



2007 CONE CAUSE EVOLUTION SURVEY FACT SHEET

When companies choose a cause to support, they should choose one that:

	2007
Is important in the communities where they do business	91%
Is consistent with their responsible business practices or the way they make and distribute their products	90%
Is important to their employees	88%
Is important to their consumers	87%
Is based on where their business can have the most social and/or environmental impact	87%

For each of the following industries, are you most likely to consider a company's support of social causes, a company's responsible business practices, both or neither when deciding what to purchase?

	Social Causes	Business Practices	Both	Neither
Apparel & Footwear	10%	32%	37%	21%
Automotive	10%	33%	40%	17%
Food & Beverage	12%	31%	39%	18%
Financial Services/Banking/Insurance	12%	37%	36%	15%
Consumer Products	11%	31%	39%	19%
Energy & Utility	12%	30%	41%	17%
Healthcare & Pharmaceuticals	14%	30%	41%	15%
Retail Stores	12%	34%	38%	16%
Telecommunications	10%	36%	34%	20%

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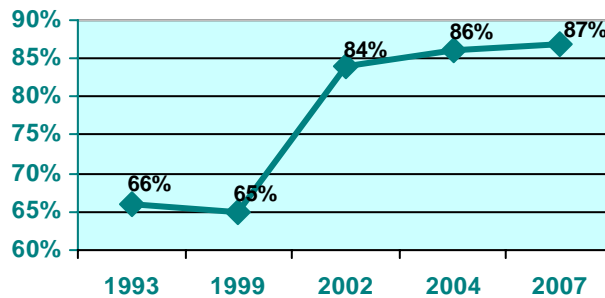
AMERICANS' EXPECTATIONS

	2007	2004	2002
When a product or company supports a cause I care about, I have a more positive image of that product or company	92%	91%	84%
Companies have a responsibility to help support causes	83%	77%	-
Companies should tell us the way in which they are supporting causes	88%	86%	86%
When a company is environmentally responsible, I have a more positive image of that company	91%	-	-
Companies have a responsibility to help preserve the environment	93%	-	-

AMERICANS' DECISIONS AND BEHAVIOR

	2007	2004	2002	1999	1993
Likely to switch from one brand to another brand that is about the same in price and quality, if the other brand is associated with a good cause	87%	86%	84%	65%	66%

Likelihood to Switch Brands



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Americans consider companies' commitments to social issues when deciding:

	2007	2004	2002
Which companies I want to see doing business in my community	86%	85%	84%
Where to work	77%	81%	77%
Which stocks or mutual funds to invest in	66%	70%	66%

After hearing about a company's commitment to social issues, over the past 12 months consumers have:

	2007	2004
Purchased a product from that company	36%	43%
Intentionally paid more for a company's product that supported a social issue or the environment	14%	28%

Consumers say they would be likely to react in the following ways if they were to find out about a company's negative corporate responsibility practices:

	2007	2004	2002
Consider switching to another company's products or services	85%	90%	91%
Speak out against that company among my family and friends	-	81%	85%
Consider selling my investment in that company's stock	74%	80%	80%
Refuse to invest in that company's stock	79%	80%	83%
Refuse to work at that company	77%	75%	80%
Boycott that company's products or services	66%	73%	76%
Be less loyal to my job at that company	66%	67%	68%

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EMPLOYEES

	2007	2004
I wish my company would do more to support a cause or social issue	72%	52%

Employees who are familiar with their companies' cause programs are even more likely to agree with these statements:

	2007
I am proud of my company's values	88%
I feel a strong sense of loyalty to my company	89%
I wish my company would do more to support a cause or social issue	75%
It's important for my company to provide employees with opportunities to become involved in causes	93%

COMMUNICATIONS

When hearing directly from companies, Americans prefer that they communicate their social and environmental issues and practices through the following channels:

	2007	2004
Advertising	45%	41%
Company Web site	41%	32%
On a Product's Package	34%	38%
Brochures or Newsletters	27%	36%
E-mail	23%	20%
Direct Mail	22%	21%
New Media (e.g., blogs, message boards, online videos)	18%	-
In-Store Signage	16%	21%
Event	13%	12%
Employees	12%	-
Annual Reports	12%	30%

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ISSUES OF IMPORTANCE

Americans feel that the following issues are important for companies to address:

Issue	2007	2004
Health	80%	81%
Education	77%	81%
Environment	77%	80%
Economic Development (job creation, income generation, wealth accumulation)	77%	-
Crime/Violence Prevention	74%	65%*
Poverty/Hunger	70%	65%
Youth	66%	59%
Disaster Relief	66%	-

**In 2004 this category was Crime and Terrorism*

Americans feel that the following education issues are important for companies to address:

Issue	2007	2004
Literacy	78%	74%
Workforce Retraining	76%	80%
Computer Literacy	74%	68%
Math and Science	72%	72%
Student Scholarships	71%	73%
K-12 Education	70%	74%
Financial Literacy	68%	64%
Teacher Recruitment/Retention	66%	60%
Education for Children Under Age 5	56%	50%
Arts Education	53%	43%

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Americans feel that the following health issues are important for companies to address:

Issue	2007	2004
Heart Disease	75%	67%
Breast Cancer	74%	66%
Children's Diseases	74%	66%
Long-term Care	74%	65%
Obesity and Nutrition	72%	62%
HIV/AIDS	70%	63%
Prostate Cancer	67%	59%

Americans feel that the following issues affecting youth are important for companies to address:

Issue	2007	2004
Career Preparation	79%	76%
Physical Abuse	75%	69%
Hunger	75%	69%
School violence and Safety	75%	65%
Learning Disabilities	71%	64%
Obesity and Physical Inactivity	70%	61%
After School Programs	68%	61%
Adoption and Foster-Care	59%	48%

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TECHNOLOGY AND NEW MEDIA

Americans are using the Internet and other forms of technology to learn about and support social and environmental issues and causes.

	2007
Forward a message to family and friends	38%
Search for information	37%
Engage in grassroots activism	22%
Join or visit social networking sites	16%
Donate money online	13%
Blog (as a reader or active participant)	11%
Listen to podcasts	10%
Use a mobile device to support causes or access information	6%

Corporate case highlights exemplifying the findings of the research are available upon request. Please contact Sarah Kerkian at Cone, LLC (skerkian@coneinc.com).

About the survey:

The 2007 Cone Cause Evolution Survey Fact Sheet presents the findings of an online survey conducted March 29, 2007 among a sample of 1,066 adults comprising 499 men and 567 women 18 years of age and older. Results concerning the causes Americans find important were gathered in a separate online survey on May 7, 2007 by Opinion Research Corporation among a sample of 1,097 adults comprising 525 men and 572 women 18 years of age and older. The margin of error associated with a sample size of 1,000 is +/- 3%.

About Cone:

Cone, LLC (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause BrandingSM, Brand Marketing, Corporate Responsibility, and Crisis Prevention and Management initiatives. Cone is a member of the Omnicom Group.