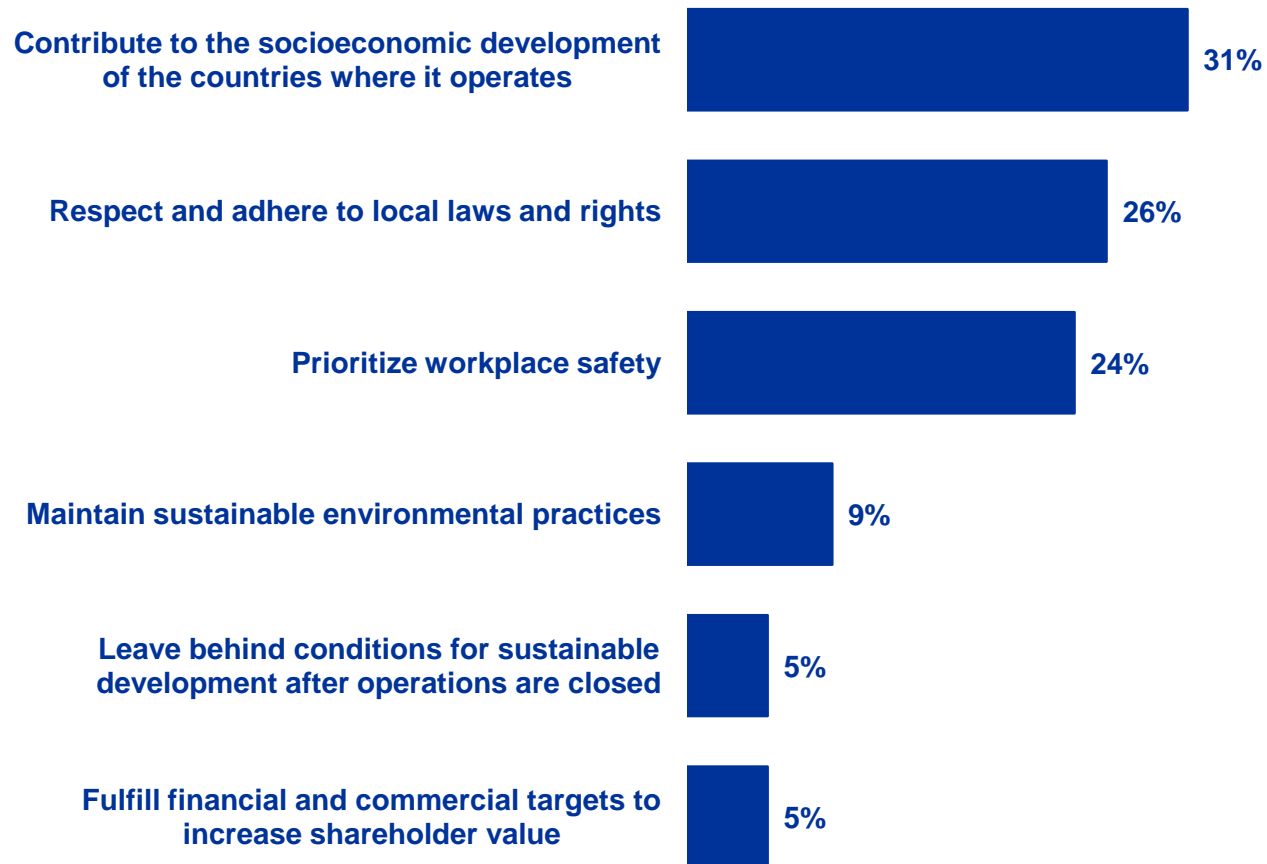


C4.1. [First] What do you think are the two most important things that a company must do to be respected?

SOUTH KOREA



SPAIN



SWEDEN



TURKEY



UNITED STATES





About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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- **John Wright**
Senior Vice President and Managing Director, Global @dvisor
Ipsos Public Affairs +1 (416) 324-2002
john.wright@ipsos.com
- **Keren Gottfried**
Research Manager, Global @dvisor
Ipsos Public Affairs +1 (416) 572-4481
keren.gottfried@ipsos.com
- The Ipsos *Global @dvisor* Syndicate Study is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

Chris Deeney

Senior Vice President and Managing Director
Ipsos Public Affairs +1 (312) 665-0551
chris.deeney@ipsos.com

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