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The Corporate Social Responsibility (CSR) Index

USA, Canada, UK and Mexico Are the Most Demanding Markets for Corporate Social Responsibility

According to Environics International's new CSR Index, people in the US, Canada, the UK and Mexico demand the most from companies in terms of being socially responsible. Most European countries, as well as Argentina, are ranked as second-tier countries on the CSR Index. Companies can expect only modest demands for being socially responsible in France, Brazil, Chile, Turkey and Asian countries surveyed. India, Russia and Nigeria represent markets where there is the least demand for companies to be socially responsible.

The CSR Index was developed by Environics International, a Toronto-based global opinion research consultancy, to determine which markets in the G20 people most demand that companies be socially responsible. The CSR Index metric is composed of the following dimensions:

- Consumer behavior toward socially irresponsible companies
- Expectations of role of companies
- Factors influential in forming impressions of companies
- Ability to mention a socially irresponsible company

Countries that rank highest on the CSR Index have the following characteristics:

- Consumers are likely to have punished a company for being socially irresponsible in the last year.
- People think companies should go beyond their traditional economic role.
- Consumers are influenced by CSR-related factors when forming impressions of companies.
- People are capable of naming a company that they think is socially irresponsible.

One of the surprising findings from the CSR Index is that consumers in Mexico, despite social and economic differences, are nearly as demanding of companies to act responsibly as other North Americans. Environics' research in the past two years confirms a significant shift in attitudes and behaviors in Mexico. Another striking result is that the French stand out from the rest of Europe in that they are relatively undemanding of companies when it comes to CSR.

The CSR Index is a strategic tool to help companies understand local contexts. Corporate social responsibility initiatives are best launched in markets that rank highly on the CSR Index, where consumer sensibilities are most expecting of, and likely most responsive to, corporate citizenship programs.

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For more information on the CSR Index or on Environics International's 20-country 2001 CSR Monitor, please contact:

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For a list of the respected research institutes that conducted this research, please visit:
www.EnvionicsInternational.com

Corporate Social Responsibility Index

Rank

- 1 United States
- 2 Canada
- 3 Mexico
- 4 Great Britain
- 5 Spain
- 6 Argentina
- 7 Italy
- 8 Sweden
- 9 Germany
- 10 France
- 11 Indonesia
- 12 South Korea
- 13 Chile
- 14 Japan
- 15 Turkey
- 16 Brazil
- 17 China
- 18 Nigeria
- 19 Russia
- 20 India