

The GlobeScan Report on Issues & Reputation

Global Public Opinion on the Issues
That Affect Reputation

How is corporate reputation evolving across the world?

*Which public policy issues are increasing in importance
for consumers and Opinion Leaders?*

*What are the key societal trends that pose particular
challenges or opportunities for corporations?*

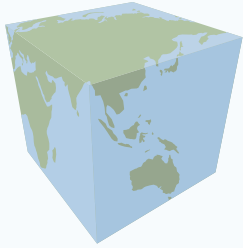
*Which companies and sectors have the strongest
reputations across 20 countries?*

What are the drivers of industry reputation?

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The GlobeScan Report on Issues & Reputation is an international public opinion study that identifies, tracks, and delivers insight into the societal trends that impact the performance and reputation of your business.



This research-based management tool monitors the external stakeholder views that affect reputation and issues management, and allows companies to make informed decisions on initiatives, strategies, and communications for their strategic plans.

Benefits

- Identify dynamic issues in your markets and their underlying societal trends to keep your company ahead of the issues management curve
- Benchmark, track, and manage your corporate reputation
- Guide communications with external stakeholders
- Improve your government relations functions
- Brief senior executives with research-based insights into current events and emerging issues that matter most to your business

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. In addition, our Head Office management system is certified to ISO 9001:2000.

The GlobeScan Report on Issues & Reputation is fielded in 19+ 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.

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Participating Countries: Issues & Reputation Survey

The 2007 GlobeScan Report on Issues & Reputation encompasses over 19,000 interviews with average citizens and informal Opinion Leaders across 19 countries.



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2007

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Topic List

Benchmarking and Reputation

- Trust in institutions to operate in the best interest of society (government, domestic companies, global companies, NGOs, media and press)
- Drivers of trust in NGOs and global companies (open-ended, asked in US, UK, and Canada)
- Most and least respected companies (open-ended)
- Impact of corporate crises on reputation

National Issues

- Most important national problem (open-ended)
- Issues matrix: Seriousness of national problems and extent to which they are improving or getting worse (including crime, health care, poverty, education, immigration, environment, unemployment, etc.)
- Confidence in country direction

Global Issues

- Seriousness of global problems (including human rights abuses, pollution, spread of human diseases, poverty, terrorism, migration of people)
- Confidence in world direction

Climate Change Issues

- Seriousness of climate change and other environmental problems (including air pollution, shortages of fresh water, depletion of energy sources)

- Main cause of greenhouse effect
- Necessity of taking steps to reduce climate change
- Impact of climate change that most concerns citizens
- Perceived impact of emissions reduction on economy
- Developing and developed country roles and climate change
- Role of new technology versus individual behavior in addressing climate change

Government Relations and Geopolitics

- Influence of the US and Europe in the world
- Influence of American companies in the world
- Demand for government regulation across eight industry sectors (including chemical, food, IT, mining, mobile phone, oil, pharmaceutical, tobacco)
- Role of government regulation in free enterprise
- Free enterprise as a model for world development

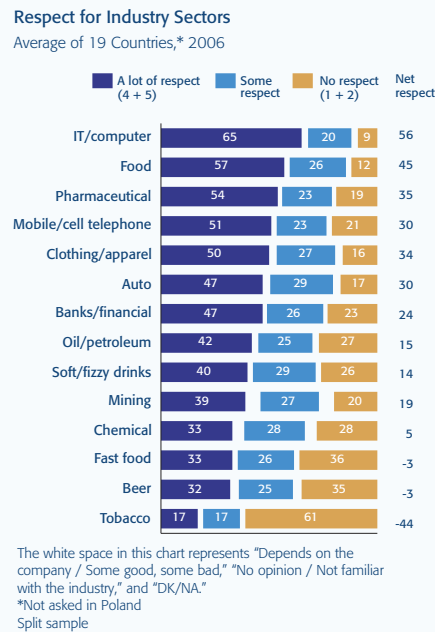
Tracking and Demographic Analysis

- Tracking data for more than 20 questions
- Six standard demographic questions (gender, education, age, household income, community size, religion)
- Proprietary Opinion Leader typology analysis

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Findings

The 2006 GlobeScan Report on Issues & Reputation identified IT and computer companies as the most respected industry sector across 19 countries surveyed, while tobacco companies are consistently the least respected. As in 2005, there continues to be an underlying preference for “new economy” industries, notwithstanding the relative importance of other industries on a country’s current economy.



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 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: €17,000 / US\$20,000 / £11,500

- 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: €34,000 / US\$40,000 / £23,000

- 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 GlobeScan Report (deliverables as listed above)

Contact Information

For more information on the GlobeScan Report on Issues & Reputation or our custom research services, please contact:

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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 500,000 interviews in over 75 surveys across 60 countries, resulting in data-driven strategic insights for our clients.

We are proud members of the United Nations Global Compact.