
NEW RESEARCH: Consumer Expectations of Corporate Social Issue Engagement

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THE CORPORATE SOCIAL MIND

ANNUAL REVIEW
CONSUMER EXPECTATIONS OF COMPANIES TO ADDRESS SOCIAL ISSUES

UNITED STATES AND GERMANY

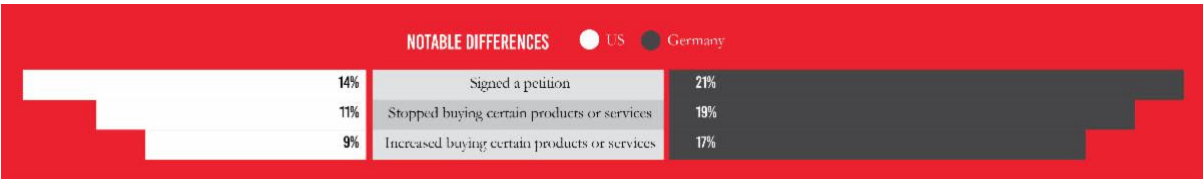
The Corporate Social Mind Research Report is an annual review of consumer expectations of business as social moments and movements occur and mature. The examination arose from the book [The Corporate Social Mind: How Companies Lead Social Change From the Inside Out](#), which defines the social mindset companies need to address evolving expectations.

This report compares consumers in the United States and Germany, giving each country an opportunity to see how residents of the other respond to the same questions about corporate involvement in social issues.

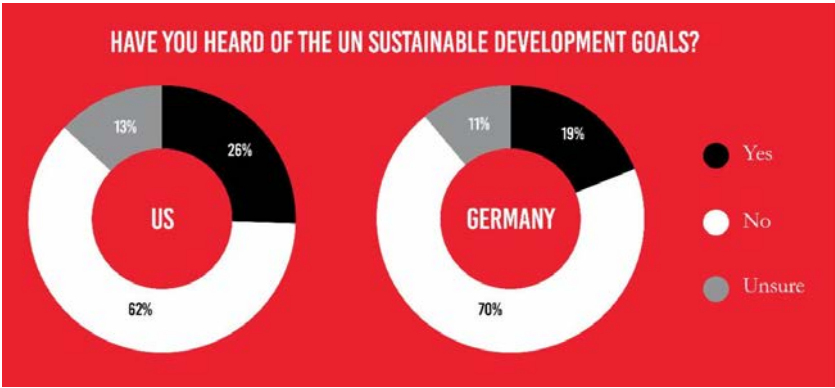
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Report Highlights:

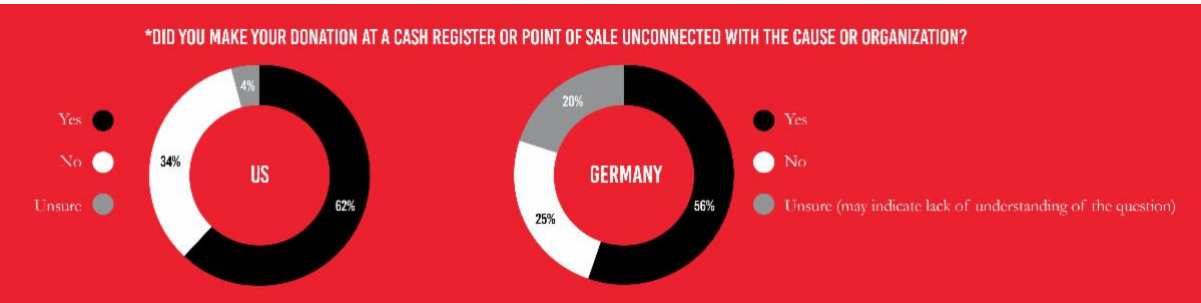
When combined, the issues of environment and climate change dominated the top 5 social issues companies in both Germany and the U.S. should address. Climate change returned to the top 5 in the U.S. after its lower ranking last year, but even at 32% is significantly lower than Germany's 46%.



Adopted seven years ago, adults in both countries are unaware of the U.N. Sustainable Development Goals. Two-thirds or more of each country's residents had never heard of SDGs.



Twice as many people make charitable donations at a cash register or point-of-sale when offered by companies.

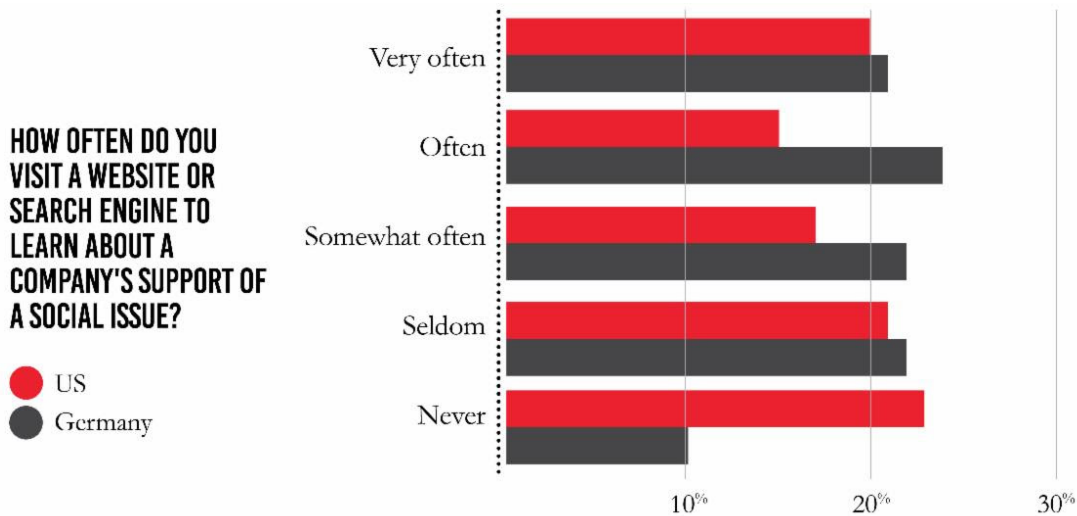


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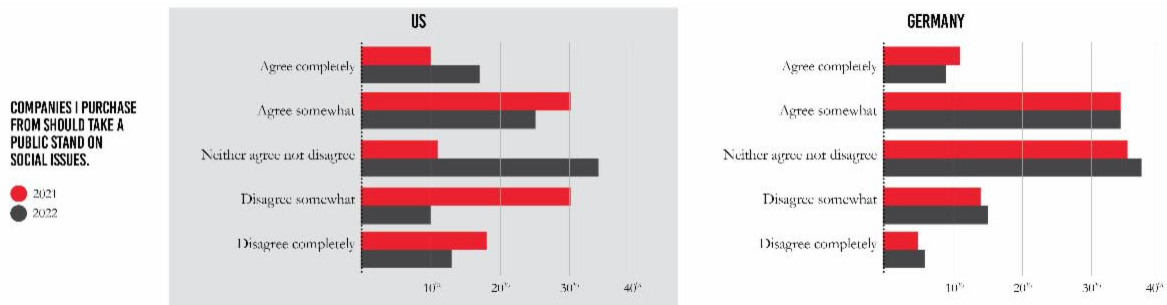
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Germans are more likely than Americans to visit a company's website to learn about its support for a social issue. Racial and civil rights issues remain a driver for these visits, especially in the U.S.



Indecision toward corporations taking a public stand on social issues grew tremendously in the U.S. this year over last, coming more in line with Germany. Attitudes toward whether companies people purchase from should promote or support an issue show little change from last year; Germans are still more in favor of such action than Americans.



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