



CORPORATE SOCIAL RESPONSIBILITY

WWS 2021

General knowledge about CSR

%Within total population

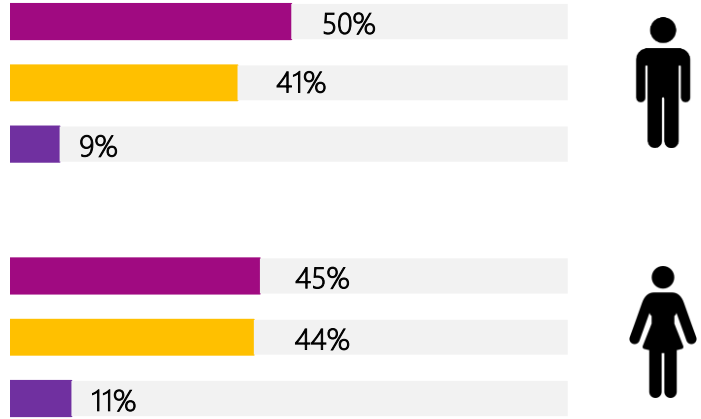
Total

**YES
(48%)**

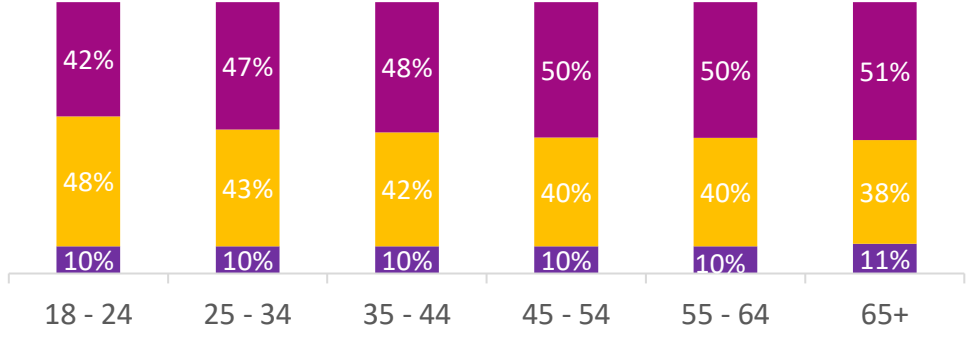
**NO
(42%)**

**DON'T
KNOW
(10%)**

By gender



By age



Source: WIN 2022. Base: 33236 cases

Q17 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business have on the environment, society, and people (citizen, customers, employees) Have you heard of it before?

General knowledge about CSR

%Within total population

**YES
(48%)**

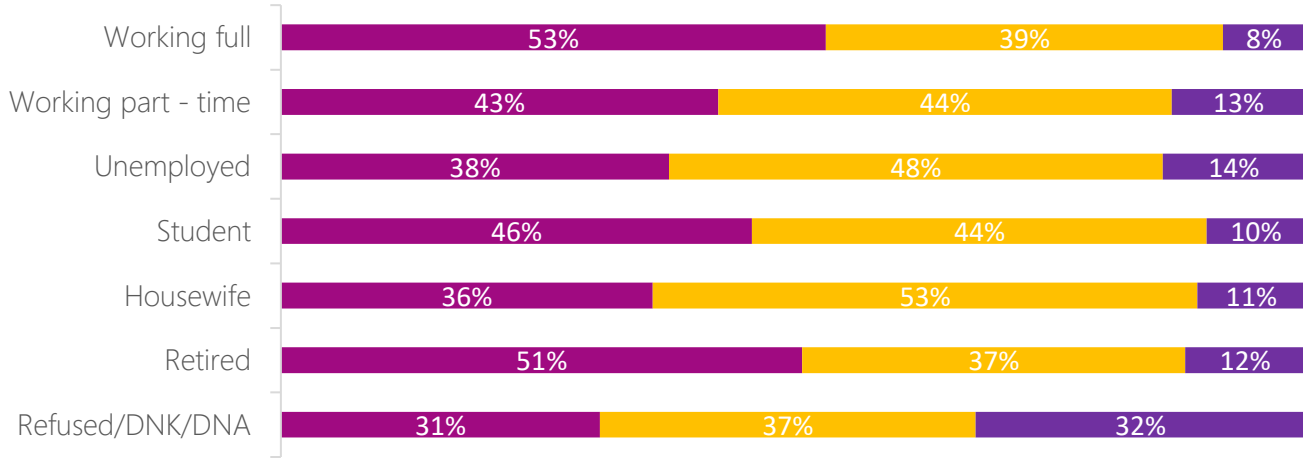
**NO
(42%)**

**DON'T
KNOW
(10%)**

Total

No education/only basic education	26%	60%	14%
Completed primary	32%	52%	16%
Completed secondary	40%	48%	12%
Completed High level education	58%	35%	7%
Completed Higher level of education	70%	25%	5%
Refused/DNK/DNA	39%	36%	25%

Yes No Don't know

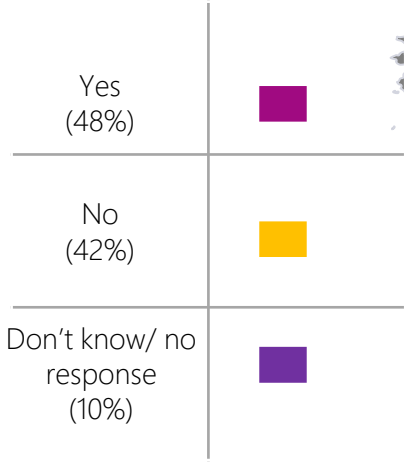


Source: WIN 2022. Base: 33236 cases

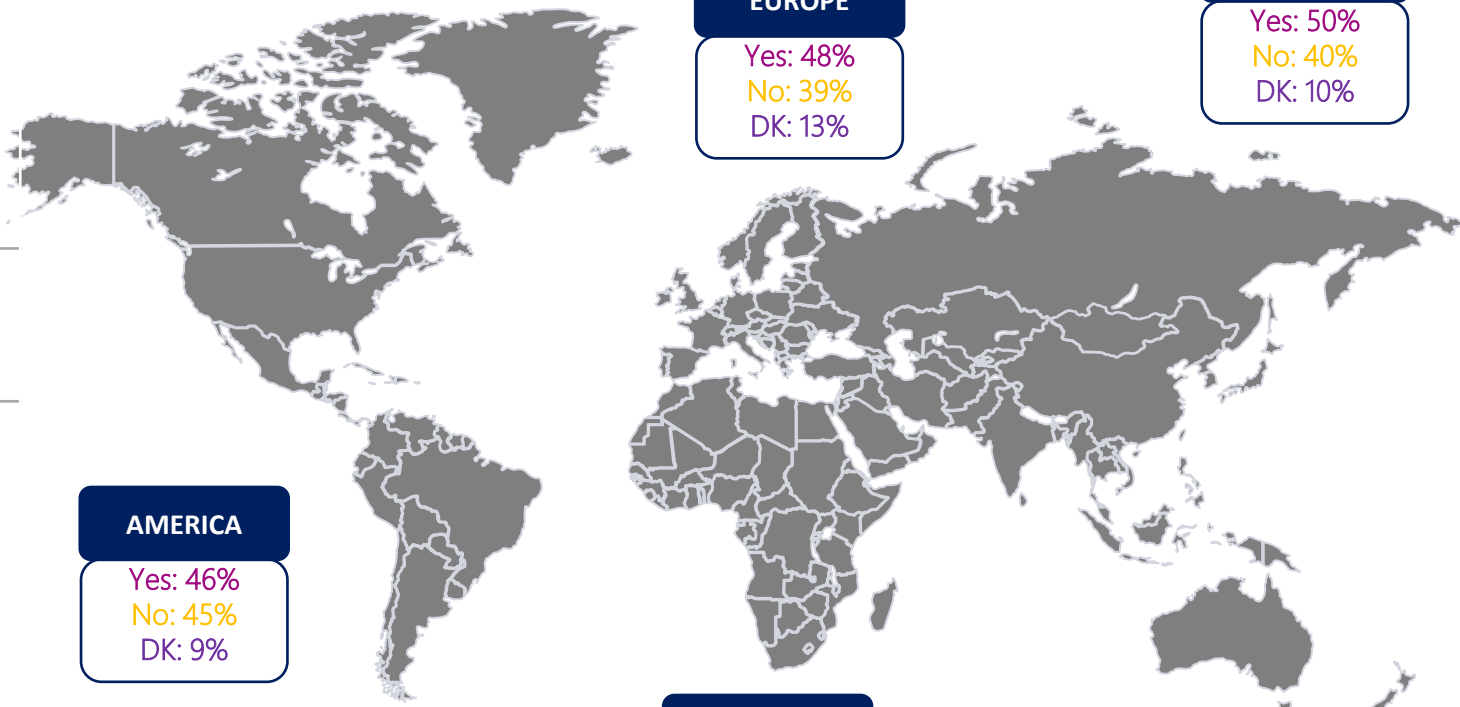
General knowledge about CSR

%Within total population

By region



Total



AMERICA

Yes: 46%
No: 45%
DK: 9%

EUROPE

Yes: 48%
No: 39%
DK: 13%

APAC

Yes: 50%
No: 40%
DK: 10%

AFRICA

Yes: 53%
No: 38%
DK: 9%

MENA

Yes: 35%
No: 60%
DK: 5%

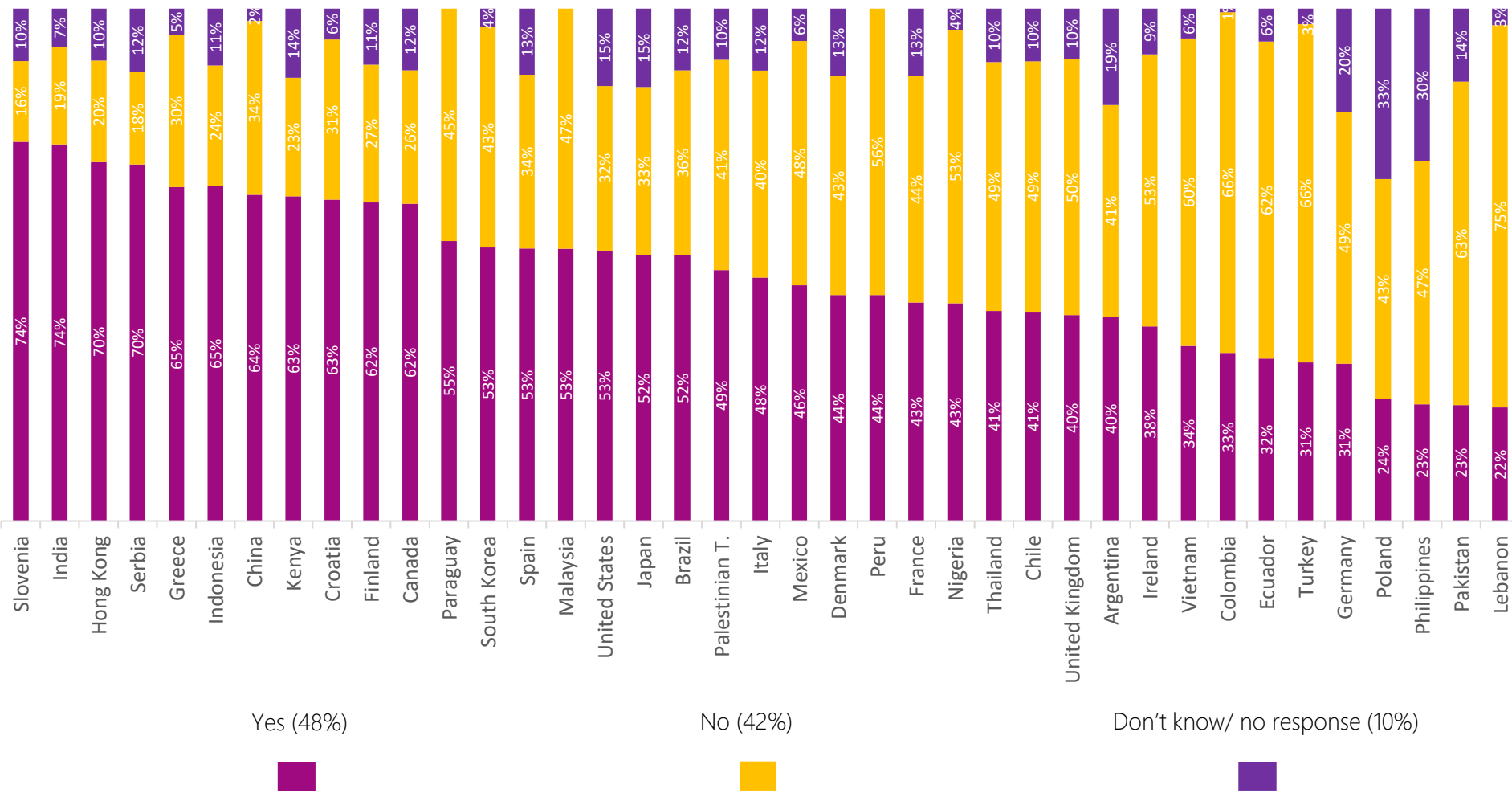
Source: WIN 2022. Base: 33236 cases

Q17 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business have on the environment, society, and people (citizen, customers, employees) Have you heard of it before?

General knowledge about CSR

%Within total population

By countries



Source: WIN 2022. Base: 33236 cases

Q17 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business have on the environment, society, and people (citizen, customers, employees) Have you heard of it before?

Efforts to embrace and promote CSR

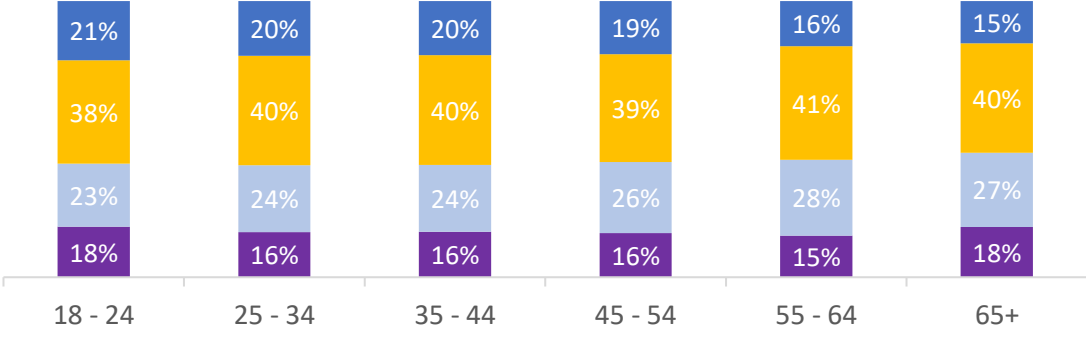
%Within total population



By education level

No education/basic education	16%	27%	28%	29%
Completed primary	17%	30%	29%	24%
Completed secondary school	17%	38%	26%	19%
Completed High Level Education (University)	21%	43%	24%	12%
Completed Higher Level Education (Masters, PHD, etc.)	22%	47%	21%	10%
Refused/DNK/DNA	20%	22%	23%	35%

By age group



Total

Most companies are seriously operating with CSR and sustainability (19%)

Most companies are not seriously doing it, it is only appearance (39%)

Most companies do not care at all about CSR. They only focus on business (25%)

Don't know /no response (17%)

Source: WIN 2022. Base: 33236 cases

Efforts to embrace and promote CSR

%Within total population



Most companies are seriously operating with CSR	19%	18%
Most companies are not seriously doing it	41%	38%
Most companies do not care at all	25%	25%
Dont know/no response	15%	19%

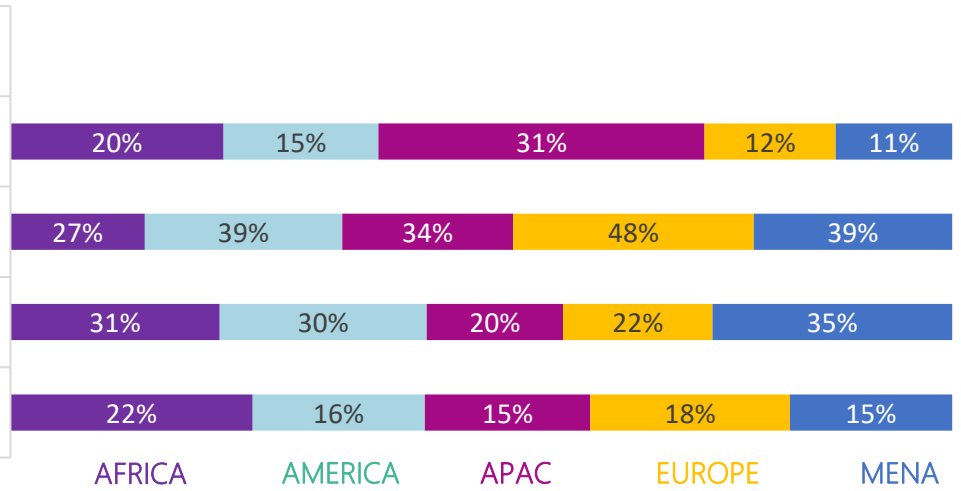


Most companies are seriously operating with corporate social responsibility and sustainability

Most companies are not seriously doing it, it is only appearance

Most companies do not care at all about corporate social responsibility. They only focus on business

Don't know/no response

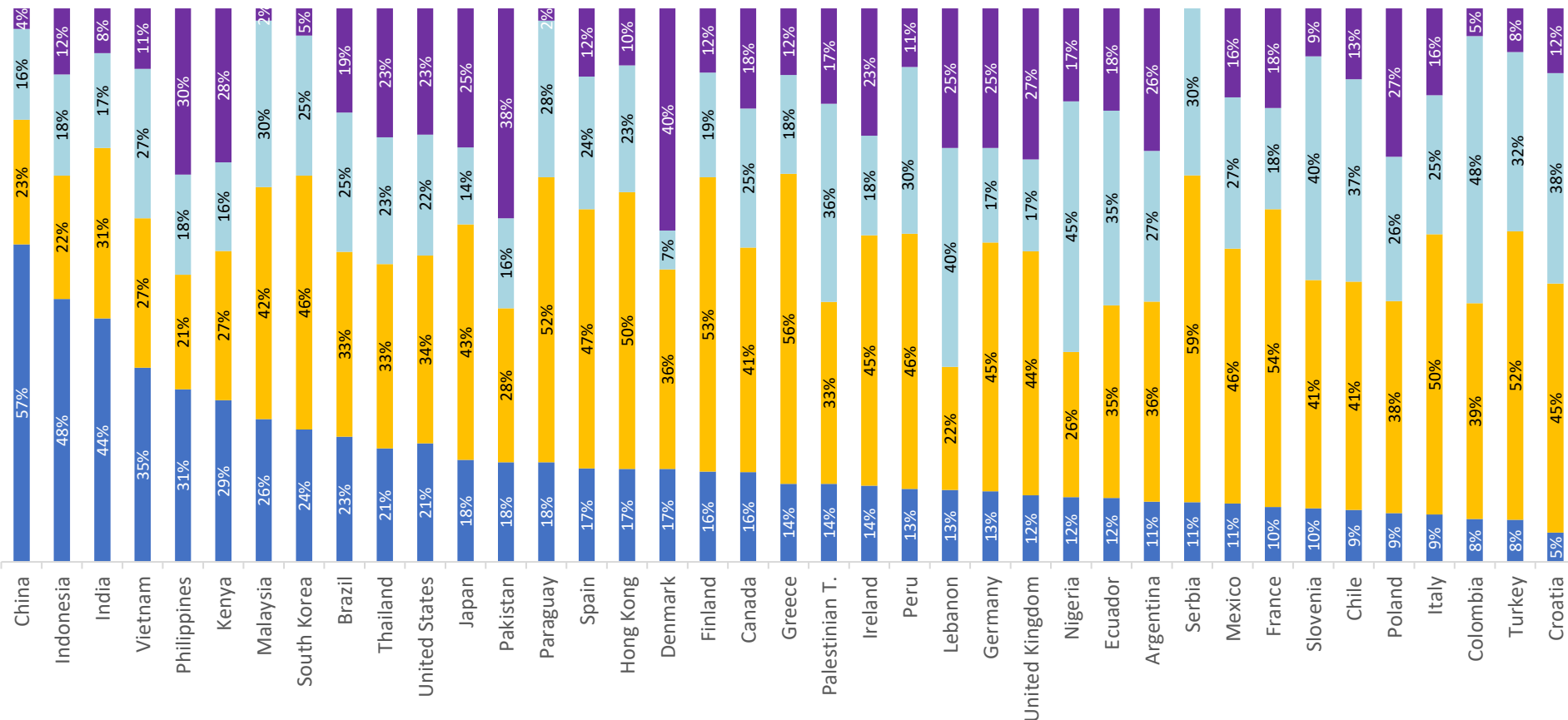


Source: WIN 2022. Base: 33236 cases

Efforts to embrace and promote CSR

%Within total population

By countries



Most companies are seriously operating with CSR and sustainability (19%)

Most companies are not seriously doing it, its only appearance (39%)

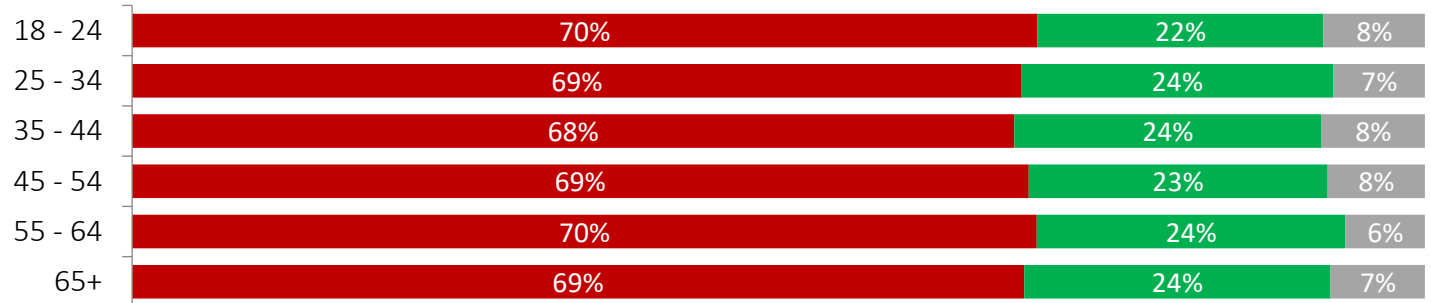
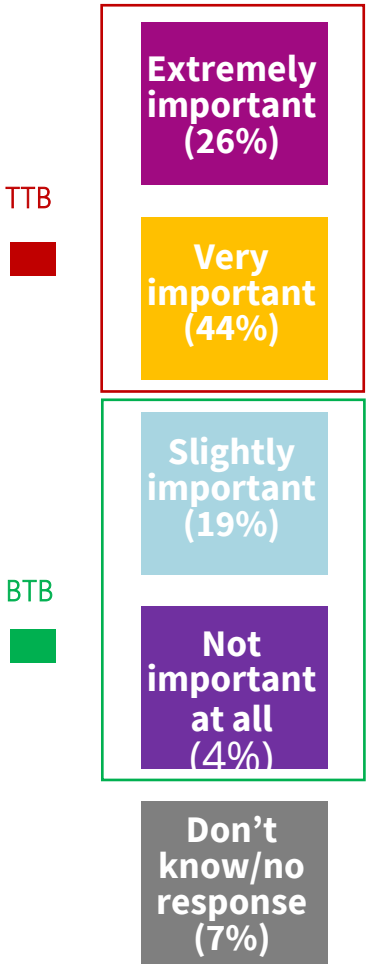
Most companies do not care at all about CSR (25%)

Dont know/no response (17%)

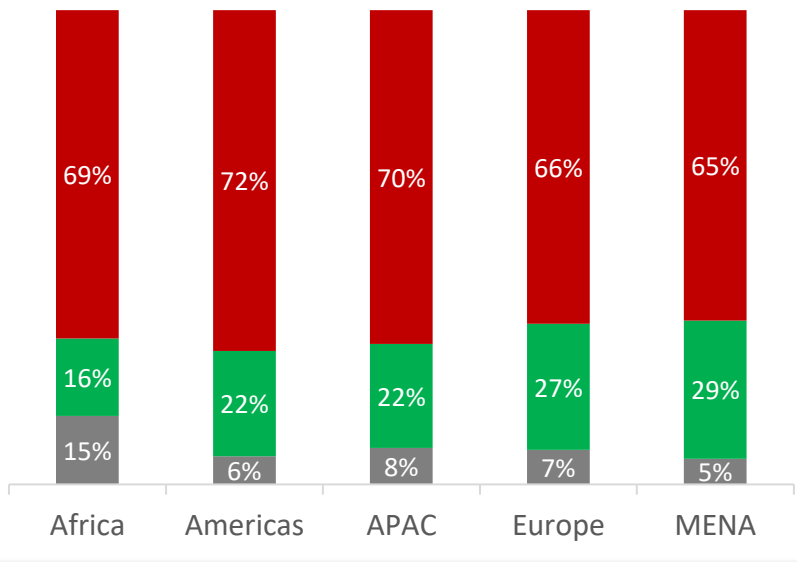
Source: WIN 2022. Base: 33236 cases

The importance of being aware of actions taken by companies/brands

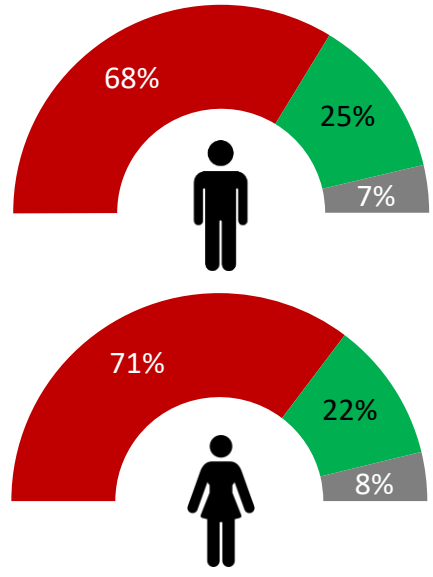
%Within total population



By age group



By region



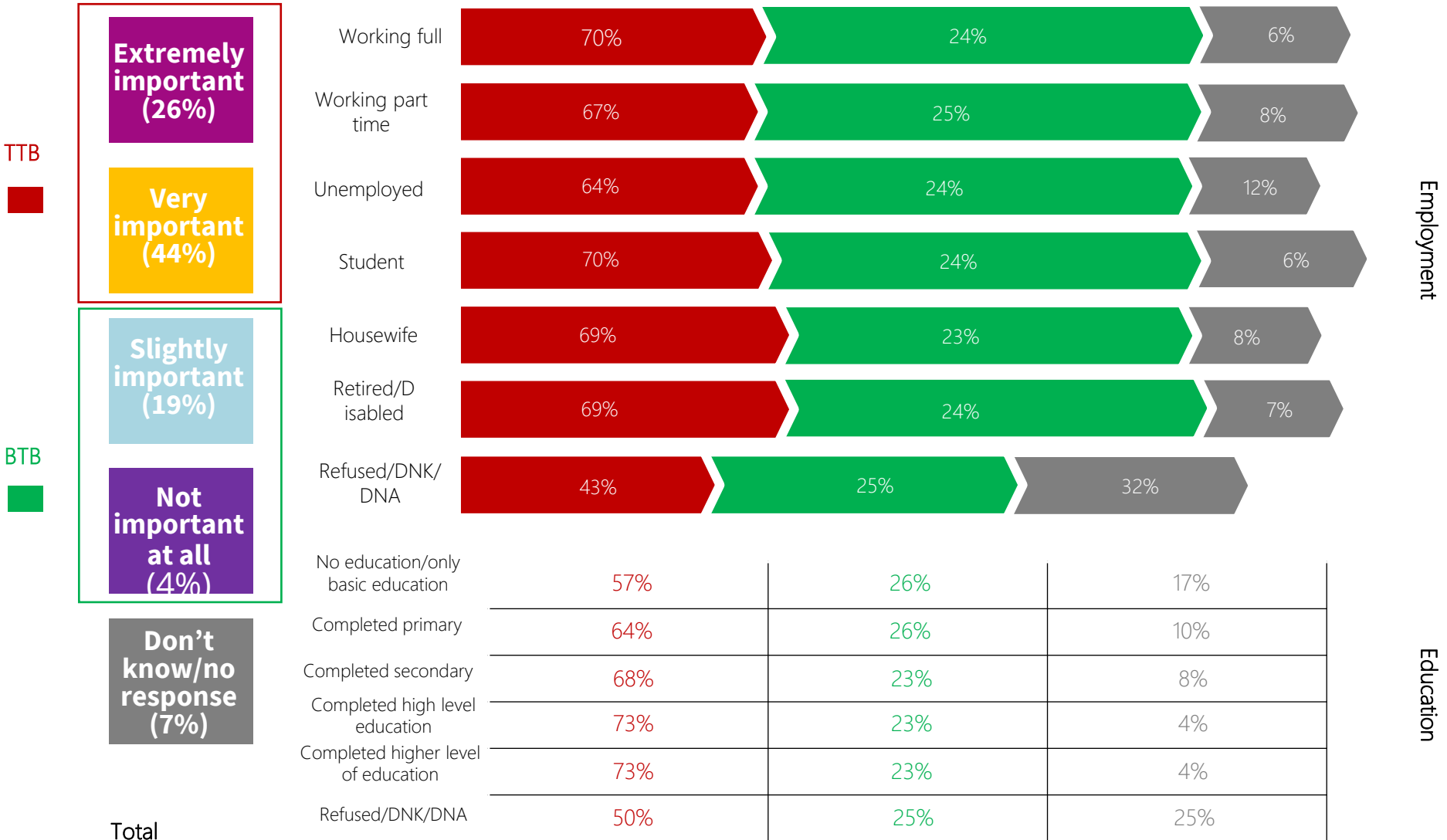
By gender

Total

Source: WIN 2022. Base: 33236 cases

The importance of being aware of actions taken by companies/brands

%Within total population

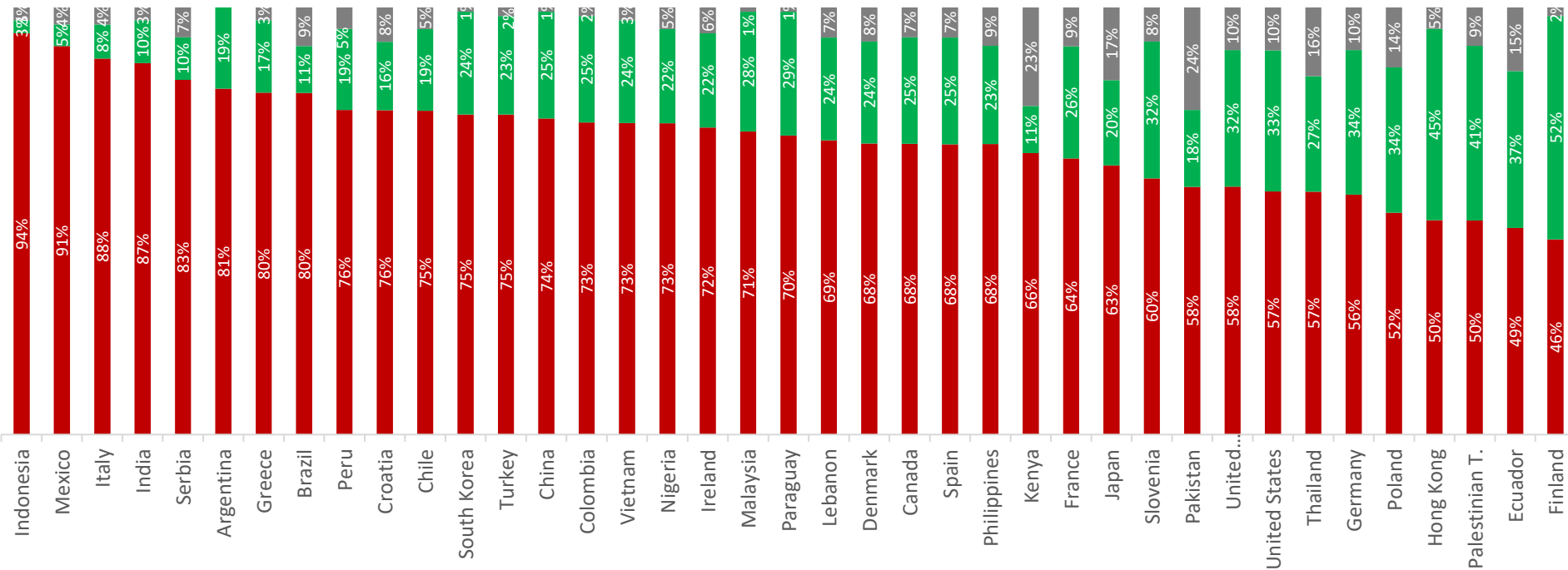


Source: WIN 2022. Base: 33236 cases

The importance of being aware of actions taken by companies/brands

%Within total population

By countries



Extremely important (26%)

Very important (44%)

Slightly important (19%)

Not important at all (4%)

Don't know/no response (7%)

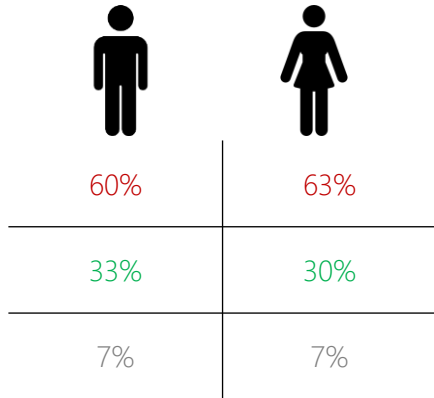
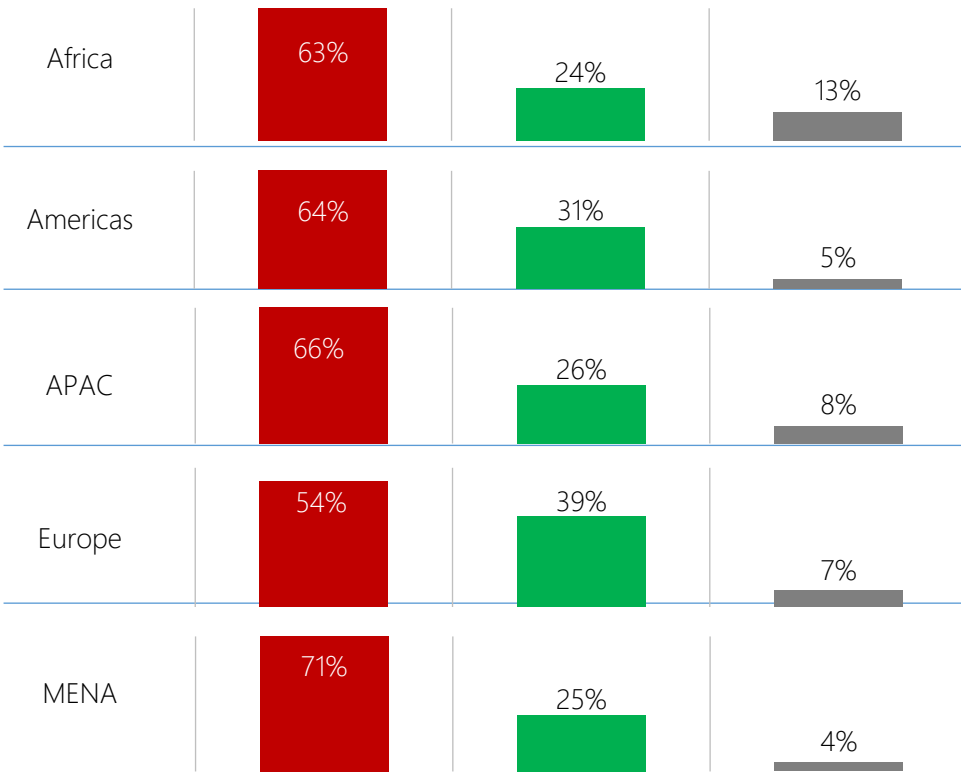
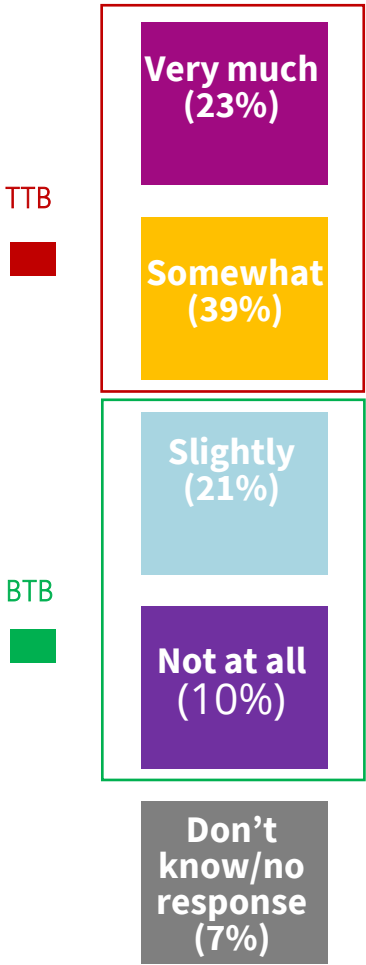
TTB

BTB

Source: WIN 2022. Base: 33236 cases

Influence of CSR on purchase decision

%Within total population



Total

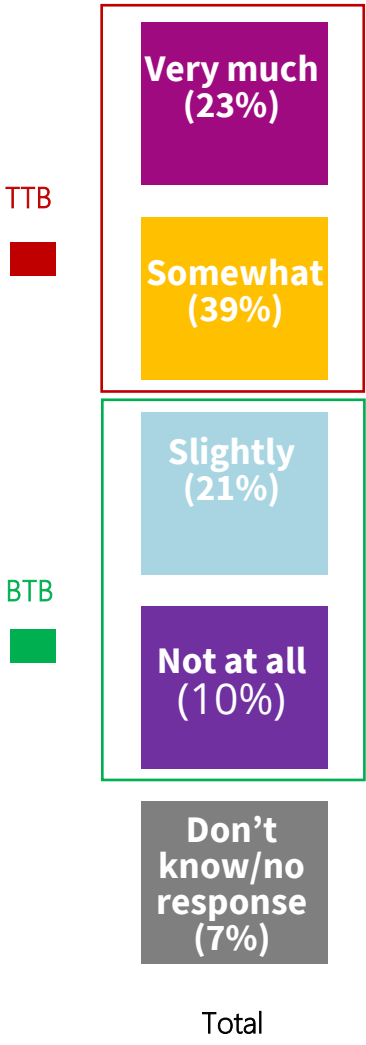
By region

By gender

Source: WIN 2022. Base: 33236 cases

Influence of CSR on purchase decision

%Within total population



18 - 24	65%	27%	8%
25 - 34	66%	28%	6%
35 - 44	62%	31%	7%
45 - 54	60%	33%	7%
55 - 65	59%	35%	6%
65+	56%	38%	6%
No education/ Basic education	53%	30%	17%
Completed primary	56%	33%	11%
Completed secondary	60%	33%	7%
Completed High level	66%	30%	4%
Completed Higher level	68%	29%	3%
Refused/DNK /DNA	51%	27%	22%

By age



By education level

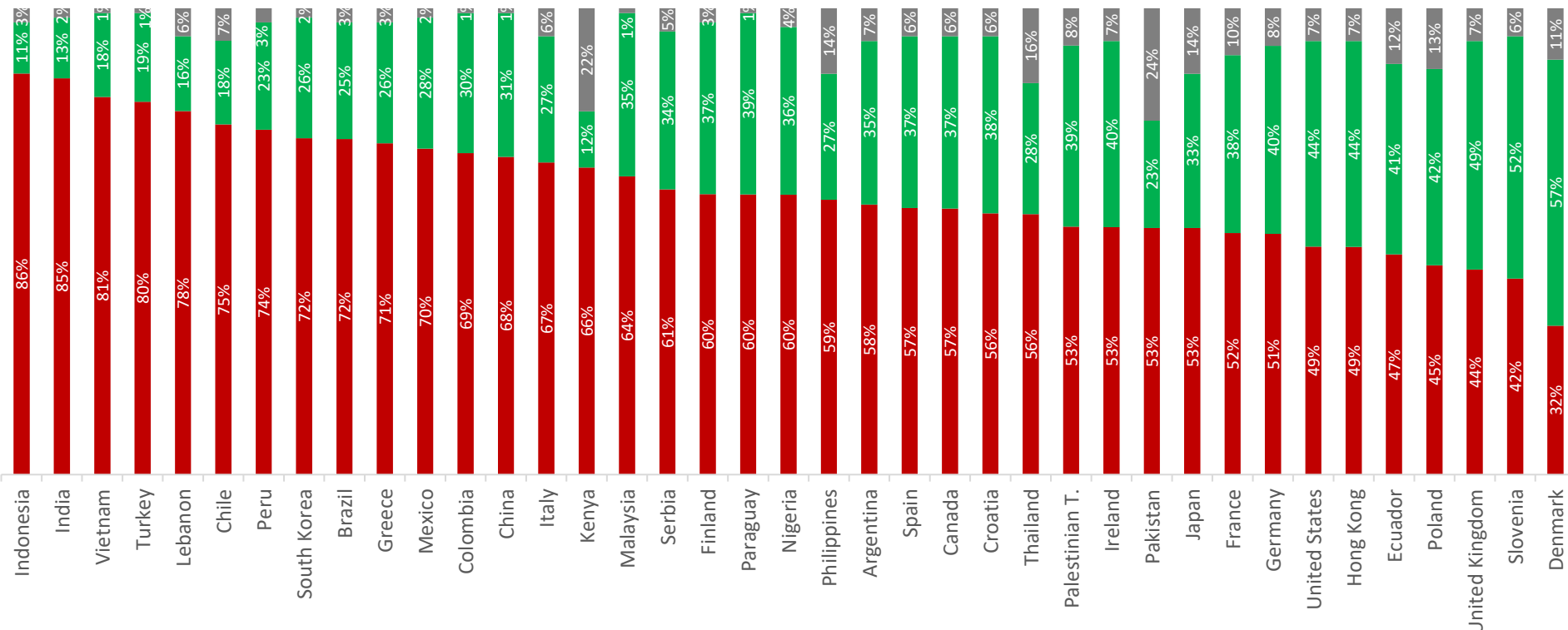


Source: WIN 2022. Base: 33236 cases

Influence of CSR on purchase decision

%Within total population

By countries



Very much
(23%)

Somewhat
(39%)

Slightly
(21%)

Not at all
(10%)

Don't know/no response
(7%)

TTB ■

BTB ■

Source: WIN 2022. Base: 33236 cases

Q20 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	821	Nationwide
BRAZIL	Market Analysis Brasil	CAWI	1153	Nationwide
CANADA	Leger	CAWI	1001	Nationwide
CHILE	ACTIVA RESEARCH	CAWI	1216	Nationwide - Urban
CHINA	WisdomAsia	ONLINE	1000	Nationwide Tier – 1 & Tier – 2 cities
CROATIA	MEDIANA FIDES	CAWI	516	Nationwide
COLOMBIA	Centro Nacional de Consultoría	CATI	775	Nationwide
DENMARK	Norstat Denmark	CAWI	510	Nationwide
ECUADOR	CEDATOS	FACE-TO-FACE	730	Nationwide
FINLAND	TALOUSTUTKIMUS Oy	CAWI	1042	Nationwide excluding Aland
FRANCE	BVA	CAWI	1001	Nationwide
GERMANY	Produkt + Markt	CAWI	1000	Nationwide
GREECE	Alternative Research Solutions	CAWI	505	Nationwide
HONG KONG	Consumer Search Group (CSG)	CAWI	524	Nationwide
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	Nationwide
INDONESIA	DEKA Marketing Research	CAWI	689	Nationwide
IRELAND	RED C Research & Marketing Ltd	CAWI	1020	Nationwide
ITALY	BVA Doxa	CAWI	1000	Nationwide
JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1182	Nationwide
KENYA	MIND PULSE Ltd	F2F	1000	Nationwide -Urban
LEBANON	REACH SAL	CATI	500	Nationwide

Q20 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
MALAYSIA	Central Force International Sdn.Bhd	CATI	1007	Nationwide
MEXICO	Brand International S.A de C.V	ONLINE	501	Mexico City/ Guadalajara/Monterrey
NIGERIA	Market Trends International	CAPI offline F2F	1000	Nationwide
PAKISTAN	Gallup Pakistan	CATI	1000	Nationwide
PALESTINE	Palestinian Center of Public Opinion	TAPI	731	Nationwide
PARAGUAY	ICA Consultoría Estratégica	CATI	500	Nationwide
PERU	Datum Internacional	CAWI	1000	Nationwide
PHILIPPINES	Philipinne Survey and Research Center Inc (PSRC)	CAPI	1000	Nationwide
POLAND	Mareco Polska	CAWI	504	Nationwide
SOUTH KOREA	Gallup Korea	CAPI	1500	Nationwide
SERBIA	Mediana Fides	CAWI	529	Nationwide
SLOVENIA	Mediana	CAWI	515	Nationwide
SPAIN	Instituto DYM	CAWI	1000	Nationwide
THAILAND	Infosearch Limited	F2F	600	Nationwide
TURKEY	Barem	CATI	1003	Nationwide
UK	ORB International	CAWI	1051	Nationwide
USA	Leger	CAWI	1000	Nationwide
VIETNAM	Indochina Research	Tablet Assisted F2F	601	Ha Noi, Ho Chi Minh, Da Nang, Can Tho

Q20 -> Does social responsible behaviors of companies/brands influence your purchase decisions?