



Industry CCSR Performance and Cause Alignment

Part 6 of the Corporate and Community Social Responsibility Research Series

A survey of 1,013 Canadians

Conducted from September 23-25, 2011

Conducted for: The Corporate and Community Social Responsibility Conference at Algonquin College in Ottawa, Ontario

www.abacusdata.ca



About the Research Series



ABACUS DATA
 RESEARCH SERIES
 CORPORATE AND COMMUNITY
 SOCIAL RESPONSIBILITY

Abacus Data and [the Corporate and Community Social Responsibility Conference](#) have partnered to produce a series of public opinion and market research studies on CCSR in Canada.

CCSR is a growing area of interest not only for corporations but also for community organizations, social enterprises, consumers, and government.

There is a significant amount of research data from American and European sources.

The intent of this six-part research series is to gather data from Canadians by Canadians over a 12-month period. It will give us a Canadian perspective on corporate and community social responsibility and allow us to track attitudes and behaviour over time.

In October 2010, a [benchmark study](#) was conducted and the results released at the CCSR Conference held at Algonquin College in Ottawa on November 16, 2010. It examined opinions and behaviour of Canadian consumers towards CCSR.

Topic	Expected Release Date
Canadian Benchmark Survey	October 2010
Ethical consumerism	January 2011
Ethical employment and compensation	February 2011
Ethical Investing	April 2011
Occupy Wall Street/Canada	October 2011
Industry Performance	October 2011

For more information about this series, please contact David Coletto at david@abacusdata.ca

Key Findings

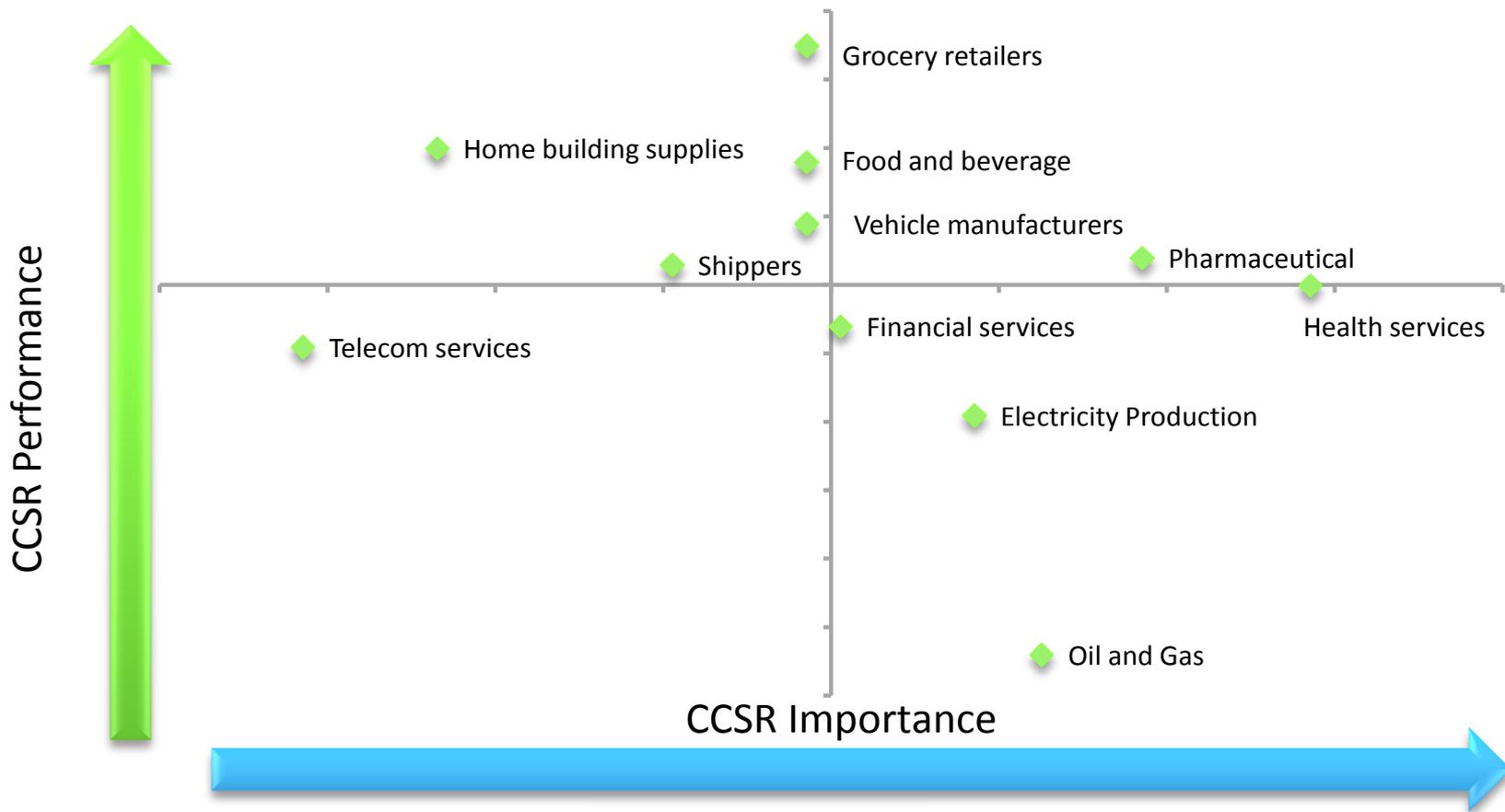
- **No single industry was perceived as having high CCSR performance or importance.**
 - The best performing industries were grocery retailers, home building supplies, and food and beverage.
 - The weakest performers were the oil and gas industry, electricity producers, and the financial service industry.
- **Specific industries should align themselves with specific causes.**
 - Natural resource intensive industries like oil and gas, electricity producers, shippers, and vehicle manufacturers should align their focus with environmental protection and conservation.
 - Canadians believed that food and beverage related industries should align their focus with promoting active living and other health related causes.
 - Pharmaceutical companies and health care services should align their focus with health research.
- **No single cause is most important to Canadians.**
 - No more than one in four Canadians preferred a cause from a list of causes.
 - Poverty reduction, health research and environmental protection were the top causes, representing 67% of all Canadians surveyed.
- **There is an opportunity to influence buying decisions with the promise of support of social causes.**
 - More than six in ten Canadians said that a company's support of a social cause played a role in their decision to buy their product or service.
 - There is significant interest in programs such as, loyalty cards and customer engagement programs that support social causes.

In separate questions, respondents were asked how important it is for companies in a range of industries to be socially responsible. Then, presented with the same list of industries, respondents were asked how well those industries had performed over the last five years, in terms of social responsibility.

By plotting the average score variance from each question along an axis results from these two questions have been combined in matrix on the next page. The further right along the X-axis an industry falls, the more important being socially responsible is by respondents. Similarly, industries registering higher vertically on the Y-axis were perceived by respondents to have performed better in terms of being social responsible.

The qualities exhibited in each quadrant of matrix on the next page are explained in the table below:

<p>Undervalued Good Performance Industries performed well in terms of social responsibility, although responsibility in these industries was less important</p>	<p>Valued Good Performance (corporate leaders) Industries performed well in terms of social responsibility, and responsibility in these industries was seen to be important</p>
<p>Undervalued Poor Performance Industries performed poorly in terms of social responsibility, although responsibility in these industries was less important</p>	<p>Valued Poor Performance (red flags) Industries performed poorly in terms of social responsibility, but responsibility in these industries was seen to be important</p>



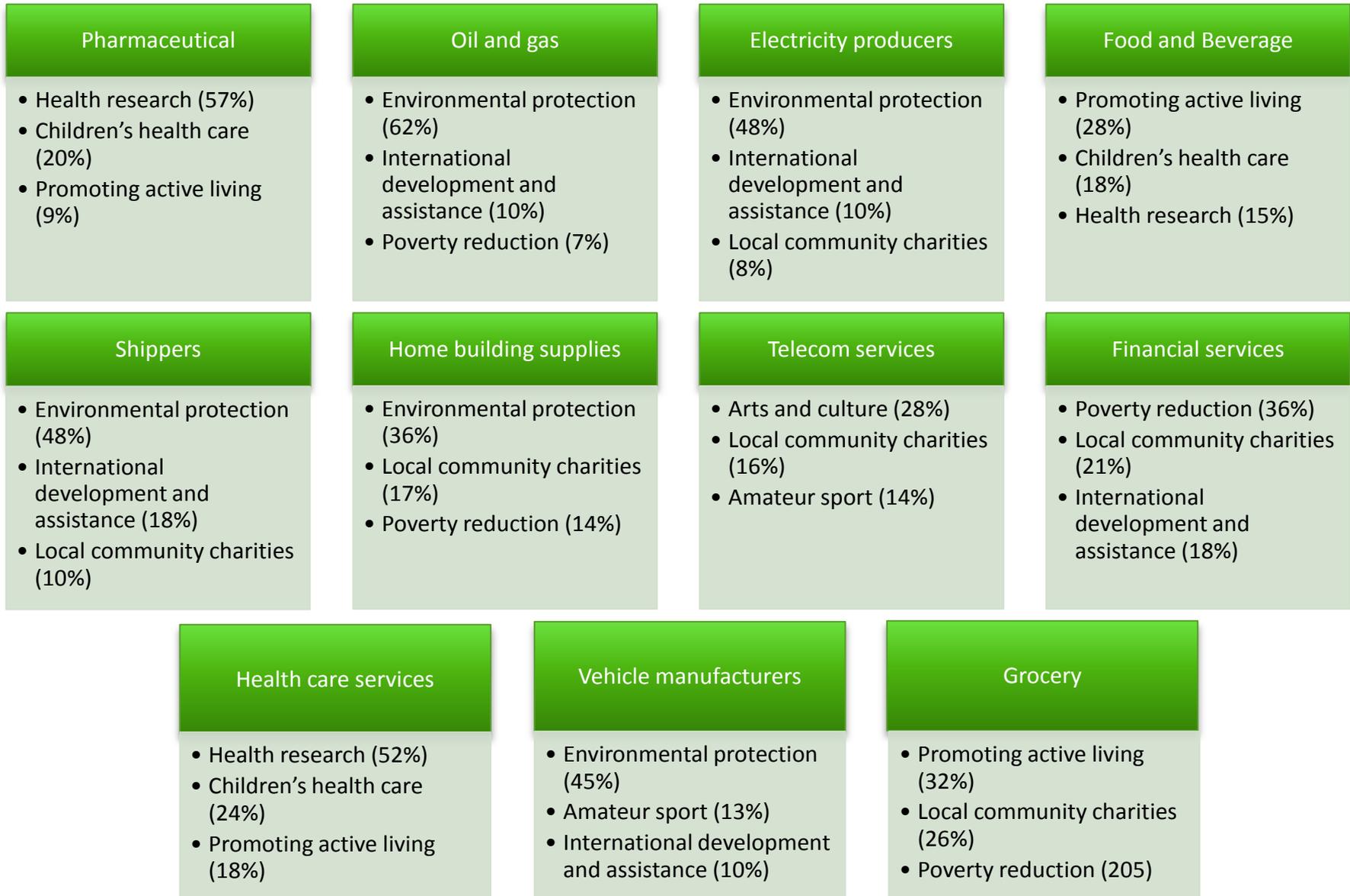
Analysis

None of the industries tested performed considerably well. However the pharmaceutical industry was the only one to appear in the top right-hand corner.

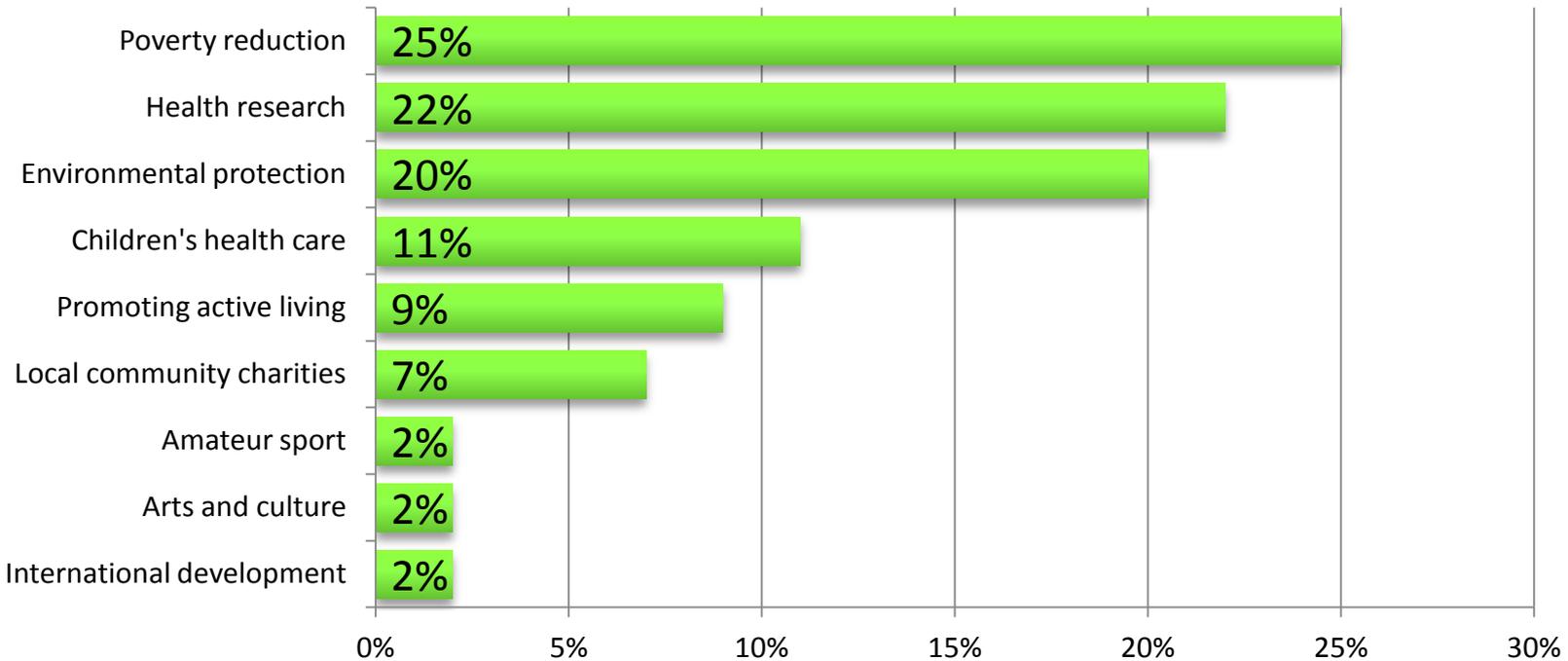
The best performing industries were grocery retailers, home building supplies, and food and beverage relative to the other industries tested.

Canadians believe that is performing reasonably well and it is important for it to do so. The weakest performers were the oil and gas industry, electricity producers, and the financial service industry.

Respondents were asked to align the different industries to the most appropriate cause that the industry should be involved with. The top three causes per industry are reported along with the percentage of Canadians who selected each.



If you had to select one cause to support, which is most important to you personally?
(n=999, weighted)



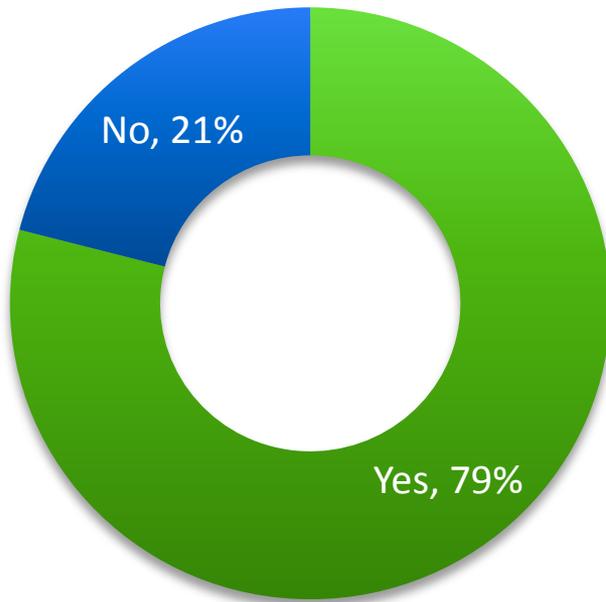
Analysis

When asked which cause was the most important to them personally, no single cause was preferred by more than one in four Canadians.

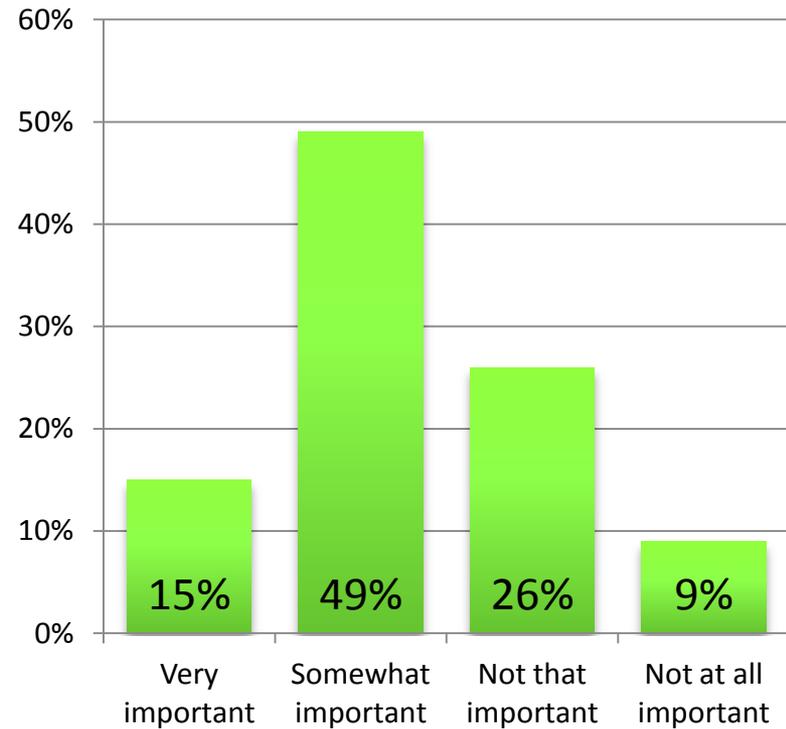
Poverty reduction, health research, and environmental protection, represent slightly more than two-thirds (67%) of the preferences of Canadians. One quarter (25%) of Canadians said that poverty reduction was the most important cause to them personally, with health research (22%) and environmental protection (20%) as a close second and third.

Canadians gave very little attention to amateur sport, arts and culture, and international development, with only 2% of Canadians each listing them as their most important cause.

Have you ever purchased a product or service that promised to contribute a percentage of the profits to a cause or charity?
(n=999, weighted)



How important was the contribution in influencing your decision to purchase the product?
(n=789, weighted)



Analysis

Most Canadians said they have made a purchase where the product or service promised to contribute a percentage of the profits to a cause or charity. Nearly half (49%) of Canadians placed the contribution as somewhat important in their to purchase a product, with an additional 15% listing it as very important.

Sixty-four percent of respondents said that this played a very, or somewhat important role in their decision to buy the product or service. This shows that there is a opportunity to influence customers decisions over their product or service by adding a charitable element to a product or service.

Only a small number (9%) of respondents said that this had no importance in their decision to buy a product or service.

Would you be interested or not interested in...
(n=999, weighted)

	Very interested	Somewhat interested	Not that interested	Not at all interested
LOYALTY CARD A loyalty card that you could use at participating stores (like an Air Miles card) to earn points that have a dollar value which you can donate to a charity or cause of your choice when you reach a certain level.	19%	43%	24%	15%
CUSTOMER ENGAGEMENT After purchasing a particular product, you can vote from a given list to help decide which causes or charities the maker of the product or the store supports with a major financial contribution	26%	48%	16%	10%

Analysis

As previously mentioned, the promise of contributing a percentage of profits to a charity or cause interests Canadians. This can be seen in the responses to the options given above.

Nearly three-quarters (74%) of Canadians were somewhat to very interested in a program that allowed them to vote from a given list to help decide which causes or charities the maker of the product or the store supports with a major financial contribution. Similarly, 62% of respondents said they were somewhat to very interested in a loyalty card program with similar benefits. This shows further potential to sway customers purchasing decision by providing a program that gives back to social causes.

Generally, Canadians were less interested in a loyalty card based program over customer engagement. Nearly one in four of the respondents were not that interested in the loyalty card program., while slightly more than one quarter were not interested in a customer engagement program.

Survey Methodology

From September 23 to 25, 2011, Abacus Data Inc. conducted an online survey among 1,013 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated.

The margin of error for a survey of 1,013 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language, and immigration status using census data from Statistics Canada and by past vote using Elections Canada results from the 2011 General Election. Totals may not add up to 100 due to rounding.

For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	78	77
Quebec	264	240
Ontario	385	386
Prairies (MB and SK)	74	66
Alberta	77	101
BC	135	130
Total	1,013	999

About the CCSR Conference

The third annual **Corporate and Community Social Responsibility** conference was held on Tuesday, November 16th, 2010 at Algonquin College in Ottawa to celebrate and showcased excellence in CCSR.

The fourth annual conference will be held on Tuesday November 15th, 2011 at Algonquin College in Ottawa.

Participants engaged will experts from around the country and learn new ways corporations are working with the community and NGOs and how such relationships improve productivity and enhance the bottom line. Corporations learn about best practices and how cross-sectoral partnerships enable employees of both NGOs and corporations to better utilize their collective assets to support community building as well as social and business innovation.

For more information about the conference, visit

www.ccsrconference.com



For more information about this study or the series please contact:

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To download detailed tables visit the Abacus Data website: www.abacusdata.ca