



## Some of Our More Intriguing Discoveries of 2010

- Corporate reputation matters to shoppers. One in five Canadian consumers will desert a brand whose product they like if they do not approve of the corporation's approach to social responsibility. *(Source: Consumerology IX)*
- Goodwill starts at home. Treating employees well is a more important component of social responsibility than environmental stewardship or community sponsorships. *(Source: Consumerology IX)*
- Disappointment is rampant across the country. Sixty percent of Canadians feel they are behind financially from where they had expected to be at this point in their life. *(Source: Consumerology VIII)*
- Structural weakness in the economy. Most Canadians think that our economy post recession will be weaker than it was before the recession. *(Source: Consumerology VIII)*
- We want to have sound body and mind. Canadians' greatest fears about their retirement involve either physical or mental deterioration, but almost half of Canadians fear being poor in retirement. *(Source: Consumerology X)*
- We have something to look forward to. Retired people are more likely to report being happy than working people. *(Source: Consumerology X)*
- Step out of character. Most of Canada's leading executives think that tax hikes will be needed to eliminate the federal deficit. *(Source: C Suite March 2010)*
- I can't read the budget through those rose coloured glasses. Almost all executives think that 5 year forecasts are unreliable planning tools for government. *(Source: C Suite March 2010)*
- Just as they started to figure out health care next door. Most Canadian businesspeople think the United States is in decline both economically and in terms of world influence. *(Source: C Suite June 2010)*
- Fact based decision making. Many Canadian executives do not believe in the science of climate change – half think it has been overstated and even believe that unchecked it will not result in devastating impacts. *(Source: C Suite June 2010)*
- Probably room for both to pick up their game a bit. Canadian business leaders think Harper is a better PM than Obama is a President. *(Source: C Suite October 2010)*



- o Gutsy thing to say. Executives think Canada is in the middle of the pack of nations when it comes to innovation, in part because they themselves are too risk averse. *(Source: C Suite October 2010)*
- o But check your Blackberry. People running Canadian businesses think that work/life balance is something for the employee, not the employer, to figure out. *(Source: C Suite October 2010)*
- o You should have seen the federal election that year! In 2006 the federal government ran a plebiscite to determine the future of the Canadian Wheat Board. Four years later, 60% of wheat and barley farmers say that plebiscite was flawed and unrepresentative. *(Source: CWB Spring Producer Survey)*
- o Most prairie farmers think a World Trade Organization agreement will cost them money, not open markets to them. *(Source: CWB Spring Producer Survey)*
- o You never know the worth of water until the well is dry, except in Canada. Canadian executives are most likely to want restrictions on foreign ownership in its freshwater supply sector, ahead of the banking, media, and resource sectors. *(Source: C Suite June 2010)*
- o Not enough hours in a day. Those with children at home in Canada are doing more work, and less relaxing and recreation, compared to those without children at home. *(Source: Consumerology VIII)*
- o All work and no play is making us dull. The things that Canadians are most likely to plan to spend less on compared to last year are dining out, going to bars and clubs, and going to sporting events. *(Source: Consumerology VIII)*
- o The CWB is more than 'just a grain company'. Over three-quarters of Western Canadian grain farmers have more confidence in the Canadian Wheat Board to protect their interests than an American company. *(Source: CWB Producer Survey)*
- o Executives plan to open their doors and wallets in 2011. Nearly two-thirds of executives are likely to increase capital spending, deploy cash reserves, and hire new staff. *(Source: C Suite October 2010)*