

Topline Tables

Why is this company the one you most admire or respect ?

	TOTAL
TOTAL MENTION	
Base: All Respondents	
Unweighted Base	255
Weighted Base	256
Vision, Focus, Discipline or Good strategy	38%
Track record	35%
Financial performance	24%
Corporate governance or leadership	23%
Customer service	17%
Shareholder or investment value	16%
Innovative or creative	16%
Good staff, management or employee relations	13%
Global presence/ international expansion	11%
Social responsibility, community involvement or corporate citizenship	8%
Honest, trustworthy or ethical	5%
Driven or Aggressive	2%
Smart	1%
Other	6%
Don't know/Refused	11%