

Attitudes toward Corporate Social Responsibility - US - July 2018

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"In today's highly polarized times, consumers increasingly want to know that they share consistent values with the companies they purchase from. As a result, CSR (corporate social responsibility) programs have grown far beyond token charitable initiatives and in some cases are completely reshaping how companies do business."

- Dana Macke, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- Consumers value CSR
- CSR can lift brand perception...
- ...but success isn't easy

The challenges are great and the stakes are quite high – today's empowered consumers can be quick to express outrage on Twitter and organize boycotts, yet may not always be willing to pay more for ethically sourced and produced products. Understanding attitudes towards corporate responsibility is thus critical to navigating this complex new world.

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