Corporate Social Responsibility

Tracking the world’s expectations of companies since 1999

*How have CSR expectations changed since 1999?*

*Which companies are viewed as leaders and laggards in CSR?*

*Which channels are most effective in communicating your CSR activities?*

*Which CSR initiatives does the public most respond to?*
The Corporate Social Responsibility (CSR) Monitor has been tracking the changing expectations of consumers, shareholders, employees, and Opinion Leaders annually since 1999. This year’s survey encompasses over 25,000 interviews across 25 countries.

This research-based management tool monitors the external stakeholder views that affect CSR strategy development, and allows companies to make informed decisions on initiatives, strategies, and communications for their corporate citizenship programs.

Benefits

- Develop a business case for corporate responsibility
- Build and manage successful CSR programs based on sound research and expert analysis
- Reduce risk and seize opportunities by understanding emerging and ongoing societal trends within the current global context
- Improve communications with consumers, shareholders, and corporate employees
- Benchmark and track CSR reputation

Methodology

GlobeScan® ensures the highest research standards for data management and quality control practices and protocols. We adhere to the professional market research standards of ESOMAR, and our Head Office management system is certified to ISO 9001:2000.

The CSR Monitor is fielded in 20+ countries each year. A random sample of 1,000 average citizens is interviewed in each country. Samples reflect the distribution of age, gender, level of education and socioeconomic status, according to the latest census information for the areas sampled. The surveys are carried out either through telephone or face-to-face interviews, depending on the country. Respondents are segmented into consumers, shareholders, corporate employees, and Opinion Leaders.
GlobeScan’s® 2007 CSR Monitor encompasses over 25,000 interviews across 25* countries.

- Argentina
- Australia
- Brazil
- Canada
- Chile
- China
- France
- Germany
- Great Britain
- Greece
- India
- Indonesia
- Italy
- Kenya
- Mexico
- Nigeria
- Peru
- Philippines
- Portugal
- Russia
- South Korea
- Switzerland
- Turkey
- United Arab Emirates
- USA

* preliminary list
Survey Topics

Expectations of Companies

• Expectations of corporate responsibility in 14 specific areas (employee treatment, universal standards, helping solve social problems, environmental responsibility, rich-poor gap, economic stability, human rights, quality products, government policies, supply chain, education initiatives, charitable and community support, openness to public views and concerns, action on climate change)

Ethical Consumerism & Consumer Segmentation

• Consumer empowerment in shaping corporate behavior
• Consumer willingness to pay more for a variety of responsible products (e.g., environmentally-friendly car, product produced in responsible way, cause-related marketing)
• Consumer actions of punishing or rewarding companies (with frequency) based on their social responsibility
• Specific types of products and services consumers would like to see become more socially and environmentally responsible
• A psychographic consumer segmentation around ethical consumerism, to identify segments that are most likely to act on their concerns, as well as swing segments that may become more active in the future

Environmental Issues

• Concern about environmental problems
• Concern about effect of environmental problems on health
• Consumer behavior based on environmental concern (likelihood of avoiding products or brands for environmental reasons, purchasing Fair Trade products, purchasing certified organic products)

Rating Companies

• Most socially responsible companies
• Least socially responsible companies
• Rating performance of 14 different industries on CSR

Communication and Reporting

• Awareness of CSR reports
• Impact of CSR reports on perceptions of company and consumer behavior
• Impact of communications by CEO

Demographics

• Six demographic questions: age, gender, education, household income, religion, community size
• Opinion Leader typology: six questions to identify informal Opinion Leaders in the population
Findings

GlobeScan’s 2006 CSR Monitor identifies European, North American and Japanese markets, among others, as most challenging when it comes to CSR: expectations for companies to go beyond their traditional economic role are high, but companies are not seen to be performing well at helping to build a better society.

Customize the Survey

Take advantage of this international research platform by fielding custom proprietary questions in participating countries. This is a cost-effective way to obtain high-value, timely metrics on issues directly relevant to your business.

Benefits:

- Benchmark your company’s CSR reputation
- Understand the impact of specific issues on your business
- Develop targeted initiatives and communications by exploring what drives your corporate reputation
- Quantify the effectiveness of your message by testing a current advertising or communications campaign

The cost is €1,700 / US$2,000 / £1,150 per closed-ended question per country. Space is limited – question placement is available on a “first come, first served” basis.
Deliverables and Cost

Basic subscription: €13,500 / US$16,000 / £9,500
- Customized, in-person presentation
- Web presentation of topline findings
- High-level, insightful Executive Report
- PowerPoint file with over 75 charts
- Detailed statistical tables
- Five CDs containing all deliverables
- Intranet license for internal distribution
- Strategic consultation for the year

Premier subscription: €30,500 / US$36,000 / £21,500
- 10 customized, proprietary questions in countries of your choice (e.g. two questions in 5 countries, one question in 10 countries), with interpretive PowerPoint report
- Subscription to the CSR Monitor (deliverables as listed above)

About GlobeScan®

GlobeScan Incorporated has been providing reliable public opinion and stakeholder research, and strategic counsel, to clients since 1987. Our clients include over 50 global companies, governments, multi-lateral institutions, and NGOs. We have license agreements with leading research companies in over 40 countries.

Our core practice areas include: Reputation • Strategic Issues Management • CSR • Stakeholder Engagement • Corporate Communications • Community Affairs • Sustainable Development and Green Marketing.

GlobeScan is a Canadian company with offices in Toronto, London, and Washington.

Since 1997, GlobeScan has conducted over 700,000 interviews across 60 countries, resulting in data-driven strategic insights for our clients.

We are proud members of the United Nations Global Compact.

Contact Information

For more information on the CSR Monitor or our custom research services, please contact:

In Toronto: Mr. Chris Coulter +1 416 969 3088  chris.coulter@globescan.com
In London: Ms. Femke de Man +44 20 7958 1736  femke.deman@globescan.com

www.GlobeScan.com