

10th Annual Survey of Canada's Most Respected Corporations

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

	TOTAL
Base: All Respondents	
Unweighted Base	263
Weighted Base	263
Dominic D'Alessandro	10%
Paul Tellier	4%
Clive Beddoe	4%
R,mi Marcoux	3%
Ed Clark	3%
Paul Desmarais	2%
Gwyn Morgan	2%
Rick Waugh	2%
Jim Pattison	2%
Rick George	2%
Gerry Schwartz	2%
John Ledderer	1%
Isadore (Izzy) Sharp	1%
Michael Sabia	1%
Ted Rogers	1%
Ross Grieve	1%
Darren Entwistle	1%
Jean Coutu	1%
Tony Comper	1%
Jim Balsillie	1%
Robert McEwan	1%
Richard J. Harrington	1%
Michael Dell	1%
Frank Stronach	1%
Gordon Nixon	1%
Bill Frazer	1%
Charles Fischer	1%
Hank Swartout	1%
Ray Royer	1%
Galen Weston	0
Wayne Sales	0
Jacques LaMarre	0
Don Stewart	0
Laurent Beaudoin	0
Pat Daniel	0
Other	32%
Don't know/Refused	15%

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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	224
Weighted Base	224
Vision, focus, discipline or good strategy	52%
Financial performance	34%
Track record	27%
Shareholder or investment value	22%
Honest, trustworthy or ethical	19%
Driven or aggressive	19%
Corporate governance or leadership	18%
Social responsibility, community involvement or corporate citizenship	18%
Innovative or creative	15%
Good staff, management or employee relations	13%
Global presence/international expansion	13%
Smart	8%
Customer service	7%
Other	8%
Don't know/Refused	0

Of the following priorities, which one are you going to focus on MOST to help your company succeed?

	TOTAL
TOTAL MENTIONS	
Base: All Respondents	
Unweighted Base	263
Weighted Base	263
Training of employees	57%
Process and systems review	46%
New resources (people)	45%
Investing in new technology	40%
Organizational structure change	35%
Invest in infrastructure	33%
Additional disclosure to the investment community	10%
Outsourcing selected business processes	6%
Don't know/Refused	4%
Invest in external consultants	3%
Outsourcing selected document processing	1%
None/No others	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	263
Weighted Base	263
Strongly agree	35%
Somewhat agree	49%
Somewhat disagree	13%
Strongly disagree	2%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Agree (Top2Box)	84%
Disagree (Low2Box)	15%

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	263
Weighted Base	263
Strongly agree	24%
Somewhat agree	44%
Somewhat disagree	22%
Strongly disagree	9%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Agree (Top2Box)	68%
Disagree (Low2Box)	31%