"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.

DID YOU KNOW?
This report is part of a series of reports, produced to provide you with a more holistic view of this market

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.
Attitudes toward Corporate Social Responsibility - US - July 2018

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Consumers value CSR

Figure 1: Importance of CSR, by select demographics, May 2018

CSR can lift brand perception...

Figure 2: Perceptions of CSR initiatives – select items, May 2018

…but success isn’t easy

Figure 3: Impact of CSR on purchasing behavior, by select demos, May 2018

The opportunities

Appeal to iGens with CSR

Figure 4: iGen attitudes and behavior regarding CSR, May 2018

Employment issues have the broadest appeal

Figure 5: Areas of focus for companies, by select demographics, May 2018

Promote CSR through a broad range of channels

Figure 6: Promoting CSR, May 2018

What it means

Understanding CSR – What You Need to Know

Multiple facets

Social a significant driver

A time of division

Components of CSR

Values

Corporate giving

Sustainability and the environment

Employment practices

Product health and safety

Privacy and data protection

Factors Shaping CSR in 2018

The rise of social

Figure 7: Social media usage, February 2018

iGens enter the workforce

Figure 8: iGen political concerns, March 2017

BUY THIS REPORT NOW
A polarized political climate

Figure 9: Attitudes toward trends – Be the Change, January 2017

Impact of the #MeToo movement

CSR Case Studies – What You Need to Know

Doing well by doing good
Speak out – Fast
Avoid contradiction
A new sense of mission

What’s Working?

Practice good business
Hide the broccoli
Be decisive

What’s Struggling?

Silence is not an option
Consistency is key

What’s Next?

Putting mission over money?
New forms of financing

The Consumer – What You Need to Know

CSR is valued by consumers
CSR most important to key populations
Purchase impact doesn’t always match priorities
Workers’ rights the highest priority concern
CSR lifts brand perception
Use multiple channels when promoting CSR

The Importance of CSR

Helpful, but not a dealbreaker
Figure 10: Importance of CSR, May 2018

City dwellers have high expectations
Figure 11: Importance of CSR, by area of residence, May 2018

Impact on purchases changes with age
Figure 12: CSR as a purchase driver, by age and gender, May 2018

Lower, higher income users less motivated by CSR
Figure 13: Importance of CSR, by household income, May 2018

Areas of Focus for Companies

Supporting workers’ rights can resonate with a broad audience
Figure 14: Areas of focus for companies, May 2018
Workers’ rights most important to old, environment to young
- Figure 15: Areas of focus for companies, by generation, May 2018

Equal opportunity efforts win with Black shoppers
- Figure 16: Areas of focus for companies – Select items, by race, May 2018

Household income has little impact on how shoppers view CSR
- Figure 17: Areas of focus for companies – Select items, by household income, May 2018

Key Product Claims

"Made in the USA" can motivate purchase
- Figure 18: Important product claims, May 2018

Younger audience shows more interest in charitable giving
- Figure 19: Important product claims – Made in the USA and charity, by age, May 2018

Animal rights particularly important to women
- Figure 20: Important product claims – Select items, by gender, May 2018

White audiences more interested in locally made
- Figure 21: Important product claims – Select items, by race, May 2018

Rural shoppers want to see the "made in the USA" stamp of approval
- Figure 22: Important product claims – Select items, by area of residence, May 2018

Perceptions of CSR Initiatives

Consumers positive on CSR
- Figure 23: Perceptions of CSR initiatives, May 2018

Women most open to CSR
- Figure 24: Perceptions of CSR initiatives – Select items, by gender, May 2018

Parents can be an important target for CSR
- Figure 25: Perceptions of CSR initiatives, by parental status, May 2018

Promoting CSR

No one tactic dominates
- Figure 26: Promoting CSR, May 2018

Consumers are educated through a mix of resources
- Figure 27: Promoting CSR – Count of sources used, May 2018

Print a winning tactic for older generations
- Figure 28: Promoting CSR – Digital and traditional media, May 2018

Attitudes toward CSR

CSR is an expectation among consumers
- Figure 29: Expectations of CSR, May 2018

Responsibility initiatives can boost brand image
- Figure 30: Support for CSR, May 2018

Half of consumers willing to pay more for CSR
- Figure 31: CSR and purchase intent, May 2018
Some consumers remain skeptical

Figure 32: CSR and skepticism, May 2018

Appendix – Data Sources and Abbreviations

Data sources
Consumer survey data
Abbreviations and terms
Abbreviations
Terms