

11th Annual Survey of Canada's Most Respected Corporations

Total Mentions. Now, can you please tell me which CEO other than yourself you would rank first as the one you most admire and respect?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Gwyn Morgan	35 14%	3 10%	18 39%	3 14%	11 9%	0 -	0 -	15 22%	5 12%	10 13%	5 8%
Dominic Dalessandro	27 11%	0 -	1 2%	2 10%	20 16%	2 9%	2 29%	5 7%	6 14%	9 11%	7 12%
Gordon Nixon	16 6%	1 3%	0 -	4 19%	9 7%	0 -	2 29%	1 1%	3 7%	8 10%	4 7%
Clive Beddoe	14 6%	2 7%	5 11%	3 14%	4 3%	0 -	0 -	4 6%	3 7%	4 5%	3 5%
Ed Clark	13 5%	1 3%	0 -	1 5%	10 8%	0 -	1 14%	3 4%	1 2%	5 6%	4 7%
Gerry Schwartz	9 4%	1 3%	1 2%	1 5%	6 5%	0 -	0 -	0 -	2 5%	3 4%	4 7%
Jim Balsillie	9 4%	0 -	0 -	0 -	9 7%	0 -	0 -	2 3%	3 7%	1 1%	3 5%
Frank Stronach	9 4%	0 -	0 -	0 -	9 7%	0 -	0 -	0 -	7 17%	2 3%	0 -
Rick George	8 3%	1 3%	3 7%	0 -	4 3%	0 -	0 -	2 3%	1 2%	3 4%	2 3%
Tony Comper	8 3%	0 -	2 4%	0 -	6 5%	0 -	0 -	1 1%	3 7%	4 5%	0 -
Michael Sabia	7 3%	2 7%	0 -	1 5%	4 3%	0 -	0 -	1 1%	0 -	3 4%	3 5%
Jim Pattison	7 3%	4 14%	1 2%	0 -	2 2%	0 -	0 -	1 1%	2 5%	4 5%	0 -
Rick Waugh	6 2%	0 -	0 -	2 10%	4 3%	0 -	0 -	0 -	2 5%	3 4%	1 2%
Ted Rogers	6 2%	0 -	0 -	0 -	6 5%	0 -	0 -	0 -	1 2%	1 1%	4 7%
Paul Desmarais	6 2%	0 -	0 -	1 5%	3 2%	2 9%	0 -	3 4%	0 -	2 3%	1 2%
Jim Buckee	6 2%	0 -	6 13%	0 -	0 -	0 -	0 -	4 6%	1 2%	1 1%	0 -
Wayne Sales	5 2%	0 -	0 -	0 -	4 3%	0 -	1 14%	2 3%	1 2%	1 1%	1 2%
Darren Entwistle	5 2%	3 10%	1 2%	0 -	1 1%	0 -	0 -	2 3%	0 -	0 -	3 5%
Mike Lazaredus	5 2%	0 -	0 -	0 -	5 4%	0 -	0 -	0 -	3 7%	0 -	2 3%
Pat Daniel	4 2%	0 -	2 4%	0 -	2 2%	0 -	0 -	3 4%	0 -	0 -	1 2%
Charles Fischer	4 2%	0 -	4 9%	0 -	0 -	0 -	0 -	3 4%	1 2%	0 -	0 -

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Total Mentions. Now, can you please tell me which CEO other than yourself you would rank first as the one you most admire and respect?

	TOTAL	REGION						SECTOR			
		British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Galen Weston	4	0	0	0	3	1	0	0	2	1	1
	2%	-	-	-	2%	5%	-	-	5%	1%	2%
Hunter Harrison	4	1	0	0	3	0	0	1	1	1	1
	2%	3%	-	-	2%	-	-	1%	2%	1%	2%
Ron Brenneman	4	0	3	0	1	0	0	1	1	1	1
	2%	-	7%	-	1%	-	-	1%	2%	1%	2%
Jean Coutu	4	0	0	0	1	3	0	2	1	1	0
	2%	-	-	-	1%	14%	-	3%	2%	1%	-
Don Pether	4	0	0	0	4	0	0	2	2	0	0
	2%	-	-	-	3%	-	-	3%	5%	-	-
Bruce Flatt	4	1	0	1	2	0	0	0	1	2	1
	2%	3%	-	5%	2%	-	-	-	2%	3%	2%
Jack Welch	4	1	0	0	3	0	0	0	2	0	2
	2%	3%	-	-	2%	-	-	-	5%	-	3%
Pierre-Karl Peladeau	4	0	0	0	1	3	0	0	1	2	1
	2%	-	-	-	1%	14%	-	-	2%	3%	2%
Bill Gates	3	0	0	0	3	0	0	0	0	2	1
	1%	-	-	-	2%	-	-	-	-	3%	2%
Michael McCain	3	0	0	1	2	0	0	2	0	0	1
	1%	-	-	5%	2%	-	-	3%	-	-	2%
Ross Grieve	3	0	2	0	1	0	0	1	0	1	1
	1%	-	4%	-	1%	-	-	1%	-	1%	2%
Mike Zafirovski	3	0	0	0	3	0	0	1	2	0	0
	1%	-	-	-	2%	-	-	1%	5%	-	-
John Cleghorn	3	1	1	0	1	0	0	2	0	1	0
	1%	3%	2%	-	1%	-	-	3%	-	1%	-
Frank Hazenfratz	3	0	0	0	3	0	0	0	3	0	0
	1%	-	-	-	2%	-	-	-	7%	-	-
Pierre Lassonde	2	0	0	0	0	2	0	0	0	0	2
	1%	-	-	-	-	9%	-	-	-	-	3%
Courtney Pratt	2	0	0	0	2	0	0	0	2	0	0
	1%	-	-	-	2%	-	-	-	5%	-	-
Hal Kvisle	2	0	1	0	1	0	0	2	0	0	0
	1%	-	2%	-	1%	-	-	3%	-	-	-
Remi Marcoux	2	0	0	0	1	1	0	1	0	1	0
	1%	-	-	-	1%	5%	-	1%	-	1%	-
Bernard Lemaire	2	0	0	0	1	1	0	0	0	0	2
	1%	-	-	-	1%	5%	-	-	-	-	3%
John Ryan	2	0	0	2	0	0	0	0	0	1	1
	1%	-	-	10%	-	-	-	-	-	1%	2%
Real Raymond	2	0	0	0	0	2	0	0	0	1	1
	1%	-	-	-	-	9%	-	-	-	1%	2%
Ray Royer	2	0	0	0	0	2	0	0	0	1	1
	1%	-	-	-	-	9%	-	-	-	1%	2%
Tim Hearn	2	0	2	0	0	0	0	1	1	0	0
	1%	-	4%	-	-	-	-	1%	2%	-	-
John Ledderer	2	0	0	0	1	0	1	1	0	1	0
	1%	-	-	-	1%	-	14%	1%	-	1%	-

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Now, can you please tell me which CEO other than yourself you would rank first as the one you most admire and respect?

	TOTAL	REGION						SECTOR			
		British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Don Stewart	1	0	0	0	1	0	0	0	0	0	1
	0	-	-	-	1%	-	-	-	-	-	2%
Peter Godsoe	1	0	0	0	1	0	0	1	0	0	0
	0	-	-	-	1%	-	-	1%	-	-	-
Richard Currie	1	0	0	0	1	0	0	0	0	1	0
	0	-	-	-	1%	-	-	-	-	1%	-
Richard J Harrington	1	0	0	0	1	0	0	0	0	1	0
	0	-	-	-	1%	-	-	-	-	1%	-
Laurent Beaudoin	1	0	0	0	0	1	0	0	0	0	1
	0	-	-	-	-	5%	-	-	-	-	2%
Jacques LaMarre	1	0	0	0	1	0	0	0	0	0	1
	0	-	-	-	1%	-	-	-	-	-	2%
Isador (Izzy) Sharp	1	0	0	0	1	0	0	0	0	0	1
	0	-	-	-	1%	-	-	-	-	-	2%
Hank Swartout	1	0	1	0	0	0	0	1	0	0	0
	0	-	2%	-	-	-	-	1%	-	-	-
Paul Tellier	1	0	0	0	1	0	0	0	0	1	0
	0	-	-	-	1%	-	-	-	-	1%	-
Ron Southern	1	0	0	0	0	1	0	0	0	0	1
	0	-	-	-	-	5%	-	-	-	-	2%
Terry Mathews	1	0	0	0	1	0	0	0	0	0	1
	0	-	-	-	1%	-	-	-	-	-	2%
Other	110	15	19	11	49	12	4	36	18	37	19
	44%	52%	41%	52%	39%	55%	57%	52%	43%	46%	32%
None	1	0	0	0	0	1	0	0	1	0	0
	0	-	-	-	-	5%	-	-	2%	-	-
Don't know/Refused	57	8	12	5	26	5	1	13	3	20	21
	23%	28%	26%	24%	21%	23%	14%	19%	7%	25%	36%

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

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTION											
Base: Excludes respondents who did not specify a CEO											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Vision, focus, discipline or good strategy	61 24%	7 24%	11 24%	5 24%	30 24%	7 32%	1 14%	16 23%	11 26%	16 20%	18 31%
Corporate governance or leadership	55 22%	3 10%	10 22%	7 33%	25 20%	7 32%	3 43%	13 19%	11 26%	19 24%	12 20%
Financial performance	40 16%	4 14%	14 30%	4 19%	16 13%	1 5%	1 14%	16 23%	4 10%	14 18%	6 10%
Honest, trustworthy or ethical	37 15%	1 3%	10 22%	5 24%	17 14%	4 18%	0 -	11 16%	5 12%	12 15%	9 15%
Good staff, management or employee relations	33 13%	4 14%	7 15%	6 29%	16 13%	0 -	0 -	11 16%	5 12%	10 13%	7 12%
Driven or aggressive	26 10%	3 10%	3 7%	2 10%	13 10%	4 18%	1 14%	8 12%	5 12%	7 9%	6 10%
Shareholder or investment value	25 10%	7 24%	3 7%	0 -	14 11%	1 5%	0 -	7 10%	3 7%	5 6%	10 17%
Social responsibility, community involvement or corporate citizenship	22 9%	4 14%	2 4%	2 10%	9 7%	4 18%	1 14%	5 7%	5 12%	9 11%	3 5%
Track record	19 8%	6 21%	3 7%	1 5%	6 5%	1 5%	2 29%	7 10%	4 10%	6 8%	2 3%
Innovative or creative	19 8%	1 3%	2 4%	2 10%	14 11%	0 -	0 -	7 10%	4 10%	4 5%	4 7%
Customer service	18 7%	2 7%	2 4%	0 -	14 11%	0 -	0 -	2 3%	3 7%	6 8%	7 12%
Global presence/international expansion	12 5%	0 -	0 -	2 10%	7 6%	3 14%	0 -	3 4%	5 12%	1 1%	3 5%
Successful	7 3%	1 3%	1 2%	1 5%	3 2%	0 -	1 14%	2 3%	2 5%	1 1%	2 3%
Smart	6 2%	0 -	2 4%	0 -	2 2%	2 9%	0 -	2 3%	0 -	2 3%	2 3%
Other	18 7%	2 7%	3 7%	1 5%	9 7%	2 9%	1 14%	2 3%	4 10%	5 6%	7 12%
None	2 1%	0 -	0 -	0 -	0 -	2 9%	0 -	0 -	1 2%	0 -	1 2%
Don't know/Refused	50 20%	7 24%	8 17%	4 19%	27 22%	3 14%	1 14%	15 22%	3 7%	23 29%	9 15%

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What do you think are the most serious issues facing Canadian businesses ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Taxation/ corporate taxation	61 24%	11 38%	13 28%	3 14%	33 26%	1 5%	0 -	20 29%	9 21%	14 18%	18 31%
Value of the Canadian dollar	52 21%	6 21%	1 2%	8 38%	29 23%	6 27%	2 29%	16 23%	13 31%	11 14%	12 20%
Educated/ skilled workforce	49 20%	6 21%	20 43%	4 19%	12 10%	4 18%	3 43%	20 29%	5 12%	15 19%	9 15%
Productivity	44 18%	3 10%	5 11%	6 29%	23 18%	6 27%	1 14%	11 16%	7 17%	12 15%	14 24%
Globalization/ international competitiveness	38 15%	3 10%	3 7%	1 5%	24 19%	5 23%	2 29%	6 9%	8 19%	15 19%	9 15%
Government regulations/ red tape/ government intervention	36 14%	4 14%	8 17%	0 -	23 18%	1 5%	0 -	11 16%	8 19%	9 11%	8 14%
Cost of fuel/ energy	26 10%	4 14%	2 4%	1 5%	16 13%	1 5%	2 29%	4 6%	6 14%	12 15%	4 7%
Canada/ US relations	23 9%	5 17%	6 13%	3 14%	9 7%	0 -	0 -	6 9%	3 7%	10 13%	4 7%
Fluctuation in the value of currency	18 7%	0 -	2 4%	1 5%	13 10%	2 9%	0 -	4 6%	4 10%	6 8%	4 7%
Competitiveness	13 5%	0 -	2 4%	0 -	5 4%	6 27%	0 -	4 6%	3 7%	3 4%	3 5%
Government/ politics	11 4%	2 7%	0 -	1 5%	8 6%	0 -	0 -	3 4%	0 -	4 5%	4 7%
Increased interest rates	9 4%	1 3%	2 4%	2 10%	4 3%	0 -	0 -	2 3%	2 5%	4 5%	1 2%
Aging population	8 3%	1 3%	1 2%	1 5%	3 2%	1 5%	1 14%	1 1%	1 2%	5 6%	1 2%
NAFTA	7 3%	0 -	1 2%	2 10%	4 3%	0 -	0 -	3 4%	0 -	1 1%	3 5%
International trade relations	7 3%	0 -	1 2%	1 5%	4 3%	1 5%	0 -	4 6%	1 2%	2 3%	0 -
Cost of goods/ high cost	5 2%	0 -	3 7%	0 -	1 1%	0 -	1 14%	2 3%	0 -	2 3%	1 2%
Innovation/ technology	4 2%	0 -	0 -	0 -	4 3%	0 -	0 -	1 1%	1 2%	1 1%	1 2%
The economy	4 2%	0 -	0 -	0 -	4 3%	0 -	0 -	0 -	1 2%	3 4%	0 -
Research	4 2%	1 3%	1 2%	0 -	2 2%	0 -	0 -	0 -	1 2%	3 4%	0 -
Lack of people/ market is too small	4 2%	0 -	0 -	1 5%	2 2%	1 5%	0 -	1 1%	0 -	3 4%	0 -
Employment cost	3 1%	1 3%	2 4%	0 -	0 -	0 -	0 -	3 4%	0 -	0 -	0 -

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What do you think are the most serious issues facing Canadian businesses ?

	TOTAL	REGION						SECTOR			
		British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
National debt	3 1%	1 3%	0 -	0 -	2 2%	0 -	0 -	1 1%	1 2%	0 -	1 2%
Environmental issues	3 1%	0 -	0 -	0 -	2 2%	1 5%	0 -	0 -	0 -	2 3%	1 2%
Trade deficit	3 1%	1 3%	1 2%	0 -	0 -	0 -	1 14%	0 -	1 2%	2 3%	0 -
Corporate/ public governance/ public trust concerns	2 1%	0 -	0 -	1 5%	1 1%	0 -	0 -	0 -	1 2%	1 1%	0 -
Infrastructure	2 1%	0 -	1 2%	0 -	1 1%	0 -	0 -	1 1%	1 2%	0 -	0 -
Healthcare	2 1%	0 -	0 -	1 5%	1 1%	0 -	0 -	0 -	0 -	1 1%	1 2%
Lack of capital	2 1%	1 3%	1 2%	0 -	0 -	0 -	0 -	2 3%	0 -	0 -	0 -
Kyoto Accord	2 1%	0 -	1 2%	0 -	1 1%	0 -	0 -	0 -	1 2%	1 1%	0 -
International economy/ global market conditions	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -
Lack of employment opportunities	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 2%
Other	32 13%	2 7%	9 20%	5 24%	11 9%	5 23%	0 -	9 13%	4 10%	10 13%	9 15%

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Thinking about the various countries around the world, which ONE is, or could be, the most important to grow your business over the next three years?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
United States	121 48%	10 34%	28 61%	14 67%	58 46%	8 36%	3 43%	35 51%	21 50%	39 49%	26 44%
China	55 22%	9 31%	8 17%	5 24%	27 22%	4 18%	2 29%	15 22%	13 31%	18 23%	9 15%
Canada	30 12%	4 14%	2 4%	0 -	19 15%	4 18%	1 14%	5 7%	3 7%	15 19%	7 12%
Mexico	6 2%	0 -	1 2%	0 -	5 4%	0 -	0 -	1 1%	2 5%	0 -	3 5%
United Kingdom	3 1%	0 -	2 4%	0 -	1 1%	0 -	0 -	0 -	1 2%	1 1%	1 2%
Finland	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -	0 -
Japan	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 2%
Peru	1 0	0 -	1 2%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -
Argentina	1 0	1 3%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -
Other	12 5%	2 7%	1 2%	1 5%	4 3%	4 18%	0 -	5 7%	0 -	1 1%	6 10%
Don't know/Refused	19 8%	3 10%	3 7%	1 5%	9 7%	2 9%	1 14%	5 7%	2 5%	6 8%	6 10%

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SECTION 3: THE CANADIAN ECONOMY

And for what reasons do you say this country?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: Excludes respondents who said None or Don't know											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Large market to do business with	77 31%	11 38%	11 24%	11 52%	36 29%	3 14%	5 71%	20 29%	18 43%	20 25%	19 32%
Growth opportunity with country	63 25%	7 24%	9 20%	4 19%	39 31%	4 18%	0 -	18 26%	14 33%	13 16%	18 31%
Close proximity/ convenient location (incl. geographic closeness)	54 22%	7 24%	7 15%	7 33%	24 19%	6 27%	3 43%	13 19%	7 17%	26 33%	8 14%
Already involved in country (incl. invest in country)	34 14%	7 24%	6 13%	1 5%	16 13%	2 9%	2 29%	12 17%	5 12%	11 14%	6 10%
Best fits our business plan	27 11%	1 3%	2 4%	2 10%	19 15%	3 14%	0 -	6 9%	4 10%	10 13%	7 12%
Big trading partner (incl. largest trading partner)	23 9%	2 7%	9 20%	1 5%	6 5%	4 18%	1 14%	11 16%	2 5%	5 6%	5 8%
Similar market (incl. similar culture)	16 6%	3 10%	4 9%	1 5%	6 5%	2 9%	0 -	5 7%	3 7%	6 8%	2 3%
Abundance of natural resources (incl. oil)	11 4%	1 3%	6 13%	0 -	2 2%	2 9%	0 -	8 12%	1 2%	2 3%	0 -
Demand for products	7 3%	0 -	2 4%	1 5%	4 3%	0 -	0 -	1 1%	1 2%	3 4%	2 3%
Trade relations/ trade issues	5 2%	0 -	0 -	1 5%	3 2%	1 5%	0 -	0 -	0 -	0 -	5 8%
Fluctuation in the value of currency	4 2%	1 3%	2 4%	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -	3 5%
Government regulations	3 1%	1 3%	1 2%	1 5%	0 -	0 -	0 -	0 -	2 5%	0 -	1 2%
Stable political structure	3 1%	0 -	2 4%	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	2 3%
Manufacturing base is growing	2 1%	2 7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	1 2%
Access to capital	1 0%	0 -	1 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 2%
Other	18 7%	2 7%	2 4%	1 5%	9 7%	4 18%	0 -	3 4%	4 10%	3 4%	8 14%
No reason	1 0%	0 -	0 -	0 -	0 -	1 5%	0 -	0 -	0 -	0 -	1 2%
Don't know/Refused	16 6%	1 3%	3 7%	1 5%	9 7%	1 5%	1 14%	3 4%	2 5%	7 9%	4 7%

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All things considered, which country would you prefer to do business with if you had to choose - India or China?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturin g	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
India	111 44%	7 24%	22 48%	7 33%	63 50%	9 41%	3 43%	28 41%	17 40%	32 40%	34 58%
China	132 53%	22 76%	23 50%	14 67%	57 46%	13 59%	3 43%	40 58%	25 60%	44 55%	23 39%
Don't know/Refused	7 3%	0 -	1 2%	0 -	5 4%	0 -	1 14%	1 1%	0 -	4 5%	2 3%

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And why do choose India over China?

	TOTAL	REGION						SECTOR			
		British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: All Respondents											
Unweighted Base	111	7	22	7	63	9	3	28	17	32	34
Better legal system (incl.rule of law/ stability)	37	1	7	3	20	5	1	10	6	9	12
Embraces free enterprise (incl. democratic country)	33%	14%	32%	43%	32%	56%	33%	36%	35%	28%	35%
Similar culture/ business culture (incl. speak the same language)	36	3	12	0	18	1	2	11	7	10	8
More skilled workforce/ labour (incl.technical skills)	32%	43%	55%	-	29%	11%	67%	39%	41%	31%	24%
Familiar with country (incl. have business dealings with country, more)	35	1	5	1	21	6	1	10	5	8	12
More growth potential	32%	14%	23%	14%	33%	67%	33%	36%	29%	25%	35%
Faster growing economy (incl. faster development)	12	2	2	1	3	3	1	3	0	2	7
More technologically advanced	11%	29%	9%	14%	5%	33%	33%	11%	-	6%	21%
Political system is more transparent	10	0	2	1	7	0	0	1	1	5	3
Better inflation control	9%	-	9%	14%	11%	-	-	4%	6%	16%	9%
More demand for products	6	0	2	1	2	0	1	2	0	2	2
More abundant natural resources	5%	-	9%	14%	3%	-	33%	7%	-	6%	6%
Large market to do business with	5	0	0	1	4	0	0	0	1	1	3
Better infrastructure	5%	-	-	14%	6%	-	-	-	6%	3%	9%
More government restrictions	3	0	1	0	2	0	0	1	0	0	2
Other	3%	-	5%	-	3%	-	-	4%	-	-	6%
No reason	3	1	1	0	1	0	0	1	0	1	1
Don't know/Refused	3%	14%	5%	-	2%	-	-	4%	-	3%	3%
	1	0	0	0	1	0	0	0	0	1	0
	1%	-	-	-	2%	-	-	-	-	3%	-
	1	0	0	0	1	0	0	0	0	0	1
	1%	-	-	-	2%	-	-	-	-	-	3%
	1	0	0	0	1	0	0	0	1	0	0
	1%	-	-	-	2%	-	-	-	6%	-	-
	1	0	0	0	1	0	0	0	1	0	0
	1%	-	-	-	2%	-	-	-	6%	-	-
	1	0	0	0	1	0	0	0	0	0	1
	1%	-	-	-	2%	-	-	-	-	-	3%
	1	0	0	0	1	0	0	1	0	0	0
	1%	-	-	-	2%	-	-	4%	-	-	-
	4	0	0	0	3	1	0	1	0	2	1
	4%	-	-	-	5%	11%	-	4%	-	6%	3%
	4	0	0	1	3	0	0	1	0	0	3
	4%	-	-	14%	5%	-	-	4%	-	-	9%
	1	0	0	0	1	0	0	0	1	0	0
	1%	-	-	-	2%	-	-	-	6%	-	-

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And why do choose China over India?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: All Respondents											
Unweighted Base	132	22	23	14	57	13	3	40	25	44	23
More growth potential	34	4	5	5	19	1	0	13	8	8	5
Familiar with country (incl. have business dealings with country, more)	26%	18%	22%	36%	33%	8%	-	33%	32%	18%	22%
Faster growing economy (incl. faster development)	27	5	3	5	10	3	1	10	4	7	6
More demand for products	20%	23%	13%	36%	18%	23%	33%	25%	16%	16%	26%
Embraces free enterprise (incl. democratic country)	13	3	4	0	3	2	1	5	0	5	3
Better infrastructure	10%	14%	17%	-	5%	15%	33%	13%	-	11%	13%
More technologically advanced	12	1	3	2	5	1	0	4	4	3	1
More skilled workforce/ labour (incl.technical skills)	9%	5%	13%	14%	9%	8%	-	10%	16%	7%	4%
Large market to do business with	11	1	3	0	6	1	0	3	1	5	2
Better legal system (incl.rule of law/ stability)	8%	5%	13%	-	11%	8%	-	8%	4%	11%	9%
Economy is at a more attractive stage of growth cycle	11	2	1	0	6	1	1	3	3	3	2
Close proximity/ convenient location (incl. geographic closeness)	8%	9%	4%	-	11%	8%	33%	8%	12%	7%	9%
Similar culture/ business culture (incl. speak the same language)	8	1	2	0	5	0	0	1	2	4	1
More abundant natural resources	6%	5%	9%	-	9%	-	-	3%	8%	9%	4%
Political system is more transparent	7	2	1	0	4	0	0	0	4	1	2
Best fits our business plan	5%	9%	4%	-	7%	-	-	-	16%	2%	9%
More government restrictions	7	0	2	0	3	2	0	2	0	1	4
Other	5%	-	9%	-	5%	15%	-	5%	-	2%	17%
No reason	7	0	1	0	5	1	0	0	2	4	1
Don't know/Refused	5%	-	4%	-	9%	8%	-	-	8%	9%	4%
	5	1	0	1	3	0	0	1	1	1	2
	4%	5%	-	7%	5%	-	-	3%	4%	2%	9%
	5	3	1	0	1	0	0	1	0	1	3
	4%	14%	4%	-	2%	-	-	3%	-	2%	13%
	4	1	0	0	2	1	0	0	1	3	0
	3%	5%	-	-	4%	8%	-	-	4%	7%	-
	4	2	1	0	1	0	0	1	0	1	2
	3%	9%	4%	-	2%	-	-	3%	-	2%	9%
	4	0	2	0	1	1	0	2	0	2	0
	3%	-	9%	-	2%	8%	-	5%	-	5%	-
	3	1	0	2	0	0	0	0	1	2	0
	2%	5%	-	14%	-	-	-	-	4%	5%	-
	1	1	0	0	0	0	0	0	1	0	0
	1%	5%	-	-	-	-	-	-	4%	-	-
	14	3	4	2	3	2	0	5	2	7	0
	11%	14%	17%	14%	5%	15%	-	13%	8%	16%	-
	1	0	0	0	0	1	0	0	0	1	0
	1%	-	-	-	-	8%	-	-	-	2%	-
	4	1	0	0	2	1	0	1	1	1	1
	3%	5%	-	-	4%	8%	-	3%	4%	2%	4%

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And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: The federal government has created a business environment conducive to economic growth and development ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	9 4%	2 7%	3 7%	0 -	1 1%	2 9%	1 14%	0 -	3 7%	4 5%	2 3%
Somewhat agree	122 49%	19 66%	19 41%	12 57%	58 46%	12 55%	2 29%	32 46%	17 40%	40 50%	33 56%
Somewhat disagree	79 32%	6 21%	15 33%	4 19%	49 39%	3 14%	2 29%	26 38%	15 36%	22 28%	16 27%
Strongly disagree	37 15%	2 7%	9 20%	4 19%	17 14%	4 18%	1 14%	10 14%	7 17%	12 15%	8 14%
Don't know/Refused	3 1%	0 -	0 -	1 5%	0 -	1 5%	1 14%	1 1%	0 -	2 3%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	131 52%	21 72%	22 48%	12 57%	59 47%	14 64%	3 43%	32 46%	20 48%	44 55%	35 59%
Disagree (Low2Box)	116 46%	8 28%	24 52%	8 38%	66 53%	7 32%	3 43%	36 52%	22 52%	34 43%	24 41%

And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: It is difficult to find people who have the skills we need for our company ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	89 36%	10 34%	29 63%	6 29%	33 26%	9 41%	2 29%	27 39%	15 36%	30 38%	17 29%
Somewhat agree	100 40%	15 52%	11 24%	8 38%	56 45%	6 27%	4 57%	28 41%	19 45%	28 35%	25 42%
Somewhat disagree	48 19%	4 14%	6 13%	6 29%	26 21%	6 27%	0 -	12 17%	7 17%	15 19%	14 24%
Strongly disagree	12 5%	0 -	0 -	1 5%	10 8%	1 5%	0 -	2 3%	1 2%	6 8%	3 5%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	0 -	1 14%	0 -	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	189 76%	25 86%	40 87%	14 67%	89 71%	15 68%	6 86%	55 80%	34 81%	58 73%	42 71%
Disagree (Low2Box)	60 24%	4 14%	6 13%	7 33%	36 29%	7 32%	0 -	14 20%	8 19%	21 26%	17 29%

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And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: I think there will be a major economic downturn in the next two years ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	25 10%	2 7%	5 11%	2 10%	12 10%	4 18%	0 -	9 13%	3 7%	6 8%	7 12%
Somewhat agree	74 30%	8 28%	13 28%	5 24%	41 33%	4 18%	3 43%	24 35%	14 33%	21 26%	15 25%
Somewhat disagree	119 48%	15 52%	20 43%	10 48%	60 48%	12 55%	2 29%	28 41%	23 55%	39 49%	29 49%
Strongly disagree	29 12%	4 14%	7 15%	3 14%	12 10%	2 9%	1 14%	6 9%	2 5%	13 16%	8 14%
Don't know/Refused	3 1%	0 -	1 2%	1 5%	0 -	0 -	1 14%	2 3%	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	99 40%	10 34%	18 39%	7 33%	53 42%	8 36%	3 43%	33 48%	17 40%	27 34%	22 37%
Disagree (Low2Box)	148 59%	19 66%	27 59%	13 62%	72 58%	14 64%	3 43%	34 49%	25 60%	52 65%	37 63%

And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: My business has what it takes to compete in a global marketplace ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	87 35%	13 45%	17 37%	6 29%	43 34%	7 32%	1 14%	36 52%	9 21%	21 26%	21 36%
Somewhat agree	107 43%	9 31%	17 37%	11 52%	56 45%	10 45%	4 57%	22 32%	23 55%	35 44%	27 46%
Somewhat disagree	35 14%	6 21%	6 13%	2 10%	18 14%	3 14%	0 -	7 10%	9 21%	14 18%	5 8%
Strongly disagree	15 6%	1 3%	4 9%	2 10%	6 5%	1 5%	1 14%	3 4%	1 2%	5 6%	6 10%
Don't know/Refused	6 2%	0 -	2 4%	0 -	2 2%	1 5%	1 14%	1 1%	0 -	5 6%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	194 78%	22 76%	34 74%	17 81%	99 79%	17 77%	5 71%	58 84%	32 76%	56 70%	48 81%
Disagree (Low2Box)	50 20%	7 24%	10 22%	4 19%	24 19%	4 18%	1 14%	10 14%	10 24%	19 24%	11 19%

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And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: It is more important for my company to solidify its current market than to expand into new markets ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	75 30%	5 17%	18 39%	5 24%	37 30%	7 32%	3 43%	23 33%	11 26%	28 35%	13 22%
Somewhat agree	91 36%	15 52%	12 26%	9 43%	44 35%	9 41%	2 29%	24 35%	15 36%	27 34%	25 42%
Somewhat disagree	61 24%	6 21%	14 30%	5 24%	31 25%	4 18%	1 14%	13 19%	15 36%	19 24%	14 24%
Strongly disagree	19 8%	2 7%	1 2%	1 5%	13 10%	2 9%	0 -	6 9%	1 2%	5 6%	7 12%
Don't know/Refused	4 2%	1 3%	1 2%	1 5%	0 -	0 -	1 14%	3 4%	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	166 66%	20 69%	30 65%	14 67%	81 65%	16 73%	5 71%	47 68%	26 62%	55 69%	38 64%
Disagree (Low2Box)	80 32%	8 28%	15 33%	6 29%	44 35%	6 27%	1 14%	19 28%	16 38%	24 30%	21 36%

And please tell me if 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 ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	69 28%	10 34%	9 20%	7 33%	33 26%	8 36%	2 29%	17 25%	11 26%	23 29%	18 31%
Somewhat agree	94 38%	8 28%	19 41%	8 38%	45 36%	11 50%	3 43%	30 43%	10 24%	28 35%	26 44%
Somewhat disagree	57 23%	9 31%	13 28%	3 14%	28 22%	3 14%	1 14%	21 30%	12 29%	16 20%	8 14%
Strongly disagree	29 12%	2 7%	5 11%	3 14%	19 15%	0 -	0 -	1 1%	9 21%	12 15%	7 12%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	0 -	1 14%	0 -	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	163 65%	18 62%	28 61%	15 71%	78 62%	19 86%	5 71%	47 68%	21 50%	51 64%	44 75%
Disagree (Low2Box)	86 34%	11 38%	18 39%	6 29%	47 38%	3 14%	1 14%	22 32%	21 50%	28 35%	15 25%

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And please tell me if 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 ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	102 41%	16 55%	19 41%	12 57%	44 35%	9 41%	2 29%	29 42%	10 24%	37 46%	26 44%
Somewhat agree	121 48%	13 45%	22 48%	5 24%	66 53%	11 50%	4 57%	35 51%	26 62%	34 43%	26 44%
Somewhat disagree	20 8%	0 -	3 7%	2 10%	13 10%	2 9%	0 -	3 4%	6 14%	6 8%	5 8%
Strongly disagree	3 1%	0 -	1 2%	1 5%	1 1%	0 -	0 -	1 1%	0 -	1 1%	1 2%
Don't know/Refused	4 2%	0 -	1 2%	1 5%	1 1%	0 -	1 14%	1 1%	0 -	2 3%	1 2%
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	223 89%	29 100%	41 89%	17 81%	110 88%	20 91%	6 86%	64 93%	36 86%	71 89%	52 88%
Disagree (Low2Box)	23 9%	0 -	4 9%	3 14%	14 11%	2 9%	0 -	4 6%	6 14%	7 9%	6 10%

And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: There should be government limits on Chinese investment in Canada ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	28 11%	1 3%	5 11%	3 14%	16 13%	3 14%	0 -	4 6%	7 17%	12 15%	5 8%
Somewhat agree	77 31%	10 34%	15 33%	8 38%	38 30%	2 9%	4 57%	25 36%	11 26%	26 33%	15 25%
Somewhat disagree	69 28%	9 31%	9 20%	5 24%	35 28%	11 50%	0 -	14 20%	13 31%	21 26%	21 36%
Strongly disagree	71 28%	9 31%	16 35%	5 24%	34 27%	5 23%	2 29%	25 36%	11 26%	18 23%	17 29%
Don't know/Refused	5 2%	0 -	1 2%	0 -	2 2%	1 5%	1 14%	1 1%	0 -	3 4%	1 2%
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	105 42%	11 38%	20 43%	11 52%	54 43%	5 23%	4 57%	29 42%	18 43%	38 48%	20 34%
Disagree (Low2Box)	140 56%	18 62%	25 54%	10 48%	69 55%	16 73%	2 29%	39 57%	24 57%	39 49%	38 64%

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And please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: Canada should declare some industries, such as the energy sector, to be strategic assets and not allow them to be sold to other non-Canadian entities ?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Strongly agree	62	7	5	7	35	8	0	10	14	23	15
	25%	24%	11%	33%	28%	36%	-	14%	33%	29%	25%
Somewhat agree	61	7	10	5	31	4	4	15	11	20	15
	24%	24%	22%	24%	25%	18%	57%	22%	26%	25%	25%
Somewhat disagree	67	8	12	4	33	9	1	19	8	26	14
	27%	28%	26%	19%	26%	41%	14%	28%	19%	33%	24%
Strongly disagree	57	7	19	4	25	1	1	24	9	10	14
	23%	24%	41%	19%	20%	5%	14%	35%	21%	13%	24%
Don't know/Refused	3	0	0	1	1	0	1	1	0	1	1
	1%	-	-	5%	1%	-	14%	1%	-	1%	2%
TOPBOX & LOWBOX SUMMARY											
Agree (Top2Box)	123	14	15	12	66	12	4	25	25	43	30
	49%	48%	33%	57%	53%	55%	57%	36%	60%	54%	51%
Disagree (Low2Box)	124	15	31	8	58	10	2	43	17	36	28
	50%	52%	67%	38%	46%	45%	29%	62%	40%	45%	47%

If a state-owned entity for another country were to purchase a Canadian company or asset, should that state owned entity be made to comply with the same governance regulations of Canadian corporations before the deal is approved or should these regulations not apply?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Must comply	231	27	44	20	114	20	6	64	39	73	55
	92%	93%	96%	95%	91%	91%	86%	93%	93%	91%	93%
Should not have to	16	2	1	1	10	1	1	2	3	7	4
	6%	7%	2%	5%	8%	5%	14%	3%	7%	9%	7%
Don't know/Refused	3	0	1	0	1	1	0	3	0	0	0
	1%	-	2%	-	1%	5%	-	4%	-	-	-

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How do you expect your company to do financially during 2006? Would that be...better than last year, the same as last year or worse than last year?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Better than last year	171 68%	17 59%	37 80%	13 62%	85 68%	16 73%	3 43%	49 71%	28 67%	52 65%	42 71%
The same as last year	58 23%	10 34%	8 17%	5 24%	26 21%	6 27%	3 43%	16 23%	11 26%	18 23%	13 22%
Worse than last year	19 8%	2 7%	1 2%	3 14%	13 10%	0 -	0 -	4 6%	3 7%	8 10%	4 7%
Don't know/Refused	2 1%	0 -	0 -	0 -	1 1%	0 -	1 14%	0 -	0 -	2 3%	0 -

Thinking about your business spending during 2006, do you think it will increase, decrease or stay the same?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Increase	159 64%	17 59%	37 80%	17 81%	73 58%	12 55%	3 43%	45 65%	26 62%	52 65%	36 61%
Stay about the same	71 28%	8 28%	4 9%	3 14%	42 34%	10 45%	4 57%	16 23%	12 29%	25 31%	18 31%
Decrease	20 8%	4 14%	5 11%	1 5%	10 8%	0 -	0 -	8 12%	4 10%	3 4%	5 8%

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

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
TOTAL MENTIONS											
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Organizational structure change	94 38%	13 45%	15 33%	7 33%	52 42%	4 18%	3 43%	25 36%	17 40%	37 46%	15 25%
Investing in new technology	118 47%	14 48%	15 33%	9 43%	64 51%	12 55%	4 57%	27 39%	19 45%	37 46%	35 59%
New resources (people)	107 43%	16 55%	26 57%	5 24%	51 41%	7 32%	2 29%	37 54%	11 26%	29 36%	30 51%
Process and systems review	118 47%	9 31%	20 43%	11 52%	68 54%	7 32%	3 43%	30 43%	26 62%	40 50%	22 37%
Invest in external consultants	7 3%	1 3%	0 -	1 5%	3 2%	2 9%	0 -	1 1%	1 2%	1 1%	4 7%
Invest in infrastructure	92 37%	10 34%	19 41%	11 52%	41 33%	8 36%	3 43%	32 46%	15 36%	27 34%	18 31%
Training of employees	152 61%	15 52%	27 59%	16 76%	72 58%	17 77%	5 71%	36 52%	25 60%	59 74%	32 54%
Additional disclosure to the investment community	11 4%	1 3%	6 13%	1 5%	1 1%	2 9%	0 -	5 7%	2 5%	1 1%	3 5%
Outsourcing selected business processes	25 10%	3 10%	0 -	0 -	18 14%	4 18%	0 -	2 3%	6 14%	5 6%	12 20%
Outsourcing selected document processing	3 1%	1 3%	0 -	1 5%	0 -	1 5%	0 -	0 -	0 -	0 -	3 5%
None	3 1%	0 -	2 4%	0 -	1 1%	0 -	0 -	1 1%	0 -	1 1%	1 2%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 5%	0 -	0 -	0 -	0 -	1 2%

In terms of YOUR Canadian workforce over the next two years, do you expect it will be expanded, downsized or unchanged?

		REGION						SECTOR			
	TOTAL	British Columbia	Alberta	Sask/man	Ontario	Quebec	Atlantic	Resources	Manufacturing	Services	Other
Base: All Respondents											
Unweighted Base	250	29	46	21	125	22	7	69	42	80	59
Expanded	155 62%	21 72%	37 80%	15 71%	66 53%	13 59%	3 43%	41 59%	17 40%	55 69%	42 71%
Downsized	27 11%	0 -	2 4%	1 5%	23 18%	1 5%	0 -	5 7%	13 31%	6 8%	3 5%
Unchanged	66 26%	8 28%	7 15%	4 19%	36 29%	8 36%	3 43%	22 32%	12 29%	18 23%	14 24%
Don't know/Refused	2 1%	0 -	0 -	1 5%	0 -	0 -	1 14%	1 1%	0 -	1 1%	0 -