

# Confidence of Canadians in Companies on Job Creation and Social Responsibilities



## Report



507, place d'Armes, bureau 700,  
Montréal, Québec H2Y 2W8  
Téléphone : 514-982-2464  
Télécopieur : 514-987-1960  
Courriel : [www.legermarketing.com](http://www.legermarketing.com)

# Table of Contents

---

- 1. Study Highlights ..... 3
- 2. Results ..... 5
  - 2.1 Canadians trust SMEs more than the government or multinationals to create jobs.....5
  - 2.2 Half of Canadians favour a form of economic liberalism in order to face difficulties .....6
  - 2.3 Canadians consider that companies mainly have an obligation towards their employees and the local population where they are established, before their own clients or shareholders 7
  - 2.4 A majority of Canadians believe that the role of companies should not be limited to an economic one; companies should also become involved in society as corporate citizens.....8
  - 2.5 A career in public service is not an interesting career path for a strong majority of Canadians. Entrepreneurship is a more rewarding career path. ....9
- 3. Methodology .....10
- 4. Questionnaire.....11
- 5. Cross Tabulations .....12

# 1. Study Highlights

---

- Canadians do not trust governments or multinationals to create jobs. They place more trust in small to medium-sized companies.

Question: *Who do you trust more to create jobs?*

N=1502	SME	Government	Multinationals	None	Don't know / Refusal
Canada	66 %	16 %	11 %	3 %	4 %

- One Canadian out of two favours a certain form of economic liberalism. To face economic difficulties, half of Canadians think that companies should be trusted and given more freedom, rather than letting the government control and regulate companies more closely.

Question: *In order to face economic difficulties, do you think... ?*

N=1502	That companies should be trusted and given more freedom	That the government should control and regulate companies more closely	Don't know / Refusal
Canada	52%	42%	6 %

- There are proportionately more Canadians who think that companies mainly have a duty towards their employees and the population where they are established, before their own clients. The environment is not a top priority.

Question: *In your opinion, Canadian companies mainly have a duty to whom? Is it...*

N= 1502	Their employees	The population of regions where they are established	Their clients	Their shareholders	The environment	No Don't know / Refusal
Canada	23 %	22 %	17 %	17 %	14 %	6 %

- A majority of Canadians believe that the role of companies should not be limited to an economic one but that they must also be involved in society as a corporate citizen.

Question: *Which of the following opinions do you agree with the most?*

N=1502	... the role of companies is mainly to produce goods and services, to create jobs and to make profit	... the role of companies is not limited to an economic one, they must also be involved in society as a corporate citizen	Don't know / Refusal
Canada	39 %	58 %	3 %

- A career in public service is not a rewarding career path for Canadians, and the same goes for spending your entire career within one large company. Entrepreneurship seems to be the most rewarding career path.

Question: *Concerning careers, which of the following paths do you find the most rewarding?*

N=1502	Creating your own company or being self-employed	Engaging in several trades or professions in different companies during your career	Working for the public service	Spending your whole career within one large company	Don't know / Refusal
Canada	41%	28%	14 %	14 %	3 %

Therefore Canadians seem to be relatively favourable to a certain form of economic liberalism, but nevertheless recognize that companies have obligations and a role to play as corporate citizens.

## 2. Results

---

### 2.1 Canadians trust SMEs more than the government or multinationals to create jobs

Two Canadians out of three (66%) mainly trust SMEs to create jobs. The government and multinationals do not seem to be perceived as job creators.

Québec (76%) has the strongest proportion of Canadians who trust SMEs the most to create jobs. Ontario (61%) and the Atlantic provinces (59%) have the smallest proportions of Canadians who share this opinion.

Also, francophones (76%), professionals (74%) and men (70%), are proportionately more likely to identify SMEs as the main job creators.

Students (31%), allophones (28%), 18-24 year olds (26%), residents of the Atlantic Provinces (25%) Ontarians (20%) are proportionately more likely to trust the government to create jobs. Fewer than one Quebecker out of 10 has confidence in the government to create jobs.

Question : *Who do you trust more to create jobs?*

N=1502	SME	Government	Multinationals	Don't know / Refusal
Atlantic Provinces	59%	25%	14%	0%
Quebec	76%	9%	10%	0%
Ontario	61%	20%	12%	0%
Prairies	64%	15%	11%	0%
Alberta	66%	13%	15%	0%
British Columbia	70%	12%	10%	6%
Canada	66 %	16%	11%	4%

## 2.2 Half of Canadians favour a form of economic liberalism in order to face difficulties

Slightly more than one Canadian out of two (52%) contends that companies should be trusted and given more freedom to face economic difficulties. On the other hand, a lesser proportion (42%) contends that the government should control and regulate companies more closely.

Ontario has the lowest proportion of Canadians (49%) favourable to economic liberalism.

Question: *In order to face economic difficulties, do you think... ?*

N=1502	That companies should be trusted and given more freedom	That the government should control and regulate companies more closely	Don't know / Refusal
Atlantic Provinces	52%	41%	7%
Quebec	56%	39%	5%
Ontario	49%	46%	5%
Prairies	55%	36%	9%
Alberta	57%	36%	8%
British Columbia	53%	53%	5%
Canada	52%	42%	3%

### 2.3 Canadians consider that companies mainly have an obligation towards their employees and the local population where they are established, before their own clients or shareholders

It is mainly towards their employees (23%) and the local population in the regions where they are established (22%) that companies must assume their principal responsibilities; followed by clients (17%), shareholders (17%) and the environment (14%).

In Québec, respondents are proportionately more likely to say that companies have obligations primarily towards the local population (27%) and the environment (18%). In Ontario, a stronger proportion (21%) chose shareholders as those to whom companies mainly have obligations. In Alberta, they are proportionately more likely to mention that companies mainly have an obligation towards their clients.

Manual workers (33%), employees in the service, sales and office work sectors (27%), as well as women (26%) are proportionately more likely to choose employees. Respondents aged 65 and older (10%) and retirees (9%) are more likely to say that companies are mainly obligated towards their clients.

University graduates (26%), men (24%), professionals (23%), Ontarians (21%) and anglophones (20%) are proportionately more likely to identify shareholders as a company's first concern.

Francophones (28%), professionals (27%) and Quebeckers (27%) are more likely to believe that companies first have an obligation towards the local population in the regions where they are established. Francophones and Quebeckers (18%) are proportionately more likely to believe that companies have environmental obligations.

Question: *In your opinion, Canadian companies mainly have a duty to whom? Is it...*

N= 1502	Their employees	The population of regions where they are established	Their clients	Their shareholders	The environment	No Don't know / Refusal
Atlantic Provinces	27%	27%	13%	14%	13%	6%
Quebec	20%	27%	20%	11%	18%	4%
Ontario	25%	18%	16%	21%	13%	6%
Prairies	25%	18%	14%	21%	16%	5%
Alberta	20%	22%	24%	12%	11%	11%
British Columbia	21 %	25%	11%	22%	13%	7%
Canada	23 %	22 %	17 %	17 %	14 %	6 %

## 2.4 A majority of Canadians believe that the role of companies should not be limited to an economic one; companies should also become involved in society as corporate citizens.

Nearly three out of 5 Canadians (58%) claim that companies should assume their responsibilities as corporate citizens in addition to their economic role. On the other hand, 39 % of Canadians consider that the role of companies is first and foremost to produce goods and services, to create jobs and to make profits.

University graduates (70%), professionals (68%), Canadians whose gross annual household income is \$80,000 or more (65%), Canadians between 35 and 44 years of age (63%), as well as Quebecers (63%) are proportionately more likely to agree that companies have dual economic and social roles.

Conversely, Canadians with an elementary education (65%), homemakers (54%), manual workers (54%), those with high school diplomas (47%), allophones (45%) and Ontarians (42%) are proportionately more likely to believe that companies should first produce goods and services, create jobs and make profits.

Question: *Which of the following opinions do you agree with the most?*

N=1502	... the role of companies is mainly to produce goods and services, to create jobs and to make profit	... the role of companies is not limited to an economic one, they must also be involved in society as a corporate citizen	Don't know / Refusal
Atlantic Provinces	38%	58%	4%
Quebec	35%	63%	2%
Ontario	42%	55%	3%
Prairies	36%	59%	5%
Alberta	40%	58%	3%
British Columbia	35%	60%	5%
Canada	39 %	58 %	3 %

## 2.5 A career in public service is not an interesting career path for a strong majority of Canadians. Entrepreneurship is a more rewarding career path.

A small proportion of Canadians (14%) consider that public service as a rewarding career path from a professional standpoint. An equally small proportion (14%) considers it rewarding to spend his or her entire career within the same large company.

Entrepreneurship (creating your own company or being self-employed) seems to tempt respondents more than other suggested options since slightly more than 4 out of 10 Canadians (41%) identify this option as a more rewarding career path.

Women (16%) and university graduates (16%) are proportionately more likely to consider a career in public service as rewarding. This is not the case for men (11%), francophones (10%) and manual workers (4%).

Entrepreneurship mainly tempts students (58%), the unemployed (58%), Canadians between 18 and 24 years of age (52%) and men (47%). Women (35%) and Canadians from the Prairies (33%) are proportionately less likely to consider entrepreneurship as a rewarding career path.

Question: *Concerning careers, which of the following paths do you find the most rewarding?*

N=1502	Creating your own company or being self-employed	Engaging in several trades or professions in different companies during your career	Working for the public service	Spending your whole career within one large company	Don't know / Refusal
Atlantic Provinces	42%	26%	17%	13%	3%
Quebec	43%	29%	12%	14%	1%
Ontario	43%	23%	14%	16%	4%
Prairies	33%	34%	11%	16%	6%
Alberta	39%	35%	11%	11%	4%
British Columbia	38%	33%	17%	10%	1%
Canada	41%	28%	14 %	14 %	3 %

### 3. Methodology

---

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from May 17 to May 22, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1502 respondents is  $\pm 2.6\%$ , 19 times out of 20.

The table cells in grey indicate a statistically significant difference.

## 4. Questionnaire

---

### PC1

PC1. Who do you trust more to create jobs? Is it...

...small to medium-size businesses.....	1
...the government.....	2
...multinationals .....	3
None of them (spontaneous response only) .....	7
Don't know .....	8
Refusal .....	9

---

---

### PC2

PC2. In order to face economic difficulties, do you think...

...that companies should be trusted and given more freedom.....	1
...that government should control and regulate companies more closely....	2
Don't know .....	8
Refusal .....	9

---

---

### PC3

PC3. In your opinion, Canadian companies mainly have a duty to whom? Is it...

...their employees.....	01
...their clients.....	02
...the environment.....	03
...the population of the regions where they are established.....	04
...their shareholders .....	05
Don't know .....	98
Refusal .....	99

---

---

### PC4

PC4. With which of the following opinions do you agree with the most?

...the role of companies is mainly to produce goods and services, to create jobs and to make profit	1
.....	
...the role of companies is not limited to an economic one, they must also be involved in society as a corporate citizen.....	2
Don't know .....	8
Refusal .....	9

---

---

### PC5

PC5. Concerning careers, which of the following paths do you find the most rewarding?

...creating your own company or being self-employed .....	1
...engaging in several trades or professions in different companies during your career	2
...spending your whole career within one large company .....	3
...working for the public service .....	4
Don't know .....	8
Refusal .....	9

---

---

**5. Cross Tabulations**

---