

Why have you selected this company, overall as the most admired or respected?

	TOTAL
<b>TOTAL MENTION</b>	
<b>Base: All Respondents</b>	
Unweighted Base	314
Weighted Base	314
Successful/ financial performance/ profitability/ growth/ turnaround	50%
Track record/ historical performance	2%
Corporate governance/ Leadership	12%
Stability	5%
Shareholder/ investment value	14%
Social responsibility/ community involvement/ corporate citizenship	16%
Quality products and services	13%
Innovative/ Creative	16%
Customer service	10%
Human Resources/ good staff/ management/ employee relations	17%
Employee ability/ attitude (skilled workforce)	1%
Global presence/ expansion to other countries	10%
Honest/ Integrity/ Trustworthy/ Credible	7%
Ethical/ Fair	1%
Vision	4%
Focus/ Discipline	3%
Aggressive/ Driven	2%
Good strategy	7%
Competent/ smart	1%
Consistent	4%
Entrepreneur	0
Flexible	1%
Other	13%
Don't know/Refused	17%

There are many attributes which are used to describe the word 'respect'. Thinking about your own experience in corporate Canada, when you hear that a company or a CEO is RESPECTED what is the ONE attribute that first comes to mind when you hear that word?

	TOTAL
<b>Base: All Respondents</b>	
Unweighted Base	314
Weighted Base	314
Honest/ Integrity/ Trustworthy/ Credible	53%
Ethical/ Fair	6%
Successful/ Financial success/ Profitable/ Good Growth	14%
Leadership (good, strong, etc)	12%
Competent/ smart	3%
Track record	4%
Committed to company/ shareholders/ other stakeholders	4%
Other	2%
Don't know/Refused	2%