

# Corporate Social Responsibility

## MONITOR 2005

Begun in 1999, GlobeScan's 20+ nation survey on Corporate Social Responsibility (CSR) tracks citizens' changing expectations of companies as social responsibility becomes an important driver of corporate reputation and accountability. This public opinion research has become a well-established and valuable tool for stakeholder engagement for many leading companies.

### TOPIC AREAS

Expectations of Companies

Governance

Communicating CSR

Rating Companies on CSR

Ethical Consumerism

Consumer Segmentation

Socially Responsible Investing

Human Resources

Demographics & Advanced Analysis

Customize the research by adding proprietary questions to our study.

### BENEFITS

**Build and run a successful CSR program**

based on sound research and expert analysis.

**Reduce risk and seize opportunities** by understanding societal trends and the current global context.

**Improve communications** with consumers, shareholders, and employees of large companies.

**Engage senior management and stakeholders** on issues critical to planning corporate citizenship initiatives.

GLOBESCAN

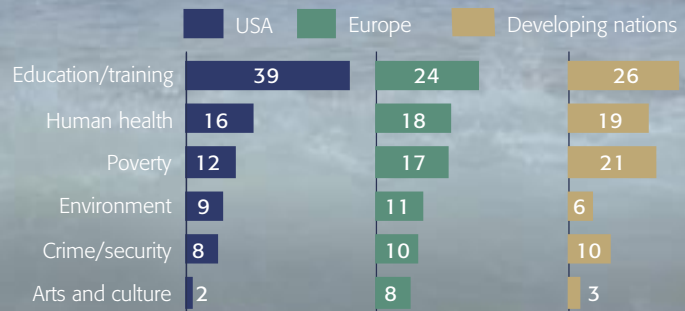
# Corporate Social Responsibility **MONITOR**

The CSR Monitor is conducted annually, using face-to-face or telephone interviews with representative samples of 1,000 citizens in each of the strategically selected countries. Deliverables are available each Spring.

## RECENT FINDING

Which “corporate social opportunities” are the most desirable to the public? Preferences vary regionally. People in the USA, Europe, and developing nations prefer companies to focus on education. Those in Europe and developing countries, however, also point to human health and poverty as important areas for corporate involvement, much more so than Americans.

Improving Local Communities: Areas Where People Most Want Companies to Focus, 2004



## DELIVERABLES & COST

The 2005 CSR Monitor is available for US\$14,000 and includes the following:

- PowerPoint file with over 75 interpretive charts
- High level, insightful executive report (five copies)
- Detailed statistical tables (one copy)
- Five CDs containing all deliverables
- Intranet license for internal distribution
- A customized, in-person presentation

Additional omnibus questions are US\$2,000 per closed-ended question.

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

**Chris Coulter**, Director of CSR Research

Tel: +1-416-969-3088 email: [chris.coulter@globescan.com](mailto:chris.coulter@globescan.com)

Since 1987 **GlobeScan** has been conducting custom research and annual tracking studies on timely corporate and public affairs issues. We are recognized as one of the leading research firms focused on reputation and issues management.

With a research network spanning 50+ countries, we provide research-driven insights leading to successful strategies to global companies, multilateral organizations, and governments.

Argentina  
Australia  
Brazil  
Canada  
Chile  
China  
France  
Germany  
Great Britain  
India  
Indonesia  
Italy  
Mexico  
Nigeria  
Philippines  
Russia  
South Africa  
South Korea  
Switzerland  
Turkey  
United States



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# 2005 Corporate Social Responsibility Monitor

## Survey Topics

### Participating Countries

Argentina

Australia

Brazil

Canada

Chile

China

France

Germany

Great Britain

Greece

India

Indonesia

Italy

Mexico

Nigeria

Russia

Philippines

South Africa

South Korea

Spain\*

Switzerland \*

Turkey

United States

\*To be confirmed

### Expectations of Companies

- Defining corporate responsibility: a qualitative description of what CSR means to people around the world
- Assessing corporate role in 13 specific areas (employee treatment, universal standards, helping solve social problems, the environment, economic stability, human rights, quality products, government policies, gap between rich and poor, spread of HIV/AIDS, employee volunteering, product safety, and supply chain)

### Corporate Governance

- Use of laws to enforce CSR
- Responsibilities of CEOs and Boards vis-à-vis CSR
- Concern about outsourcing

### Rating Companies on CSR

- CSR performance of large companies
- Most socially responsible company
- Least socially responsible company
- Rating 11 industry sectors on CSR
- Drivers of industry sector ratings

### Communicating CSR

- Trust in corporate CSR communications
- Interest in learning more about CSR
- Effect of corporate-NGO partnerships on reputations of companies
- Effect of corporate-government partnerships on reputations of companies
- Effect of corporate-United Nations partnerships on reputations of companies
- CSR reporting: separate or as part of the annual report

### Consumerism

- Actions taken to punish irresponsible companies
- Products or services most in need of being more socially and environmentally responsible

### Socially Responsible Investing

- Proportion of shareholders in population
- Effect of CSR performance on personal investment decisions
- Perceptions of profitability: responsible companies vs irresponsible companies

### Human Resources

- Interest in participating in an employer program to improve the community
- Interest in having employer-sponsored? education around social and environmental responsibility for citizens
- Performance of employer compared to other companies

### Segmentation

- A psychographic consumer segmentation around expectations of companies

### Demographics

- Nine demographic questions: education, age, sex, community size, religion, employment in large companies, share ownership, household income, internet and email use