

1. Overall, would you say that Canadian companies are doing a good job or poor job in terms of doing business in a socially responsible way?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Very good	144 14%	16 12%	17 18%	7 10%	57 15%	37 15%	10 13%	35 12%	57 14%	50 17%	73 15%	71 14%
Somewhat good	621 62%	82 62%	63 65%	44 65%	237 63%	149 60%	46 59%	203 69% HI	235 59%	176 60%	292 60%	328 64%
Somewhat poor	165 16%	28 21% B	10 10%	12 17%	55 14%	42 17%	18 23% BD	39 13%	73 19%	48 16%	80 17%	84 16%
Very poor	62 6%	7 5%	5 5%	4 6%	27 7%	16 6%	3 4%	15 5%	25 6%	19 6%	37 8%	25 5%
(DK/NS)	9 1%	0 -	2 2%	1 2%	3 1%	3 1%	1 1%	1 0	6 1%	1 0	1 0	8 2% J
Summary												
Top2box (Very/Somewhat Good)	764 76%	97 74%	80 83%	51 76%	294 78%	186 75%	55 72%	238 81% H	292 74%	226 77%	365 76%	399 77%
Low2box (Somewhat/Very Poor)	227 23%	35 26%	15 16%	15 23%	82 22%	58 23%	21 27% B	54 18% G	98 25%	66 23%	117 24%	110 21%

1. Overall, would you say that Canadian companies are doing a good job or poor job in terms of doing business in a socially responsible way?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D - E/F/G

Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Very good	144 14%	23 22% D	34 15%	54 14%	33 12%	32 15%	46 14%	50 14%
Somewhat good	621 62%	62 58%	147 65% D	251 65% D	152 56%	128 60%	215 65%	222 63%
Somewhat poor	165 16%	10 9%	33 15%	56 15%	66 24% ABC	31 14%	48 15%	65 18%
Very poor	62 6%	10 10%	11 5%	22 6%	18 7%	23 11% FG	19 6%	15 4%
(DK/NS)	9 1%	2 2%	2 1%	2 0	3 1%	2 1%	4 1%	2 0
Summary								
Top2box (Very/Somewhat Good)	764 76%	86 80% D	181 80% D	305 79% D	185 68%	160 74%	261 79%	272 77%
Low2box (Somewhat/Very Poor)	227 23%	20 19%	44 20%	78 20%	84 31% ABC	54 25%	67 20%	80 23%

3\_1. In the past 12 months, have you Consciously decided to buy a product or a service from one company over another because you felt the company does business in a socially responsible way?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Yes	553	80	50	41	201	131	49	171	235	140	257	296
	55%	61%	52%	60%	53%	53%	64%	58% I	60% I	48%	53%	57%
No	442	52	45	27	176	114	28	122	158	152	223	220
	44%	39%	47%	40%	46%	46%	36%	42%	40%	52% GH	46%	43%
(DK/NS)	5	0	1	0	2	2	0	0	2	2	4	1
	0	-	1%	-	1%	1%	-	-	1%	1%	1%	0

3\_1. In the past 12 months, have you Consciously decided to buy a product or a service from one company over another because you felt the company does business in a socially responsible way?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Yes	553	49	106	236	161	108	185	209
	55%	45%	47%	61% AB	59% AB	50%	56%	59% E
No	442	59	120	148	108	106	147	144
	44%	55% CD	53% CD	39%	40%	49% G	44%	41%
(DK/NS)	5	0	1	0	2	2	0	1
	0	-	1%	-	1%	1%	-	0

3\_2. In the past 12 months, have you Consciously refused to buy a product or a service from a company because you felt the company does not do business in a socially responsible way?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Yes	521	78	49	37	209	109	39	175	220	117	249	272
	52%	59% E	50%	55%	55% E	44%	51%	60% I	56% I	40%	52%	53%
No	468	53	48	29	164	135	38	119	173	168	228	239
	47%	40%	50%	43%	43%	55% AD	49%	40%	44%	57% GH	47%	46%
(DK/NS)	11	1	0	1	6	3	0	0	2	9	6	5
	1%	1%	-	2%	2%	1%	-	-	1%	3% GH	1%	1%

3.2. In the past 12 months, have you Consciously refused to buy a product or a service from a company because you felt the company does not do business in a socially responsible way?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used.

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Yes	521 52%	40 37%	100 44%	227 59% AB	151 56% AB	99 46%	179 54%	196 55% E
No	468 47%	66 61% CD	123 54% CD	155 40%	118 43%	113 52%	149 45%	158 45%
(DK/NS)	11 1%	2 2%	4 2%	1 0	2 1%	4 2% G	4 1% G	0 -

2. What do you think is the main reason Canadian companies engage in socially responsible activities? Is it...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
More because they care about their bottom line	678	91	66	51	250	164	56	202	267	195	338	340
	68%	69%	68%	75%	66%	66%	73%	69%	67%	67%	70%	66%
More because they care about being socially responsible	291	38	27	14	118	75	20	85	112	90	129	162
	29%	29%	28%	20%	31% C	30%	25%	29%	28%	31%	27%	31%
Neither	20	3	2	2	8	4	1	6	9	3	10	9
	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%	2%
Both	12	0	2	1	3	5	1	0	7	5	7	5
	1%	-	3%	2%	1%	2%	1%	-	2% G	2% G	1%	1%

2. What do you think is the main reason Canadian companies engage in socially responsible activities? Is it...

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Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
More because they care about their bottom line	678	64	148	275	185	150	223	242
	68%	59%	65%	72% A	68%	69%	67%	68%
More because they care about being socially responsible	291	41	68	105	75	61	103	101
	29%	38% CD	30%	27%	28%	28%	31%	29%
Neither	20	3	6	3	6	4	4	5
	2%	2%	3%	1%	2%	2%	1%	1%
Both	12	0	5	1	6	1	2	6
	1%	-	2% C	0	2% C	0	1%	2%



4. Which of the following news stories about corporate social responsibility is more likely to grab your attention? Is it...

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Overlap formulae used. \* small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
A story about a company that has been singled out for a very positive action	678	88	63	37	235	199	56	171	274	222	309	369
	68%	66%	65%	55%	62%	81% ABCD	72% C	58%	69% G	76% G	64% J	71% J
A story about a company that has been singled out for a very negative action	290	42	32	29	124	43	20	117	111	59	157	134
	29%	31% E	33% E	43% DEF	33% E	17%	26%	40% HI	28% I	20%	32% K	26% K
Neither	4	1	0	1	2	0	1	0	0	4	2	2
	0	1%	-	1%	1%	-	1%	-	-	1% GH	1%	0
Both	18	2	1	0	12	2	0	4	8	4	10	7
	2%	2%	1%	-	3%	1%	-	1%	2%	2%	2%	1%
(DK/NS)	10	0	1	1	5	2	1	2	2	4	5	5
	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
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Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
A story about a company that has been singled out for a very positive action	678	76	153	260	183	160	230	222
	68%	70%	67%	68%	67%	74% G	69%	63%
A story about a company that has been singled out for a very negative action	290	30	71	109	81	47	97	120
	29%	28%	31%	28%	30%	22%	29%	34% E
Neither	4	1	1	2	0	0	2	1
	0	1%	0	1%	-	-	1%	0
Both	18	0	2	10	6	3	4	10
	2%	-	1%	3%	2%	1%	1%	3%
(DK/NS)	10	1	2	3	1	6	0	1
	1%	1%	1%	1%	0	3% FG	-	0