

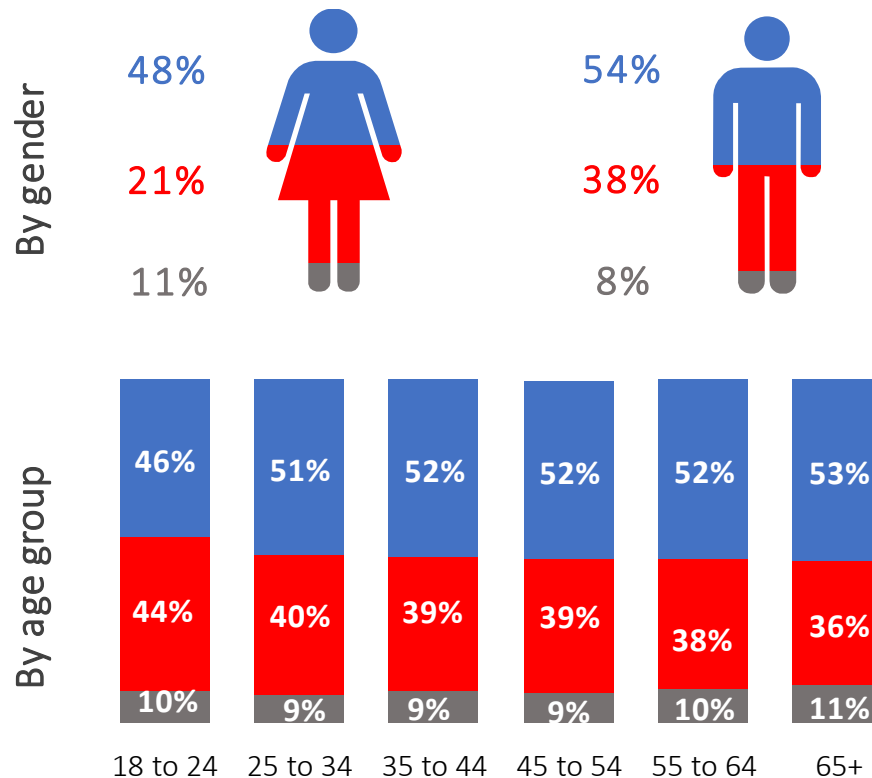
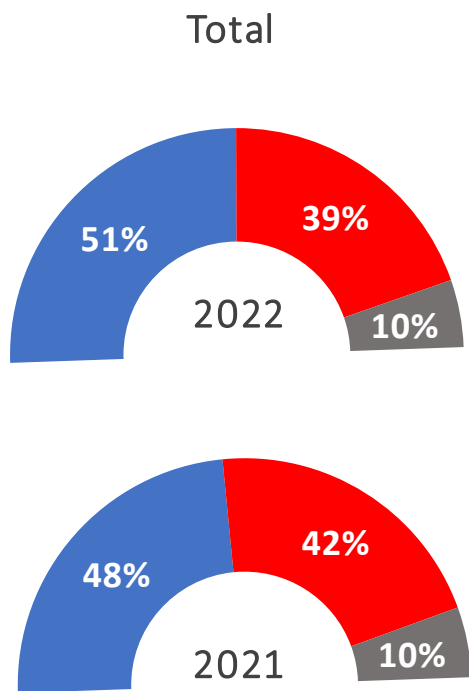


CORPORATE SOCIAL RESPONSABILITY

WWS 2022

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases

Q15 -> 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 education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2022. Base: 29269 cases

Q15 -> 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

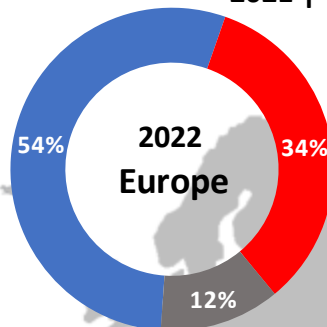
% within total population

YES

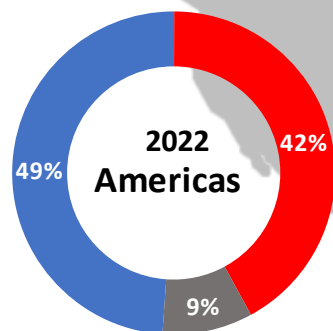
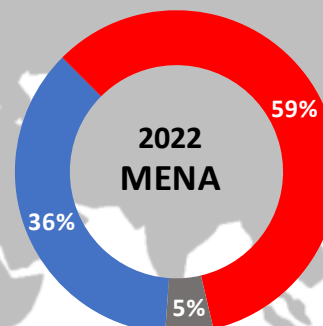
NO

DK/NR

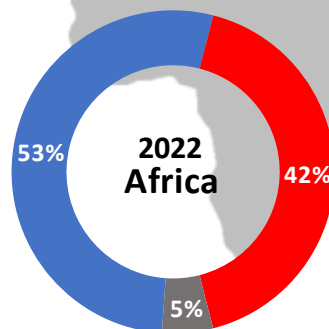
2021 | 48% 39% 13%



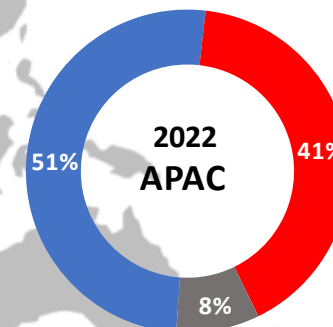
2021 | 35% 60% 5%



2021 | 46% 45% 9%



2021 | 53% 38% 9%

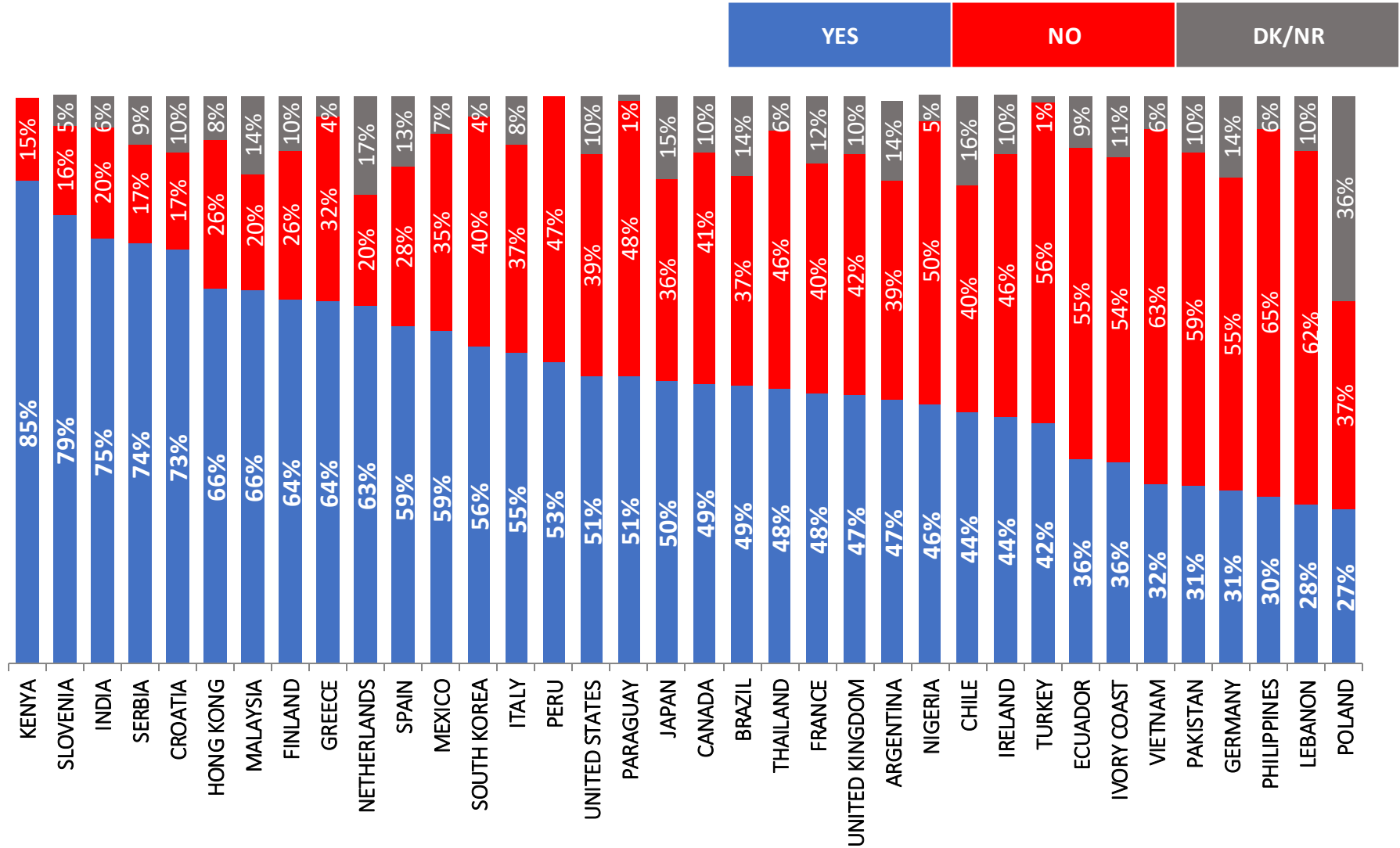


2021 | 50% 40% 10%

Source: WIN 2022. Base: 29269 cases

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases

General knowledge about CSR

% within total population

	YES 2021	YES 2022	
GLOBAL AVERAGE	48%	51%	↑
Kenya	63%	85%	↑
Slovenia	74%	79%	↑
India	74%	75%	↑
Serbia	70%	74%	↑
Croatia	63%	73%	↑
Hong Kong	70%	66%	↓
Malaysia	53%	66%	↑
Finland	62%	64%	↑
Greece	65%	64%	↑
Netherlands	No data	63%	
Spain	53%	59%	↑
México	46%	59%	↑
South Korea	53%	56%	↑
Italy	48%	55%	↑
Peru	44%	53%	↑
United States	53%	51%	↓
Paraguay	55%	51%	↓
Japan	52%	50%	↓
Canada	62%	49%	↓

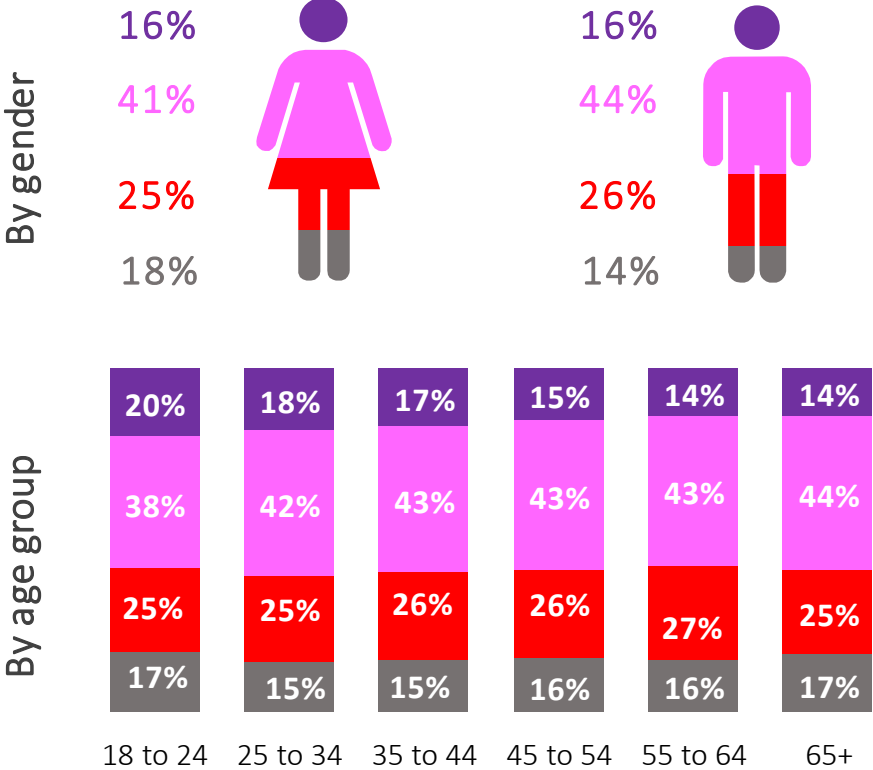
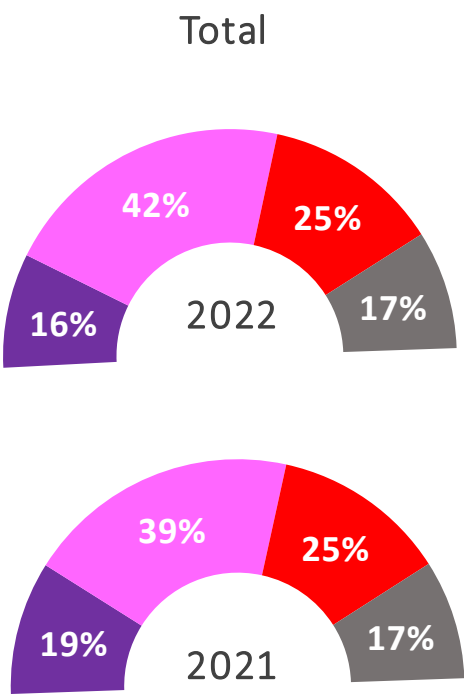
	YES 2021	YES 2022	
Brazil	52%	49%	↓
Thailand	41%	48%	↑
France	43%	48%	↑
Argentina	40%	47%	↑
United Kingdom	40%	47%	↑
Nigeria	43%	46%	↑
Chile	41%	44%	↑
Ireland	38%	44%	↑
Turkey	31%	42%	↑
Ecuador	32%	36%	↑
Ivory Coast	No data	36%	
Vietnam	34%	32%	↓
Pakistan	23%	31%	↑
Germany	31%	31%	=
Philippines	23%	30%	↑
Lebanon	22%	28%	↑
Poland	24%	27%	↑

Source: WIN 2022. Base: 29269 cases

Q15 -> 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



Source: WIN 2022. Base: 29269 cases

Efforts to embrace and promote CSR

% within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



**MOST COMPANIES ARE
SERIOUSLY OPERATING
WITH CSR AND
SUSTAINABILITY**

**MOST COMPANIES ARE
NOT SERIOUSLY DOING IT,
IT IS ONLY APPEARANCE**

**MOST COMPANIES DO NOT
CARE AT ALL ABOUT CSR.
THEY ONLY FOCUS ON
BUSINESS**

DK/NR

Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

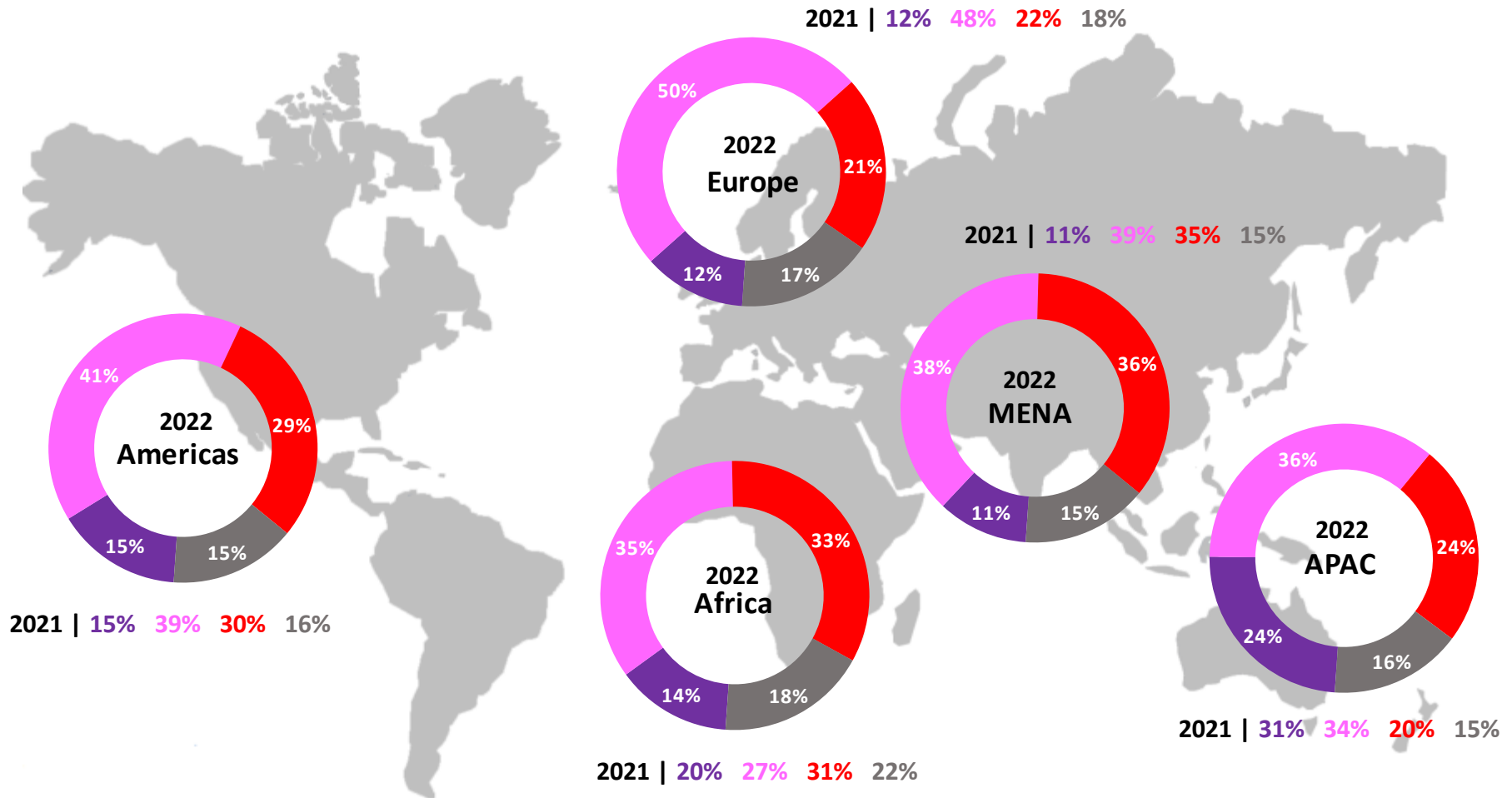
Efforts to embrace and promote CSR % within total population

**MOST COMPANIES
ARE SERIOUSLY
OPERATING WITH
CSR AND
SUSTAINABILITY**

**MOST COMPANIES
ARE NOT SERIOUSLY
DOING IT, IT IS ONLY
APPEARANCE**

**MOST COMPANIES
DO NOT CARE AT ALL
ABOUT CSR. THEY
ONLY FOCUS ON
BUSINESS**

DK/NR



Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR

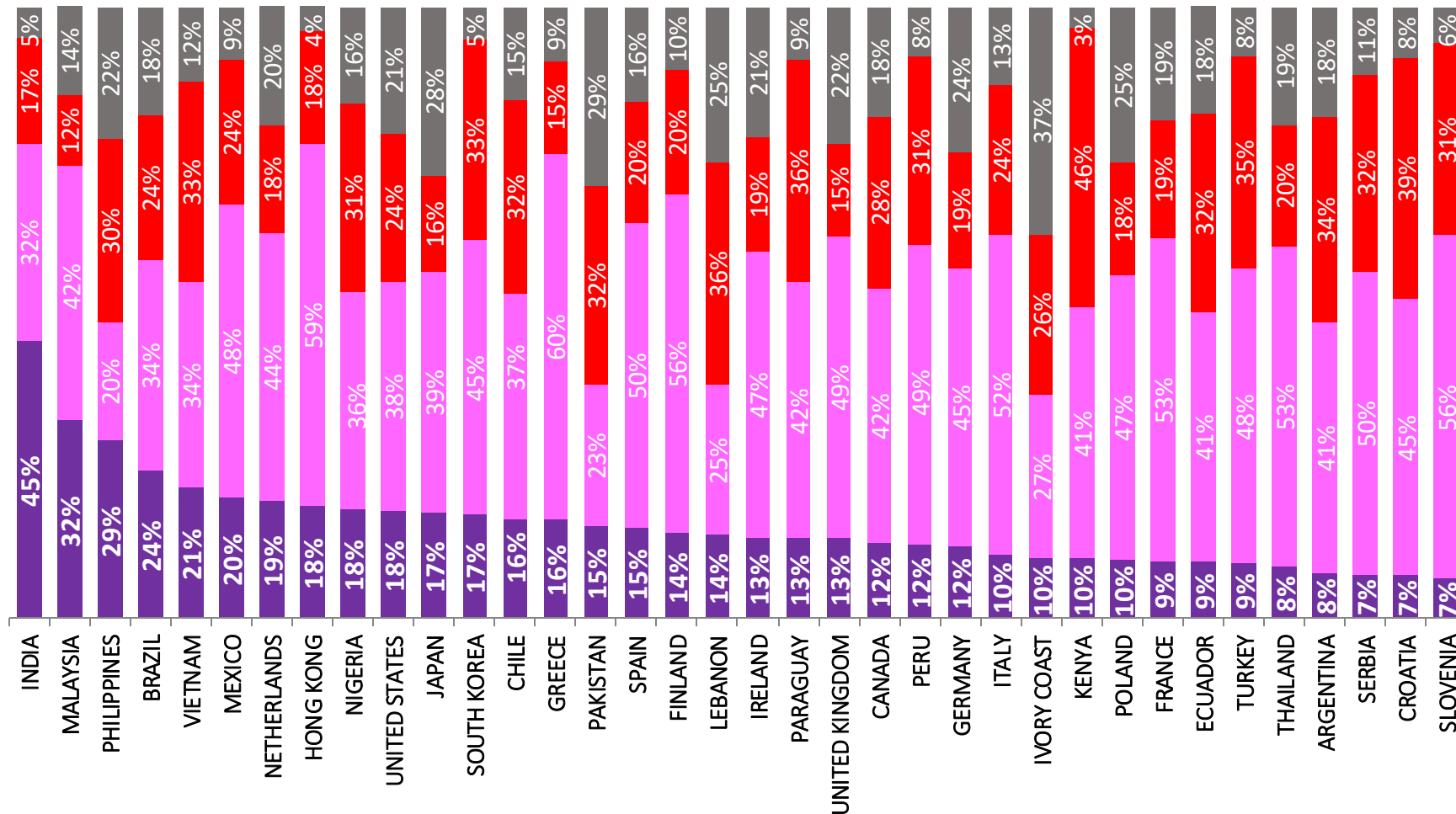
% within total population

**MOST COMPANIES
ARE SERIOUSLY
OPERATING WITH
CSR AND
SUSTAINABILITY**

**MOST COMPANIES
ARE NOT SERIOUSLY
DOING IT, IT IS ONLY
APPEARANCE**

**MOST COMPANIES
DO NOT CARE AT ALL
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BUSINESS**

DK/NR



Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR

% within total population

	SERIOUSLY 2021	SERIOUSLY 2022
GLOBAL AVERAGE	19%	16% ↓
India	44%	45% ↑
Malaysia	26%	32% ↑
Philippines	31%	29% ↓
Brazil	23%	24% ↑
Vietnam	35%	21% ↓
Mexico	11%	20% ↑
Netherlands	No Data	19%
Hong Kong	17%	18% ↑
Nigeria	12%	18% ↑
United States	21%	18% ↓
Japan	18%	17% ↑
South Korea	24%	17% ↓
Chile	9%	16% ↑
Greece	14%	16% ↑
Pakistan	18%	15% ↓
Spain	17%	15% ↓
Finland	16%	14% ↓
Lebanon	13%	14% ↑
Ireland	14%	13% ↓

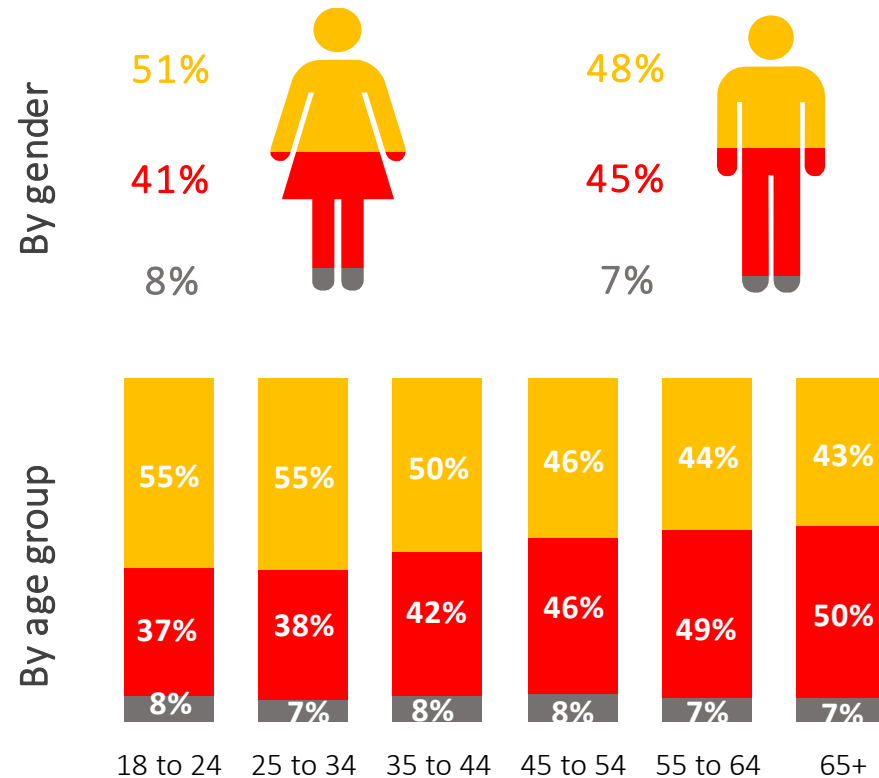
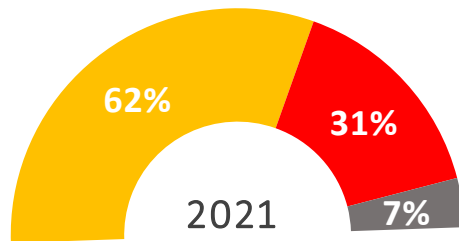
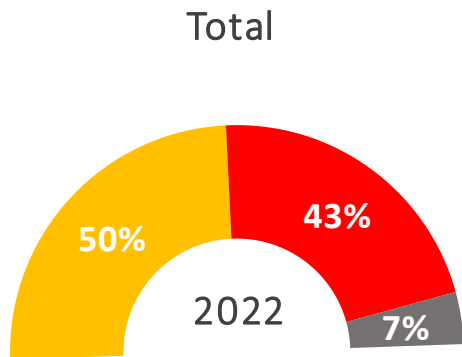
	SERIOUSLY 2021	SERIOUSLY 2022
Paraguay	18%	13% ↓
United Kingdom	12%	13% ↑
Canada	16%	12% ↓
Peru	13%	12% ↓
Germany	13%	12% ↓
Italy	9%	10% ↑
Ivory Coast	No Data	10%
Kenya	29%	10% ↓
Poland	9%	10% ↑
France	10%	9% ↓
Ecuador	12%	9% ↓
Turkey	8%	9% ↑
Thailand	21%	8% ↓
Argentina	11%	8% ↓
Serbia	11%	7% ↓
Croatia	5%	7% ↑
Slovenia	10%	7% ↓

Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

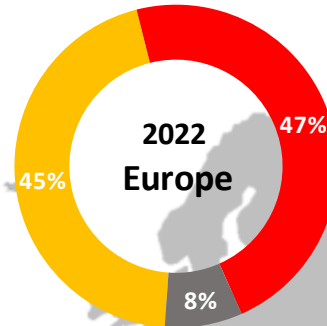
%Within total population

TTB
VERY MUCH/
SOMEWHAT

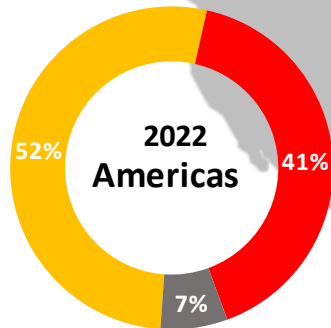
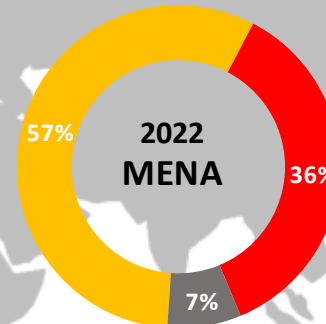
BTB
SLIGHTLY/
NOT AT ALL

DK/NR

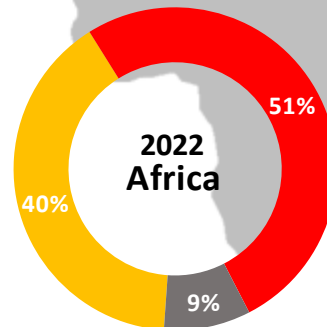
2021 | 54% 39% 7%



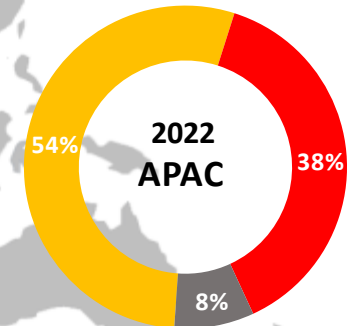
2021 | 71% 25% 4%



2021 | 64% 31% 5%



2021 | 63% 24% 13%



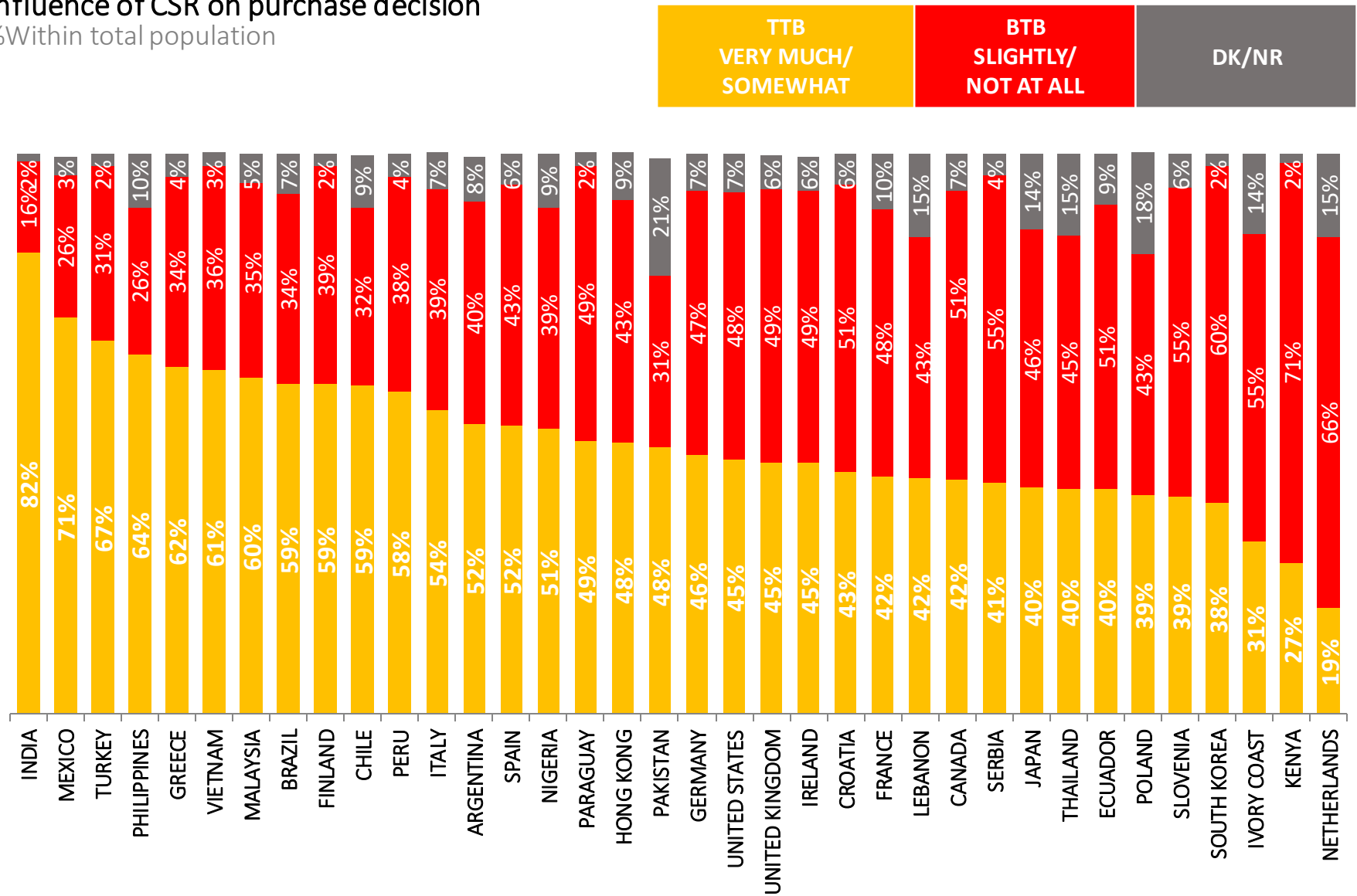
2021 | 66% 26% 8%

Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population

	TTB 2021	TTB 2022	
GLOBAL AVERAGE	62%	50%	↓
India	85%	82%	↓
Mexico	70%	71%	↑
Turkey	80%	67%	↓
Philippines	59%	64%	↑
Greece	71%	62%	↓
Vietnam	81%	61%	↓
Malaysia	64%	60%	↓
Brazil	72%	59%	↓
Finland	60%	59%	↓
Chile	75%	59%	↓
Peru	74%	58%	↓
Italy	67%	54%	↓
Argentina	58%	52%	↓
Spain	57%	52%	↓
Nigeria	60%	51%	↓
Paraguay	60%	49%	↓
Hong Kong	49%	48%	↓
Pakistan	53%	48%	↓
Germany	51%	46%	↓

	TTB 2021	TTB 2022	
United States	49%	45%	↓
United Kingdom	44%	45%	↑
Ireland	53%	45%	↓
Croatia	56%	43%	↓
France	52%	42%	↓
Lebanon	78%	42%	↓
Canada	57%	42%	↓
Serbia	61%	41%	↓
Japan	53%	40%	↓
Thailand	56%	40%	↓
Ecuador	47%	40%	↓
Poland	45%	39%	↓
Slovenia	42%	39%	↓
South Korea	72%	38%	↓
Ivory Coast	No Data	31%	
Kenya	66%	27%	↓
Netherlands	No Data	19%	

Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

METHODOLOGY

Total of 29739 surveys worldwide

Dates: Oct 9th to Dec 10th 2022

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	621	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	1000	NATIONAL
CANADA	LEGER	CAWI	1000	NATIONAL
CHILE	Activa Research	CAWI	1004	NATIONAL
CROATIA	Mediana Fides	CAWI	540	NATIONAL
ECUADOR	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL
FINLAND	Taloustutkimus Oy	CAWI	1042	NATIONAL
FRANCE	BVA	CAWI	1000	NATIONAL
GERMANY	Produkt+Markt	CAWI	1000	NATIONAL
GREECE	Alternative Research Solutions	CAWI	500	NATIONAL
HONG KONG	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL
REPUBLIC OF IRELAND	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL
ITALY	BVA Doxa	CAWI	1001	NATIONAL
IVORY COAST	EMC SARL	CATI	508	NATIONAL
JAPAN	Nippon Research Center, LTD.	CAWI	1236	NATIONAL
KENYA	Mind Pulse Research & Consulting Ltd	CATI	500	Key Urban Areas
LEBANON	REACH SAL	CATI	500	NATIONAL
MALAYSIA	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL
MEXICO	Brand Investigation S.A de C.V	Online	535	NATIONAL

METHODOLOGY

Total of 29739 surveys worldwide

Dates: Oct 9th to Dec 10th 2022

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
NIGERIA	Market Trends International	CATI	1003	NATIONAL
PAKISTAN	Gallup Pakistan	CATI	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	CATI	501	NATIONAL
PERU	Datum Internacional	CAWI	1003	URBAN NATIONAL
PHILIPPINES	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL
POLAND	Mareco Polska	CAWI	509	NATIONAL
REPUBLIC OF KOREA	Gallup Korea	CAPI	1549	NATIONAL
SERBIA	Mediana Adria	CAWI	520	NATIONAL
SLOVENIA	Mediana	CAWI	501	NATIONAL
SPAIN	Instituto DYM	CAWI	1006	NATIONAL
THAILAND	Infosearch Limited	CAPI	500	NATIONAL
THE NETHERLANDS	Motivaction International B.V.	CAPI	1011	NATIONAL
TURKEY	Barem	CATI	708	NATIONAL
UNITED KINGDOM	ORB International	CAWI	1018	NATIONAL
USA	LEGER	CAWI	1000	NATIONAL
VIETNAM	Indochina Research	CAPI	800	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho