

DETAILED TABLES

Now, can you please tell me which CEO other than yourself you most admire and respect?

	TOTAL
Base: All Respondents	
Unweighted Base	255
Weighted Base	256
Paul Tellier	15%
Dominic D'Alessandro	6%
Rick George	3%
Clive Beddoe	3%
Ray Royer	3%
Peter Godsoe	3%
Gwyn Morgan	3%
Remi Marcoux	2%
Frank Stronach	2%
Gordon Nixon	2%
Isadore (Izzy) Sharp	2%
Hal Kvisle	1%
Wayne Sales	1%
Rob Ritchie	1%
Pierre Lassonde	1%
Richard J. Harrington	1%
Jim Pattison	1%
Michael Sabia	1%
Bernard Lemaire	1%
Paul Desmarais Jr.	1%
Laurent Beaudoin	1%
Jacques LaMarre	1%
Don Stewart	1%
Michael Dell	1%
Gerry Schwartz	1%
Richard Currie	1%
Pat Daniel	1%
Galen Weston	0
Terry Mathews	0
Ted Rogers	0
John Mayberry	0
Ron Southern	0
Tony Comper	0
Eric Newel	0
Pat Daniels	0
Hank Swartout	0
Other	22%
Don't know/Refused	17%

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

	TOTAL
TOTAL MENTION	
Base: Excludes respondents who did not specify a CEO	
Unweighted Base	190
Weighted Base	194
Vision, focus, discipline or good strategy	42%
Track record	39%
Financial performance	38%
Corporate governance or leadership	34%
Shareholder or investment value	21%
Honest, trustworthy or ethical	15%
Global presence/international expansion	15%
Innovative or creative	15%
Driven or aggressive	14%
Good staff, management or employee relations	12%
Social responsibility, community involvement or corporate citizenship	11%
Smart	7%
Customer service	5%
Other	2%
Don't know/Refused	1%

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Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: Companies that are more respected by the public enjoy a premium in their share price?

	TOTAL
Base: All Respondents	
Unweighted Base	255
Weighted Base	256
Strongly agree	46%
Somewhat agree	43%
Somewhat disagree	9%
Strongly disagree	0
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Agree (Top2Box)	90%
Disagree (Low2Box)	10%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: I'm finding a greater part of my job these days involves building respect for my company among the general public?

	TOTAL
Base: All Respondents	
Unweighted Base	255
Weighted Base	256
Strongly agree	25%
Somewhat agree	42%
Somewhat disagree	25%
Strongly disagree	7%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Agree (Top2Box)	67%
Disagree (Low2Box)	32%