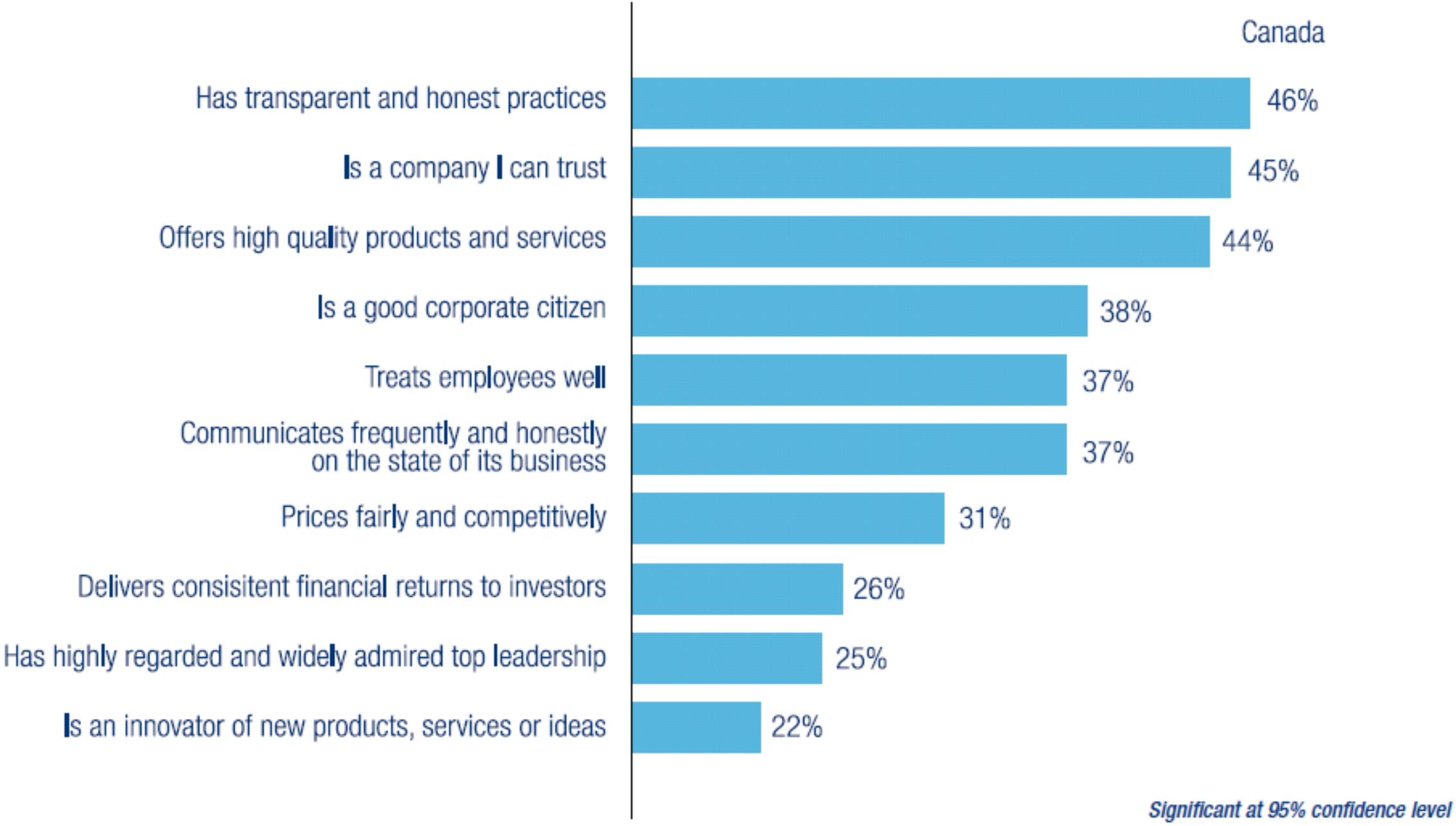
Canada
Has transparent and honest practices
46%
Is a company I can trust
45%
Offers high quality products and services
44%
Is a good corporate citizen
38%
Treats employees well
37%
Communicates frequently and honestly on the state of its business
37%
Prices fairly and competitively
31%
Delivers consisitent financial returns to investors
26%
Has highly regarded and widely admired top leadership
25%
Is an innovator of new products, services or ideas
22%
Significant at 95% confidence level