

CSR Reputation Chemical Industry | 2013

IN A FAST-CHANGING WORLD, CONTEXT IS EVERYTHING.



evidence and ideas. applied

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© October 2013

Project: 2713, GlobeScan®

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Methodology

Participating Countries
2013



- Representative samples of 1,000 adults per country in 26 countries ($n=27,312$).
- Some urban-only surveying in certain developing countries.
- Face-to-face and telephone interviewing between December 2012 and April 2013.
- Within-country sample error of +/-2.8 to 4.9 per cent, 19 times out of 20.
- All figures in the charts are expressed in percentages, unless otherwise noted.

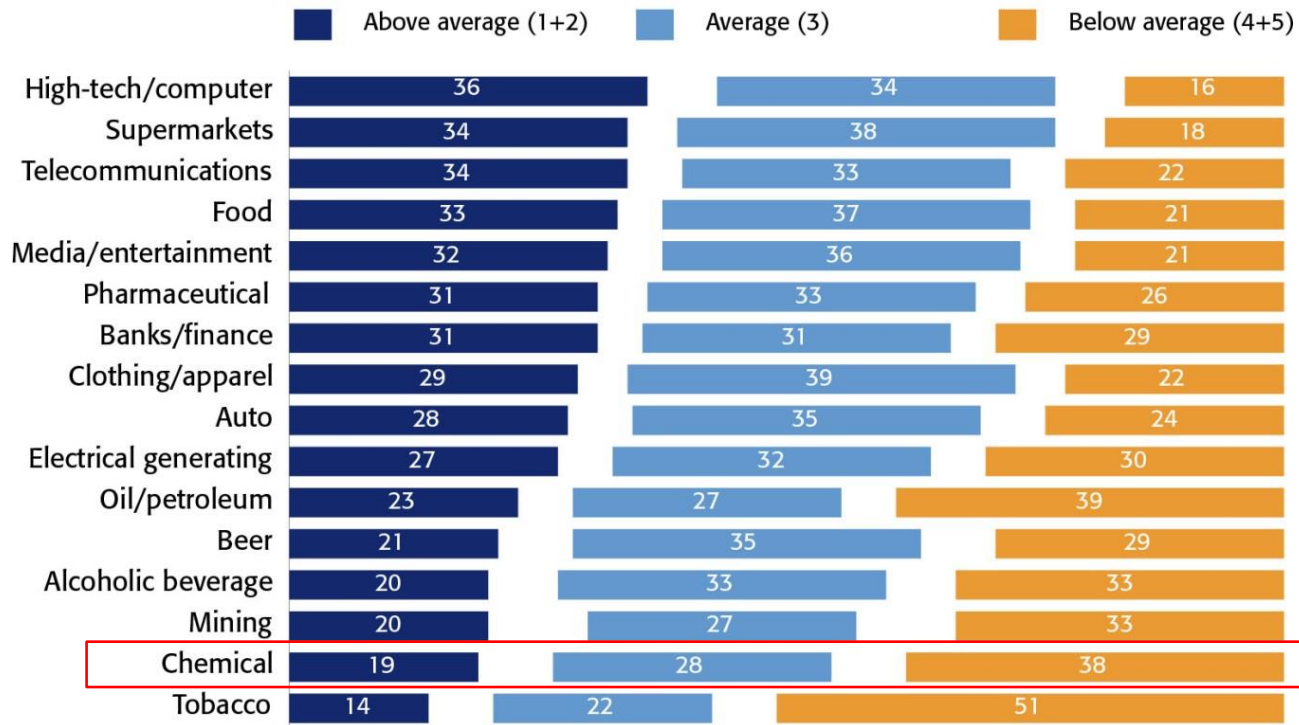
Key findings

- The chemical industry is rated by the global public as the second worst performer on CSR. Since 2011 its CSR performance is viewed as having deteriorated.
- When the industry's perceived CSR performance is examined at a country level we see that the industry is usually ranked as among the worse CSR performers.
- Ghanaians rated the industry most positively for its CSR efforts and Canadians rated it most negatively.
- Spain and Turkey have seen the biggest rises in perceived performance of the industry, whilst many others – such as China, Germany and South Korea – have seen clear declines in perceived performance since 2011.

Chemical industry the second worst rated for perceived CSR industry performance

CSR Performance of Industry Sectors

Average of 23 Countries,* 2013



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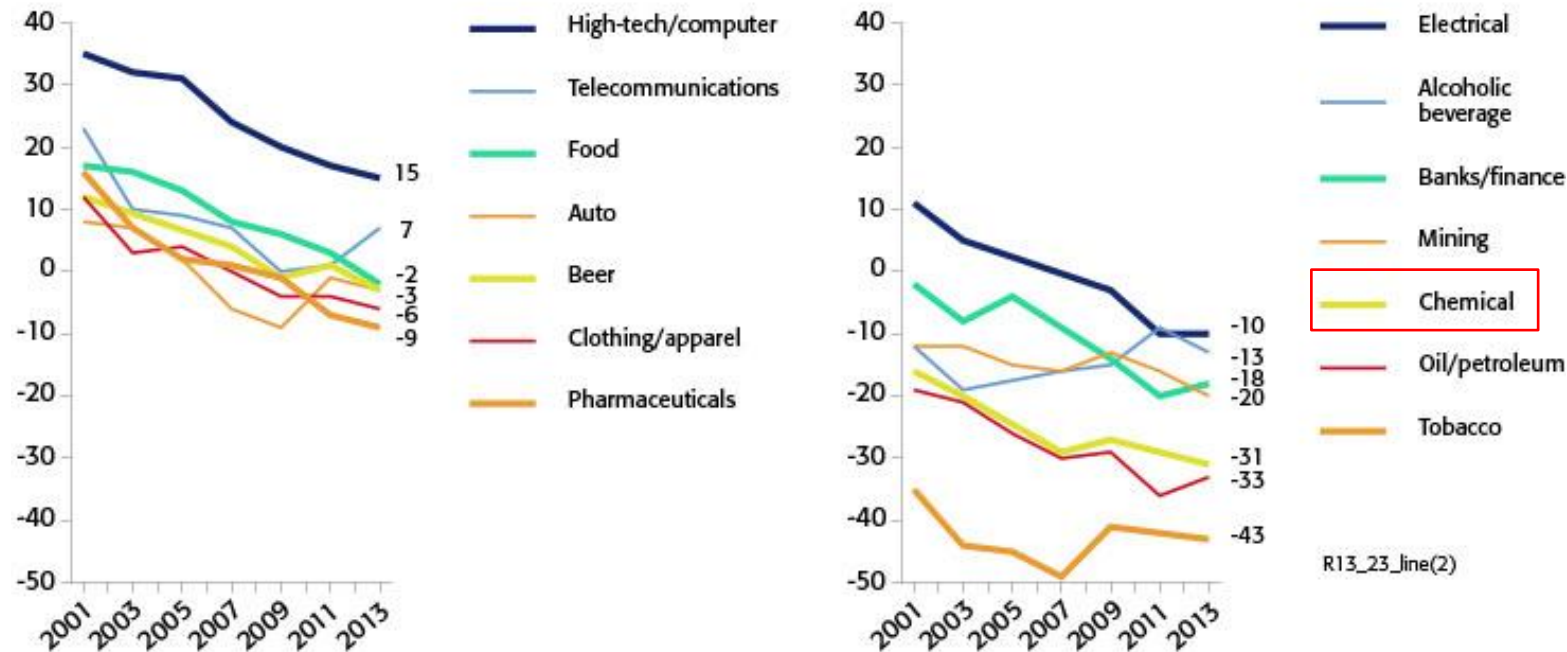
The white space in this chart represents "Depends," "No opinion," and "DK/NA."

*Includes Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, Turkey, UK, and USA

Chemical industry's CSR perception shows slight fall since 2011

CSR Performance of Industry Sectors

Net,* Average of 11 Countries,** 2001–2013



*"Among the best" and "Above average" minus "Below average" and "Among the worst"

**Includes Australia, Canada, Chile, China, France, Germany, Mexico, Russia, Turkey, UK, and USA

The following sectors were not asked in France in 2005: telecommunications, banks, auto, chemical, electrical, beer and alcoholic beverage. Telecommunications, banks/finance not asked in France in 2006.

Chemical industry seen as among the worst CSR performers

CSR Performance of Industry Sectors
Ranking by Net* Rating, by Country, 2013

	Argentina	Australia	Brazil	Canada	Chile	China	France	Germany	Ghana	Greece	India	Indonesia	Kenya	Mexico	Nigeria	Pakistan	Peru	Russia	South Korea	Spain	Turkey	UK	USA
High-tech/computer	2	1	7	2	1	2	5	2	9	1	3	3	7	5	6	7	4	1	1	3	2	1	1
Supermarkets	3	8	5	1	5	7	7	7	8	4	7	6	4	3	3	2	2	2	12	1	1	6	2
Telecommunications	11	3	10	4	7	3	1	5	5	2	10	1	3	6	4	8	9	2	5	10	4	2	3
Food	1	4	1	7	2	15	10	11	3	6	7	9	8	1	2	6	1	9	9	2	6	8	4
Media/entertainment	7	6	2	5	9	4	2	4	3	12	2	11	2	4	1	3	7	4	4	7	10	5	11
Pharmaceutical	4	5	3	12	15	13	8	8	2	9	4	5	10	2	6	9	4	9	7	4	6	3	10
Banks/finance	10	10	8	8	12	1	13	15	1	14	1	2	1	12	5	1	6	8	3	16	8	15	12
Clothing/apparel	5	9	11	11	4	6	9	9	6	5	5	10	5	7	6	4	3	7	6	5	5	9	9
Auto	8	2	9	10	7	7	11	1	10	7	6	6	9	8	9	5	13	11	12	6	3	7	7
Electrical generating	12	12	6	9	14	10	3	12	15	10	11	4	5	9	12	14	8	5	2	9	9	11	5
Oil/petroleum	14	15	4	15	11	5	15	16	13	15	9	8	13	15	11	10	14	12	14	15	10	14	15
Beer	6	7	12	3	6	9	4	2	11	2	15	16	12	10	14	16	10	14	8	11	12	4	6
Alcoholic beverage	8	10	13	6	10	11	6	6	12	8	14	15	11	11	15	13	12	16	9	13	15	10	8
Mining	15	13	14	13	3	15	12	10	14	11	11	12	14	16	13	11	15	6	9	12	14	12	13
Chemical	13	14	15	14	13	12	14	14	7	16	13	13	16	13	10	12	11	13	15	8	13	13	14
Tobacco	16	16	16	16	16	14	16	13	16	13	16	14	15	13	16	15	16	15	16	14	16	16	16

R13_CSR_table_2

Increase in "Among the very best" and "Above average" ratings compared to 2011
 Decrease in "Among the very best" and "Above average" ratings compared to 2011
 Tracking data not available

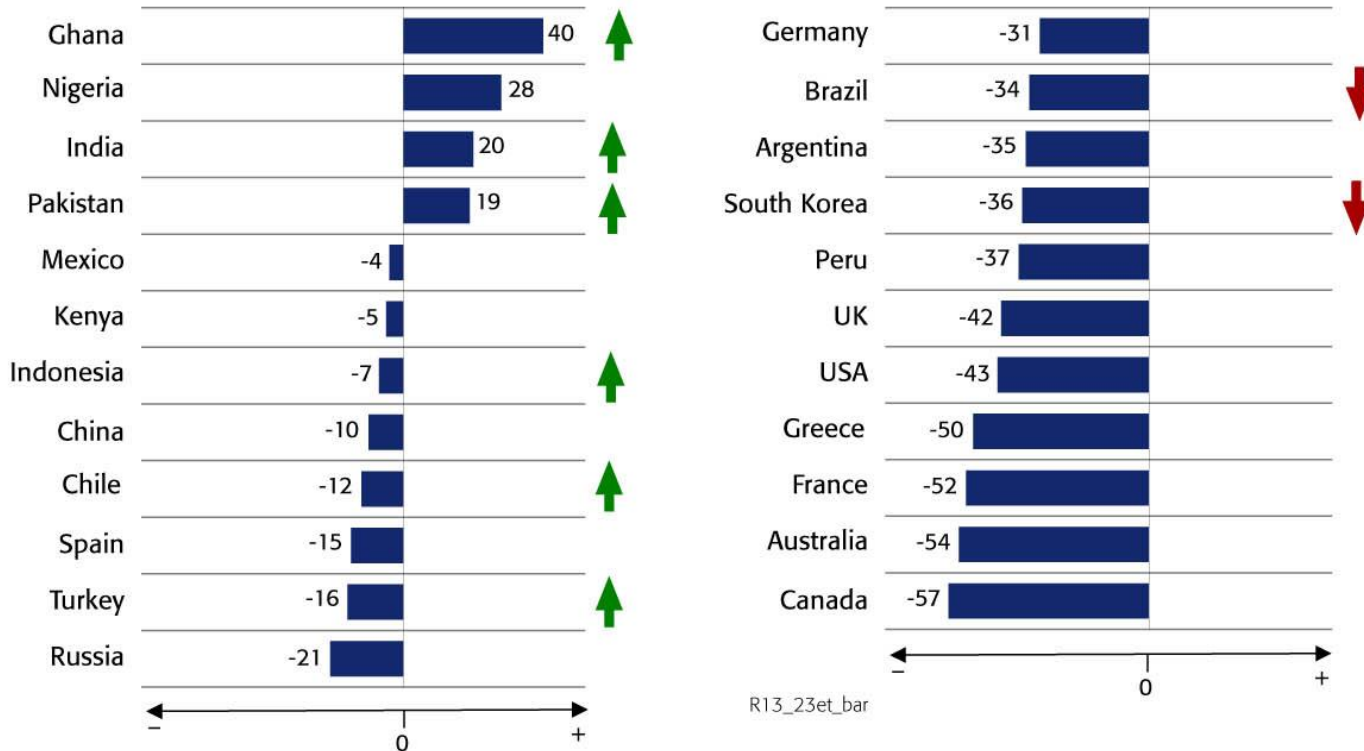
*Net equals "Among the best" and "Above average" minus "Below average" and "Among the worst." Highlighting refers to a change of 6% or more since 2011.

Q23. Please rate each of the following types of companies on how well they fulfill their responsibilities to society. Compared to other types of companies, would you say [INSERT COMPANY TYPE] are?

Chemical industry CSR efforts well regarded in Africa

CSR Performance of the Chemical Industry

Net Ratings,* by Country, 2013



*Net ratings equal "Among the best" and "Above average" minus "Below average" and "Among the worst."

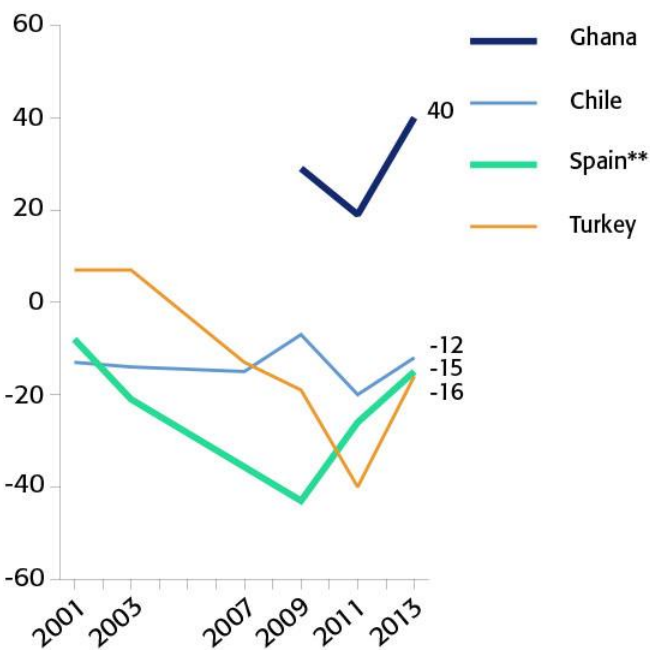
Green arrows indicate an increase of 6% or more in "Among the very best" and "Above average" ratings compared to 2011, while red arrows indicate a decrease of 6% or more.

Positive views of chemical industry's CSR efforts see a resurgence in Spain

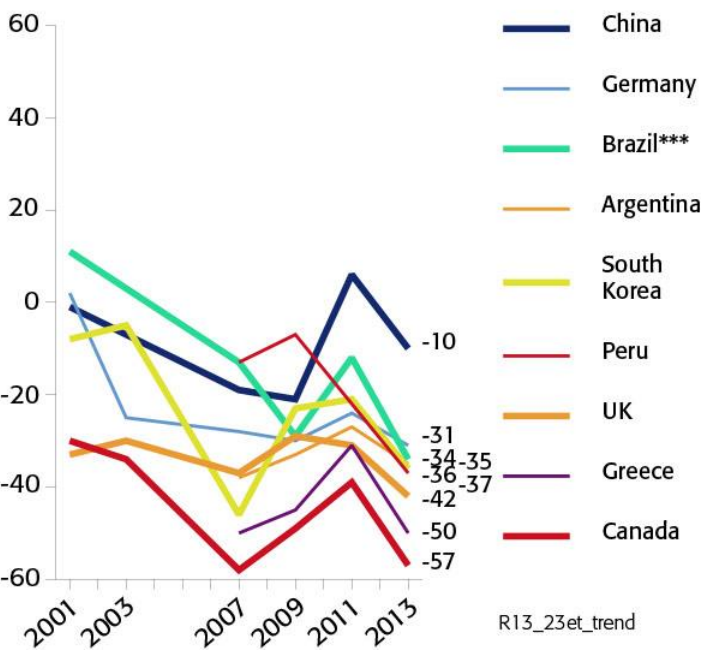
CSR Performance of Chemical Companies

Net Ratings,* Trends: 2001–2013

Increases and stable



Decreases



*Net ratings represent "Among the very best" and "Above average" minus "Below average" and "Among the very worst."

**Not asked in 2007

***Not asked in 2003

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