

# DI MARZIO RESEARCH

MARKETING AND STRATEGIC RESEARCH CONSULTANCY

TRUSTED SOURCES OF CSR

November 2011

Results to a survey question:

*“There are many sources of information about what companies are doing or not doing to support the community or protect the environment. What sources of information would you trust the most to tell you about these sorts of things?”*

Included in our November, 2011 Online Omnibus  
*Prepared for*



purposeful profitable  
partnerships

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## About This Study.

This document contains the results of a question included for Cavill + Co in our Online Omnibus Survey No. 13, details of which are shown below:

<b>Method:</b>	Online e-mail survey.
<b>Respondents:</b>	A sample of people aged 18+ who use the internet.
<b>Sample Size:</b>	1,200 across the mainland States.
<b>Source:</b>	Online research panel – MyOpinions Australia.
<b>Internet Penetration in Australia:</b>	80.1% (as at August 2009). Source: AC Neilsen.
<b>Metro / Rural Split:</b>	68 : 32 (815 metro /385 non-metro).
<b>Male / Female Split:</b>	50 : 50.
<b>Weighting:</b>	To Census population statistics by age / gender / area.
<b>Field Dates:</b>	11- 16 November, 2011.

By State, the following sample sizes are sought in each omnibus survey we conduct:

	Total	Metro	Rural
New South Wales	350	240	110
Victoria	300	200	100
Queensland	200	135	65
South Australia	175	120	55
West Australia	175	120	55
<b>TOTAL</b>	<b>1,200</b>	<b>815</b>	<b>385</b>

## The Detailed Results.

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The actual results now follow in the next three pages.

1. The first page shows the responses of the total sample and also by gender
2. The second page shows the responses by age.
3. The third page shows the responses by state.

## 1. Sources trusted most for information here – Total Sample and Gender Responses.

**Q.1** *There are many sources of information about what companies are doing or not doing to support the community or protect the environment. What sources of information would you trust the most to tell you about these sorts of things?*

<b>SOURCES</b>	<b>Total Sample (1199) %</b>	<b>Male (581) %</b>	<b>Female (618) %</b>
Consumer organisations such as Choice	<b>49</b>	47	50
What you find out from friends or relatives	<b>37</b>	35	40
Information provided by charities or environmental groups	<b>31</b>	28	35
Editorials or stories in the media	<b>29</b>	27	32
Advertising on TV	<b>29</b>	28	31
Information on the company's website	<b>29</b>	26	32
Information in the store or point of purchase	<b>26</b>	23	29
Information on the product packaging	<b>25</b>	21	29
Advertising in newspapers or magazines	<b>23</b>	20	26
A special company social or environmental report	<b>21</b>	20	21
Radio advertising	<b>16</b>	16	17
Direct Mail included in an account or bill	<b>16</b>	12	19
Information in company's annual report	<b>15</b>	15	16
Outdoor posters	<b>10</b>	10	11

**Note:** Bases show unweighted sample sizes but results are for weighted data. Multiple responses allowed here. 12% said 'don't know' here.

## 2. Sources trusted most for Information here – Responses by Age Group.

**Q.1** *There are many sources of information about what companies are doing or not doing to support the community or protect the environment. What sources of information would you trust the most to tell you about these sorts of things?*

<b>SOURCES</b>	<b>Total Sample (1199) %</b>	<b>U 25 (132) %</b>	<b>25-34 (244) %</b>	<b>35-44 (241) %</b>	<b>45-54 (234) %</b>	<b>55+ (343) %</b>
Consumer organisations such as Choice	<b>49</b>	<b>24</b>	<b>38</b>	<b>47</b>	<b>61</b>	<b>67</b>
Friends or relatives	<b>37</b>	34	39	36	39	38
Information provided by charities or environmental groups	<b>31</b>	29	28	34	34	33
Editorials or stories in the media	<b>29</b>	23	<b>24</b>	28	29	<b>40</b>
Advertising on TV	<b>29</b>	32	26	30	28	31
Information on the company's website	<b>29</b>	30	29	34	24	29
Information in the store or point of purchase	<b>26</b>	25	21	28	24	31
Information on the product packaging	<b>25</b>	25	25	24	24	28
Advertising in newspapers or magazines	<b>23</b>	26	24	20	20	25
A special company social or environmental report	<b>21</b>	25	18	24	19	19
Radio advertising	<b>16</b>	21	14	14	18	17
Direct Mail included in an account or bill	<b>16</b>	14	17	15	15	17
Information in company's annual report	<b>15</b>	18	13	23	12	13
Outdoor posters	<b>10</b>	14	11	11	10	7

**Note:** Any **blue** and **green** figures denote statistically significant differences between segments at the 95% confidence level.

### 3. Sources trusted most for Information here – Responses by State.

**Q.1** *There are many sources of information about what companies are doing or not doing to support the community or protect the environment. What sources of information would you trust the most to tell you about these sorts of things?*

<b>SOURCES</b>	<b>Total Sample (1199) %</b>	<b>NSW (347) %</b>	<b>VIC (302) %</b>	<b>QLD (200) %</b>	<b>SA (174) %</b>	<b>WA (176) %</b>
Consumer organisations such as Choice	49	51	42	50	55	51
Friends or relatives	37	34	37	43	43	34
Information provided by charities or environmental groups	30	32	33	29	28	33
Editorials or stories in the media	29	30	32	30	28	21
Advertising on TV	29	29	28	32	28	31
Information on the company's website	29	30	26	31	33	28
Information in the store or point of purchase	26	25	22	32	32	23
Information on the product packaging	25	26	25	26	19	25
Advertising in newspapers or magazines	23	20	24	25	21	24
A special company social or environmental report	21	23	19	22	18	21
Radio advertising	16	13	21	17	13	18
Direct Mail included in an account or bill	16	14	21	14	13	11
Information in company's annual report	15	16	15	18	12	10
Outdoor posters	10	11	14	9	8	5