



## Canadians and Corporate and Community Social Responsibility

A survey of 1,001 Canadians

Conducted from October 29 to November 1, 2010

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

Released: November 12, 2010

[www.abacusdata.ca](http://www.abacusdata.ca)



## Methodology

From October 29 to November 1, 2010, Abacus Data Inc. conducted an online survey among 1,001 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

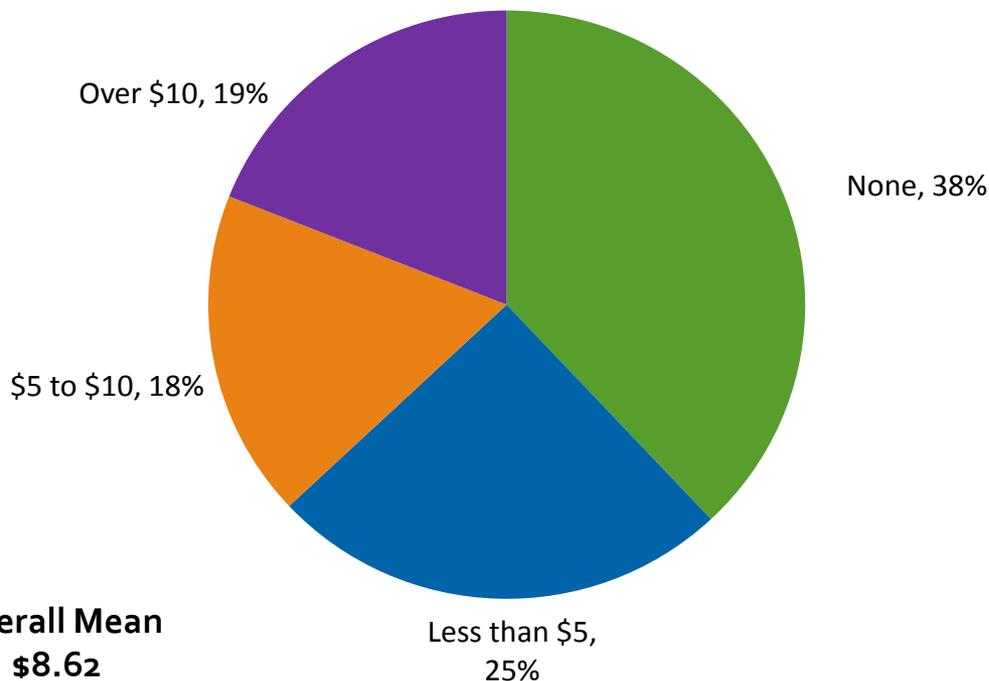
The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

## Main Findings

1. **Socially responsible corporations will make more money** - Survey research indicates that Corporations who make a conscious effort to be more socially responsible will benefit both in terms of profits and in talent recruitment.
2. **Canadians willing to spend more money** - The survey data clearly indicates that Canadians are willing to spend more for products and services from socially responsible companies.
3. **Canadians willing to take a pay cut** - A large percentage of people surveyed are also willing to take a pay cut in order to work for a more socially responsible company.
4. **Women and young Canadians will pay more** - Most noteworthy is data that shows younger Canadians and women being more willing to act socially responsible when it comes to purchasing goods and services.  
 As two of the most important consumer segments in the market, this suggest that an opportunity exists for Canadian corporations to expand profits and attract new customers.
5. **Corporations have to do better** - Canadian corporations did not receive high marks from Canadians on their efforts to be socially responsible.
6. **Socially responsible corporations need to communicate better** – Eight in ten Canadians could not name a single corporation they consider to be socially responsible.
7. **Being Socially Responsible Matters** - Overall, a large percentage of Canadians care about corporate social responsibility and most are willing to use their purchasing power to buy goods and services from companies with a good CSR record.

In general, how much more (in dollars) would you be willing to spend on a \$100 product if you could purchase a version produced by a company that was being socially responsible?  
(n=1,001, weighted)



### Analysis

A majority of Canadians (62%) said they would be willing to spend more on a \$100 product if you could purchase a version produced by a company that was being socially responsible.

One in four said they would spend less than \$5 while 19% would spend over \$10.

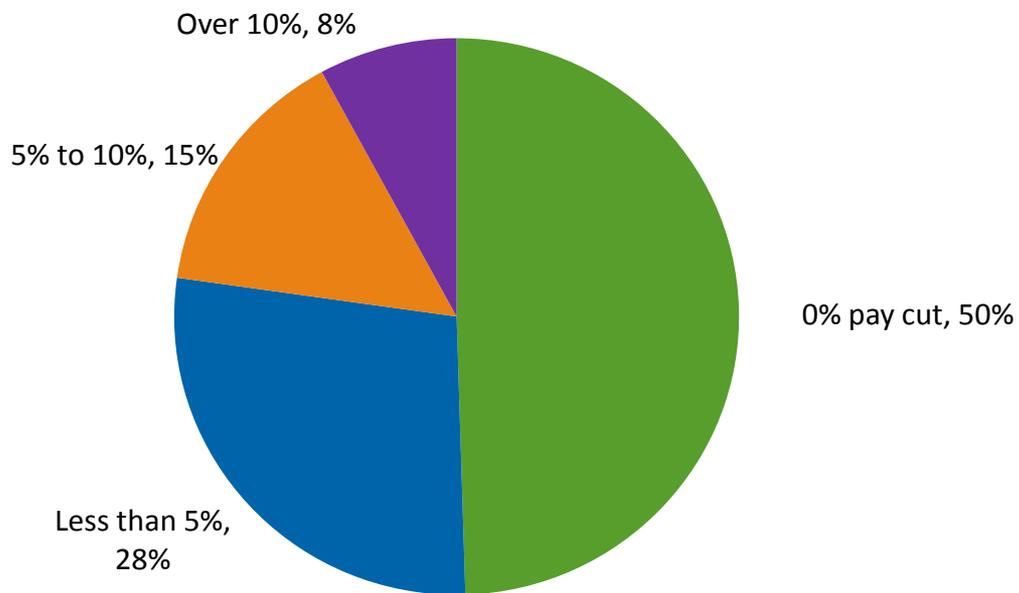
The overall mean dollar amount Canadians would be willing to spend came to \$8.62.

Survey data indicated differences across age, gender, and regional groups. Women, younger Canadians and Ontarians were more likely to spend more while men and middle aged Canadians were less likely to spend more.

Mean Spending by Subgroup (in \$)

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Mean	\$7.03	\$10.11	\$9.87	\$7.64	\$8.30	\$7.58	\$9.21	\$9.51	\$7.27
% Spend more than \$10	17%	21%	25%	16%	15%	19%	21%	20%	16%
N	484	518	369	392	240	74	244	384	300

Now think about this hypothetical situation. What percentage of your salary would you be willing to give up to work for a company or organization that is well known for being socially responsible?  
(n=1,001, weighted)



**Overall Mean**  
**4.83%**

**Analysis**

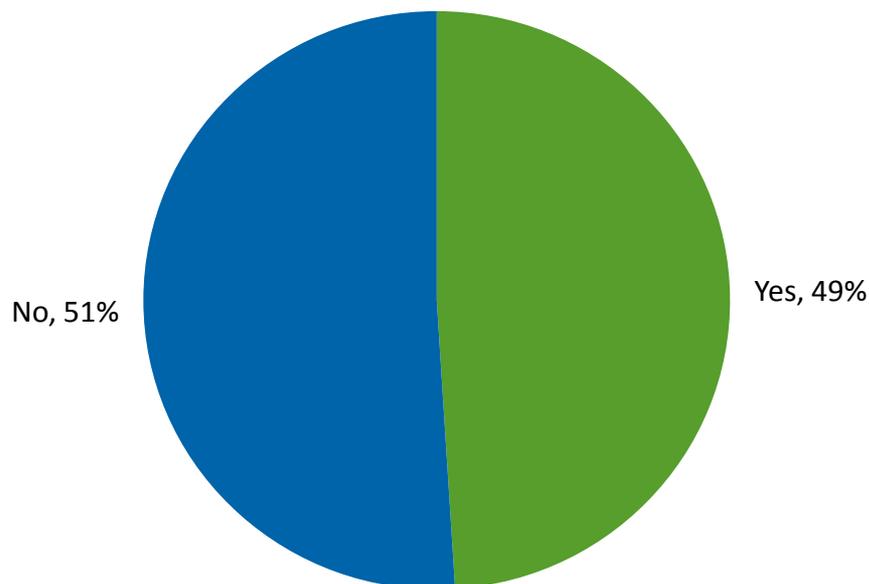
Half of Canadians surveyed said they would be willing to give up some of their salary to work for a company or organization that is well known for being socially responsible. The other half said they would not be willing to take a pay cut.

The overall mean pay cut amounted to 4.83% pay cut. However, younger Canadians and Ontarians were willing to take a great pay cut than other Canadians.

Mean Pay Cut by Subgroup (in % of salary)

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Mean	4.61%	5.03%	6.36%	4.27%	3.39%	3.53%	5.16%	5.51%	4.01%
% who would take a pay cut	43%	54%	56%	47%	47%	49%	58%	50%	45%
N	484	518	369	392	240	74	244	384	300

**Do you know what corporate social responsibility means?**  
(n=1,001, weighted)



**Analysis**

Overall, half of Canadians were aware of what corporate social responsibility means while the other half said they did not know.

Awareness was higher among men than women (59% vs. 40%) and among Canadians 60 years of age and older (60%).

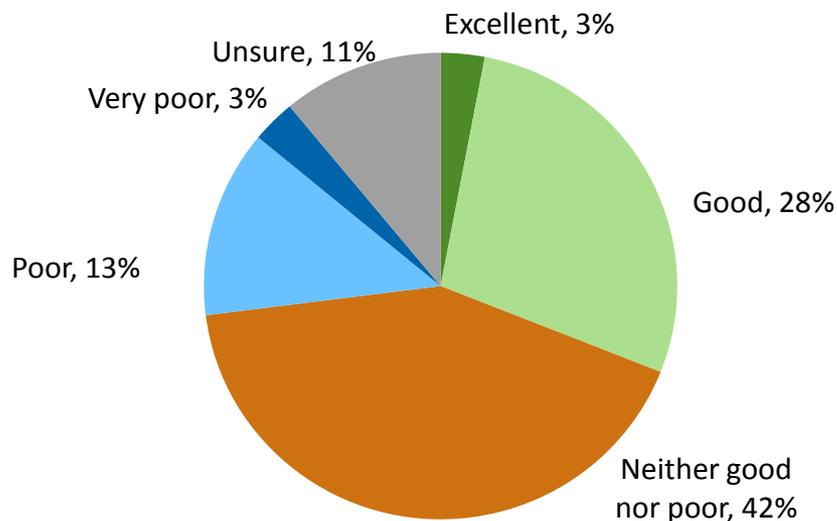
Across Canada, Atlantic Canadians were somewhat less likely to know what CSR means.

This finding is comparable to similar research in the United States which found that about half of Americans said they knew what CSR means.

**Subgroup Analysis**

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
<b>Yes</b>	59%	40%	49%	44%	60%	39%	51%	52%	47%
<b>No</b>	41%	60%	51%	56%	41%	61%	49%	48%	53%
<b>N</b>	484	517	370	392	240	74	243	384	300

Thinking about a corporation's social responsibility to operate in a way that is responsible and accountable to society wherever it produces and sells its products or services, how would you rate the job Canadian corporations are doing today? Would you say they are doing...  
(n=1,001, weighted)



### Analysis

After respondents were given a definition of corporate social responsibility they were asked to rate how well Canadian corporations were doing to operate in a socially responsible way.

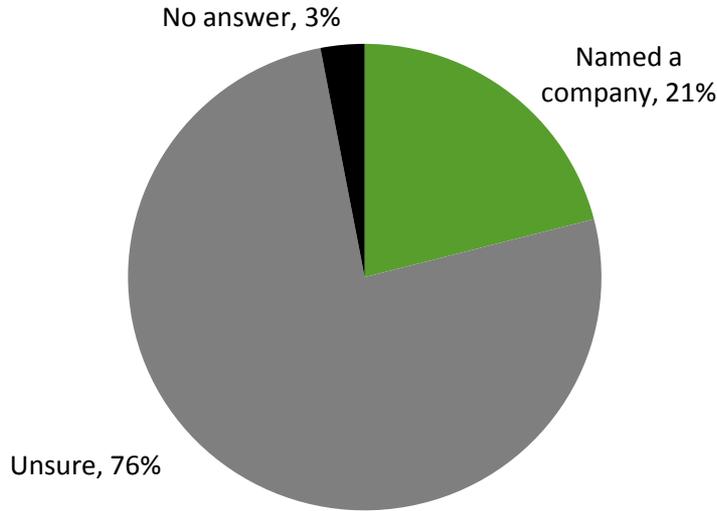
Overall, about three in ten Canadians gave corporations high ratings with only 3% saying corporations were excellent. A plurality said corporations were doing neither a good nor poor job while 16% said corporations were doing a poor or very poor job.

Older Canadians and Quebecers were more likely to give corporations good or excellent ratings.

### Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Excellent/good	32%	30%	28%	27%	41%	24%	40%	30%	25%
Neither	42%	41%	43%	44%	38%	41%	42%	43%	41%
Very poor/poor	20%	13%	17%	19%	11%	9%	10%	18%	21%
Unsure	6%	15%	13%	10%	10%	25%	8%	9%	13%
N	484	517	369	391	240	74	243	382	300

Which company do you think best fits that definition?  
(n=1,001, weighted)



**Analysis**

After respondents were given a definition of corporate social responsibility they were asked to identify a company that best fits that definition.

Overall, only 21% of Canadians could identify a company they believed to be socially responsible. No single company was mentioned by more than 1% of Canadians.

Companies that were identified by at least 1% of Canadians



## Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Ottawa's newest player in the public opinion and marketing research industry.

Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel ([www.vertexpanel.ca](http://www.vertexpanel.ca))
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

**Abacus Data also runs the Vertex Panel:  
An online research panel of Canada's leading  
public policy practitioners and scholars.**



Find out more at  
[www.vertexpanel.ca](http://www.vertexpanel.ca)

### Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.



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