



CORPORATE SOCIAL RESPONSABILITY

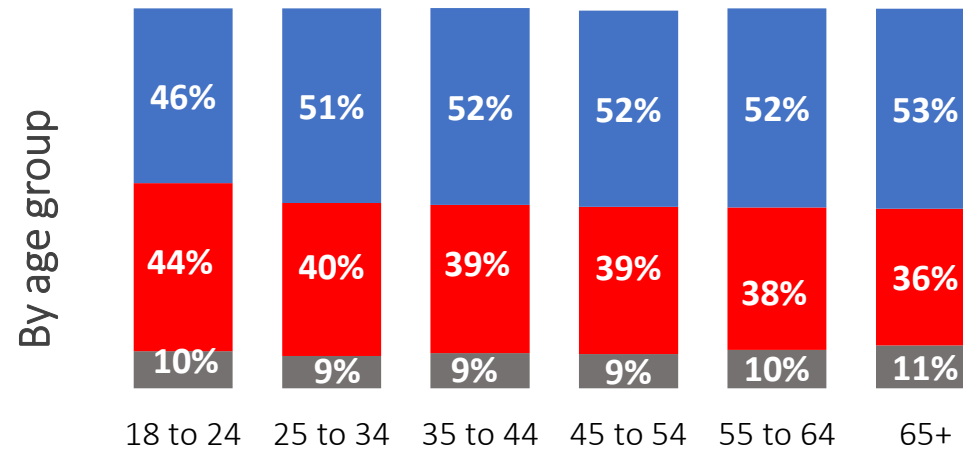
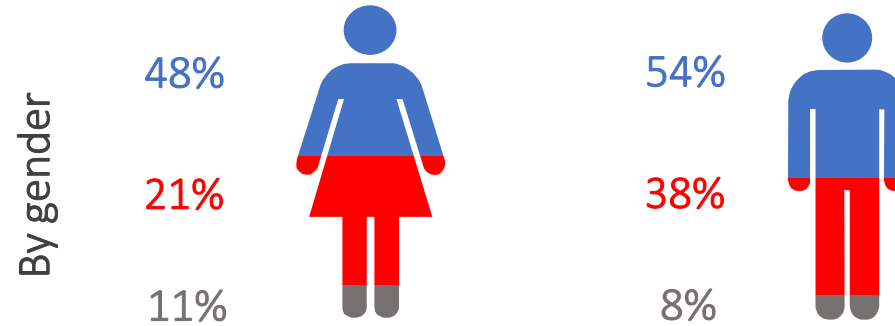
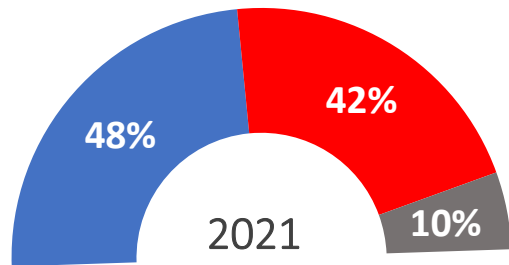
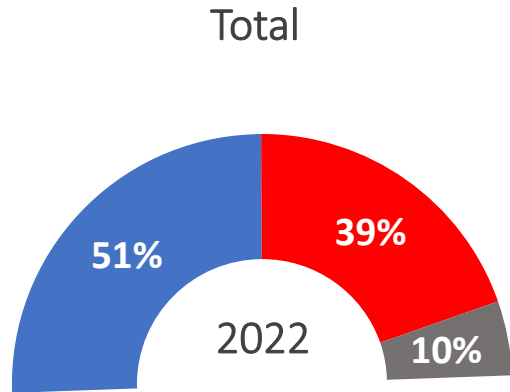


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Of Market Research

WWS 2022

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases

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



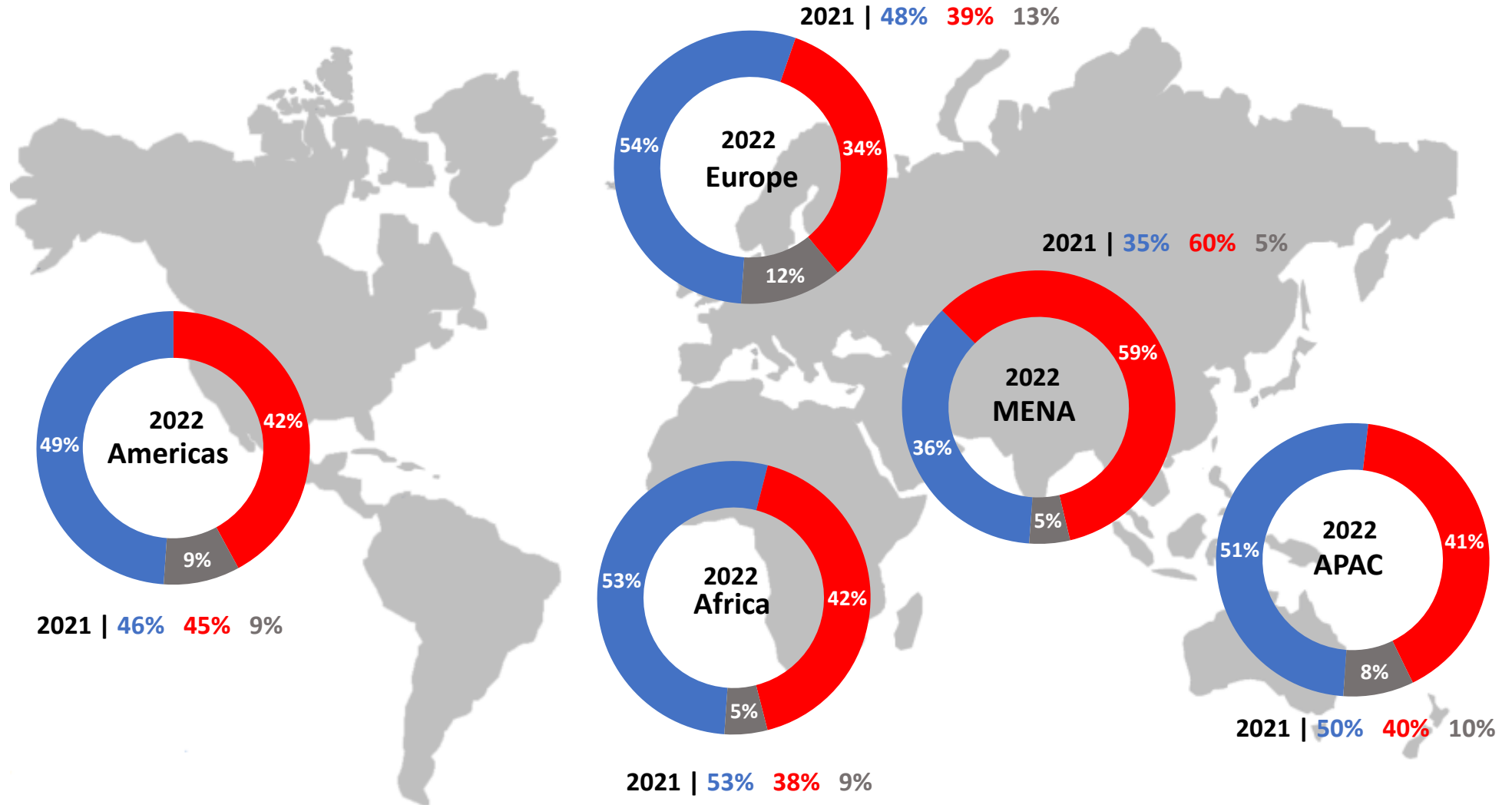
Retired/Disabled



Source: WIN 2022. Base: 29269 cases

General knowledge about CSR

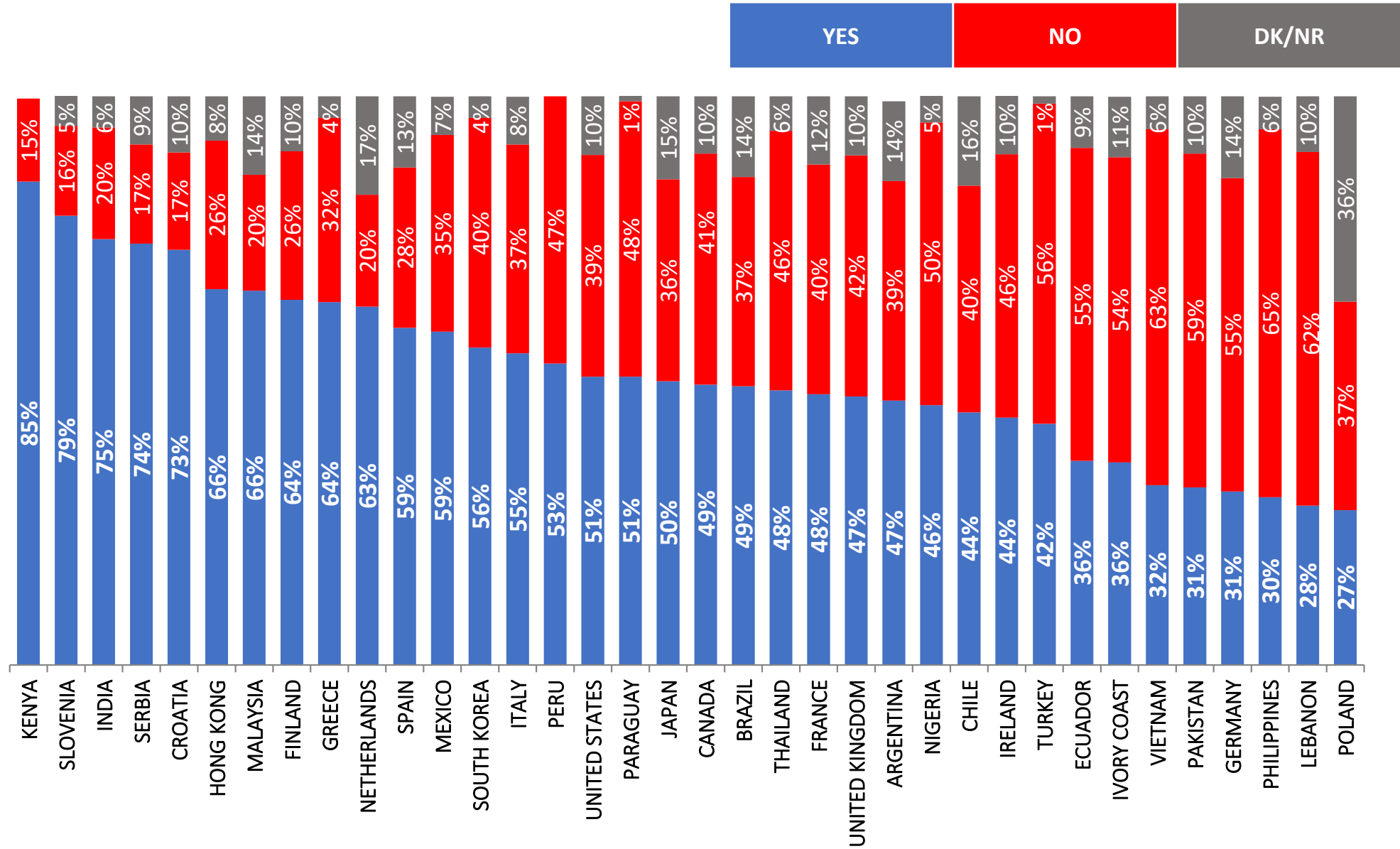
% within total population



Source: WIN 2022. Base: 29269 cases

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases



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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

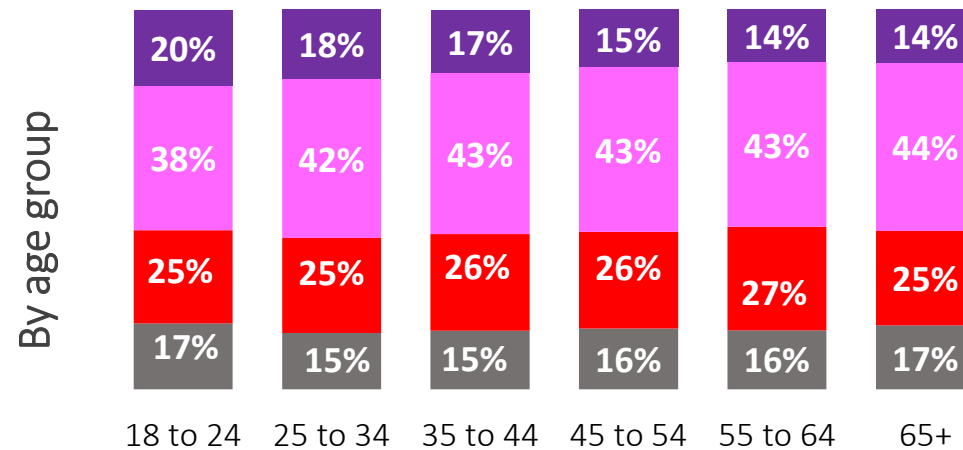
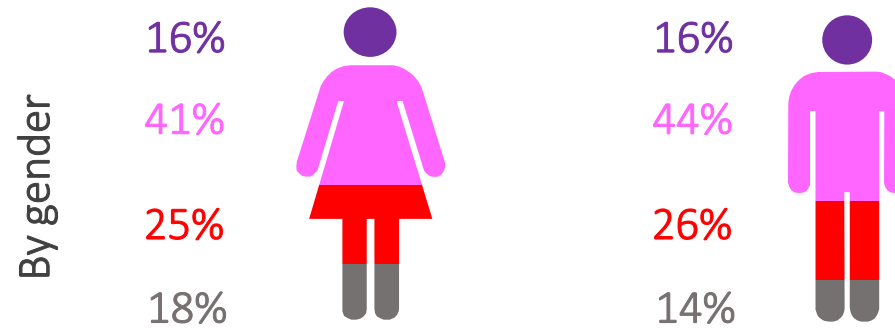
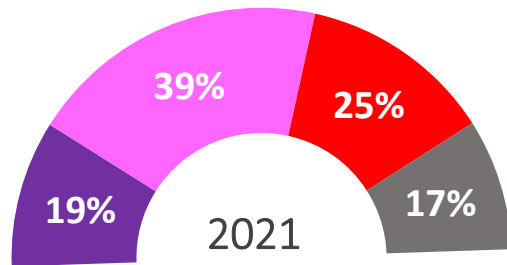
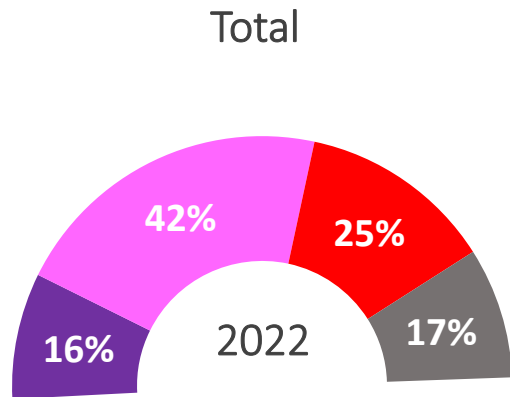
| | YES 2021 | YES 2022 | |
|-----------------------|----------|----------|---|
| GLOBAL AVERAGE | 48% | 51% | ↑ |
| Kenya | 63% | 85% | ↑ |
| Slovenia | 74% | 79% | ↑ |
| India | 74% | 75% | ↑ |
| Serbia | 70% | 74% | ↑ |
| Croatia | 63% | 73% | ↑ |
| Hong Kong | 70% | 66% | ↓ |
| Malaysia | 53% | 66% | ↑ |
| 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

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



Source: WIN 2022. Base: 29269 cases



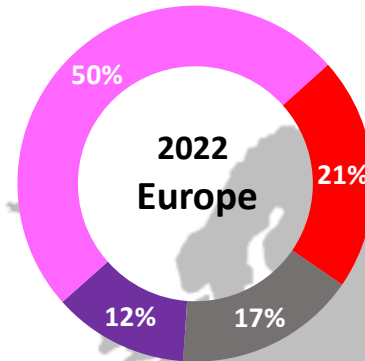
Worldwide Independent Network Of Market Research

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

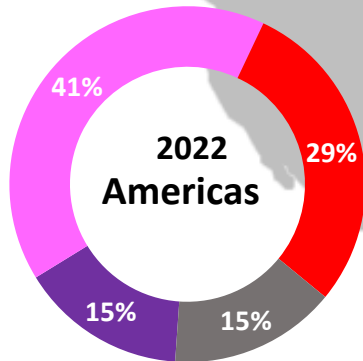
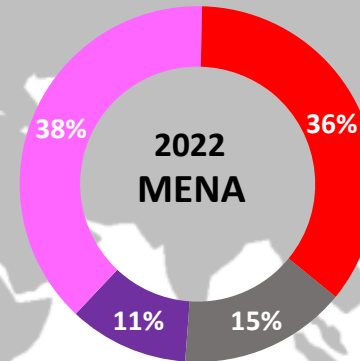
Efforts to embrace and promote CSR
% within total population



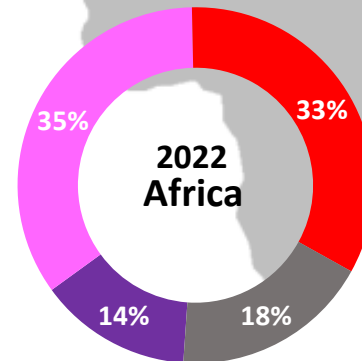
2021 | 12% 48% 22% 18%



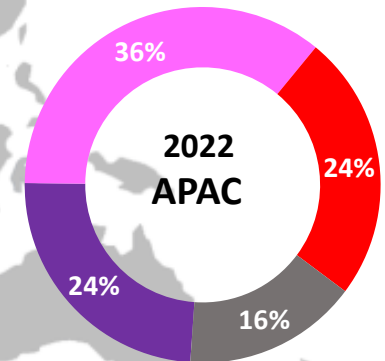
2021 | 11% 39% 35% 15%



2021 | 15% 39% 30% 16%



2021 | 20% 27% 31% 22%



2021 | 31% 34% 20% 15%

Source: WIN 2022. Base: 29269 cases



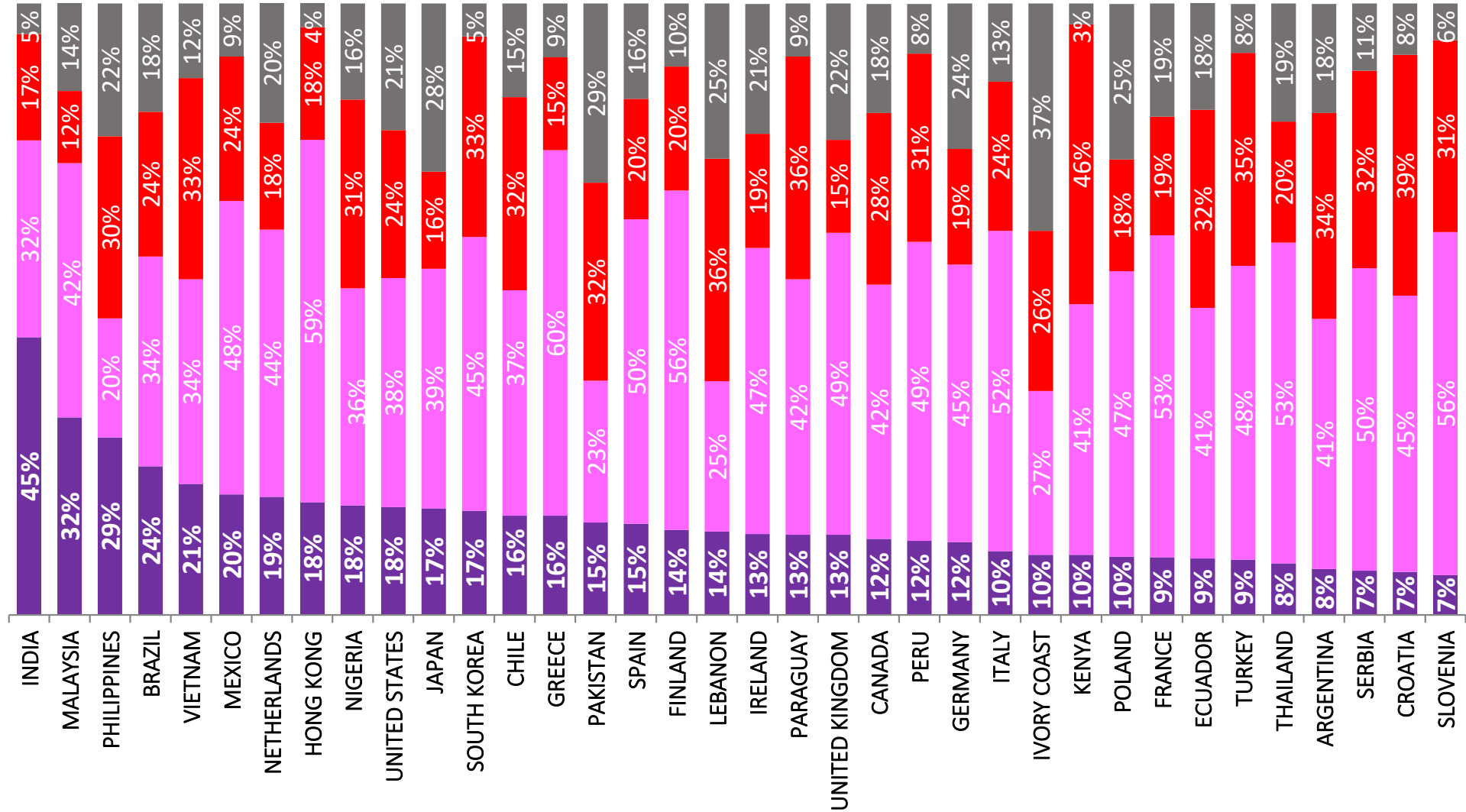
Worldwide Independent Network Of Market Research

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



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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

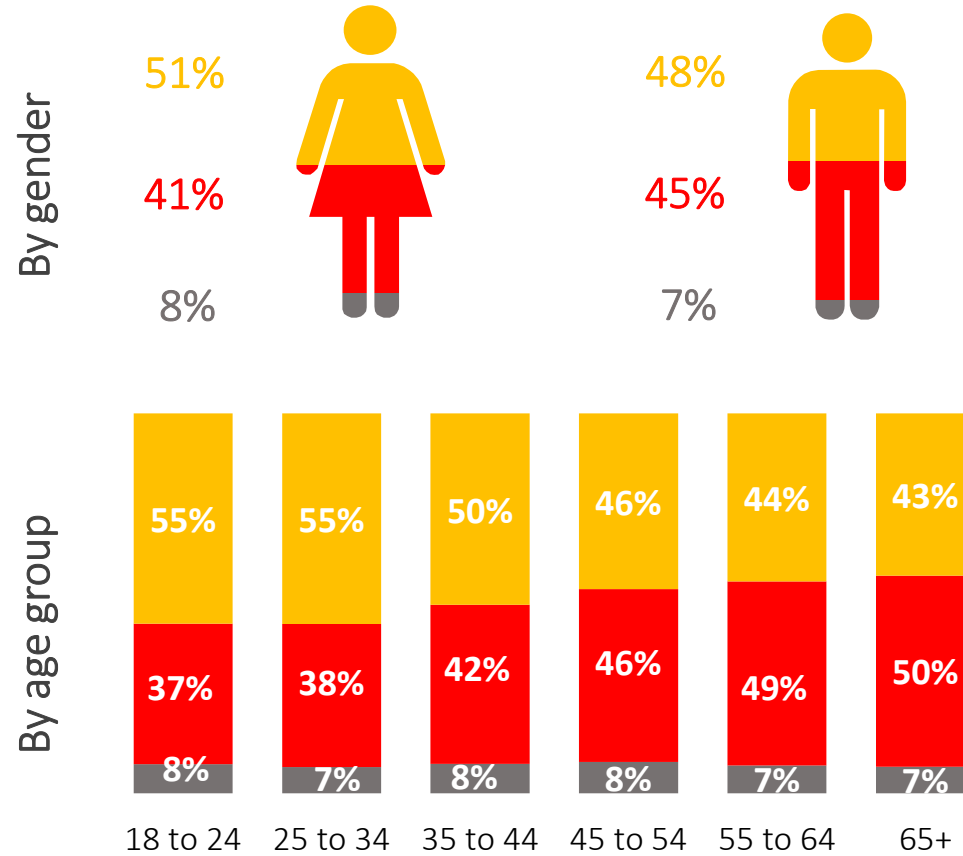
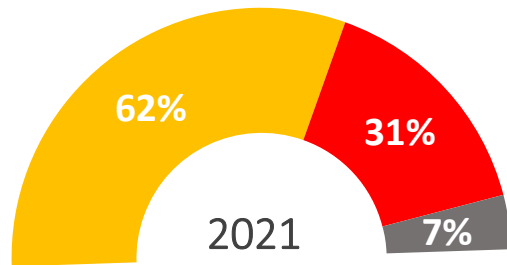
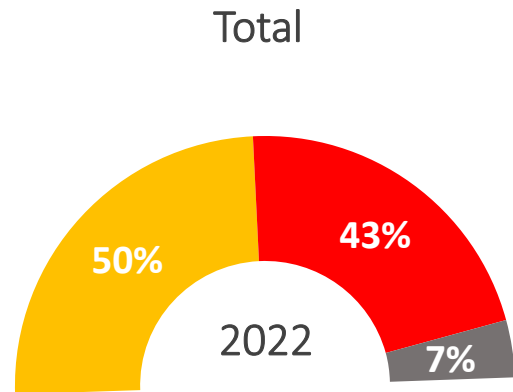


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Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases

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



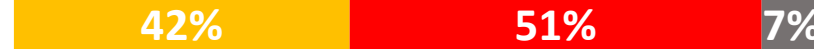
Student



Housewife



Retired/Disabled



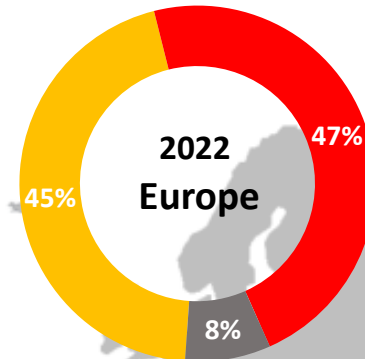
Source: WIN 2022. Base: 29269 cases

Influence of CSR on purchase decision

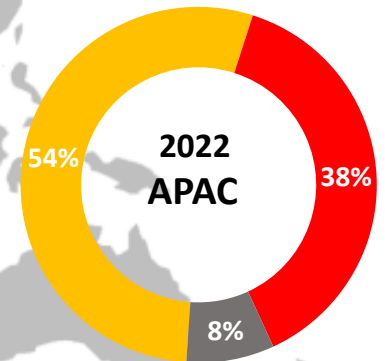
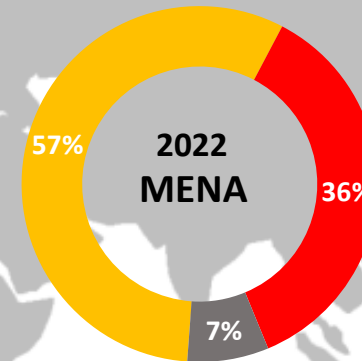
%Within total population



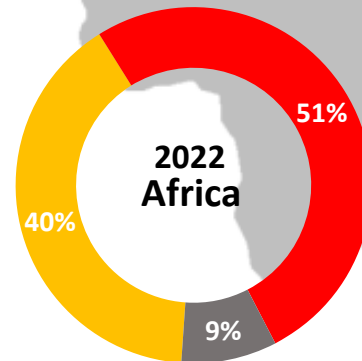
2021 | 54% 39% 7%



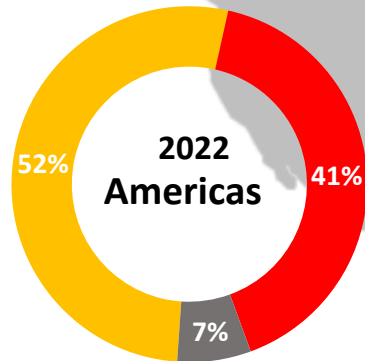
2021 | 71% 25% 4%



2021 | 66% 26% 8%



2021 | 63% 24% 13%

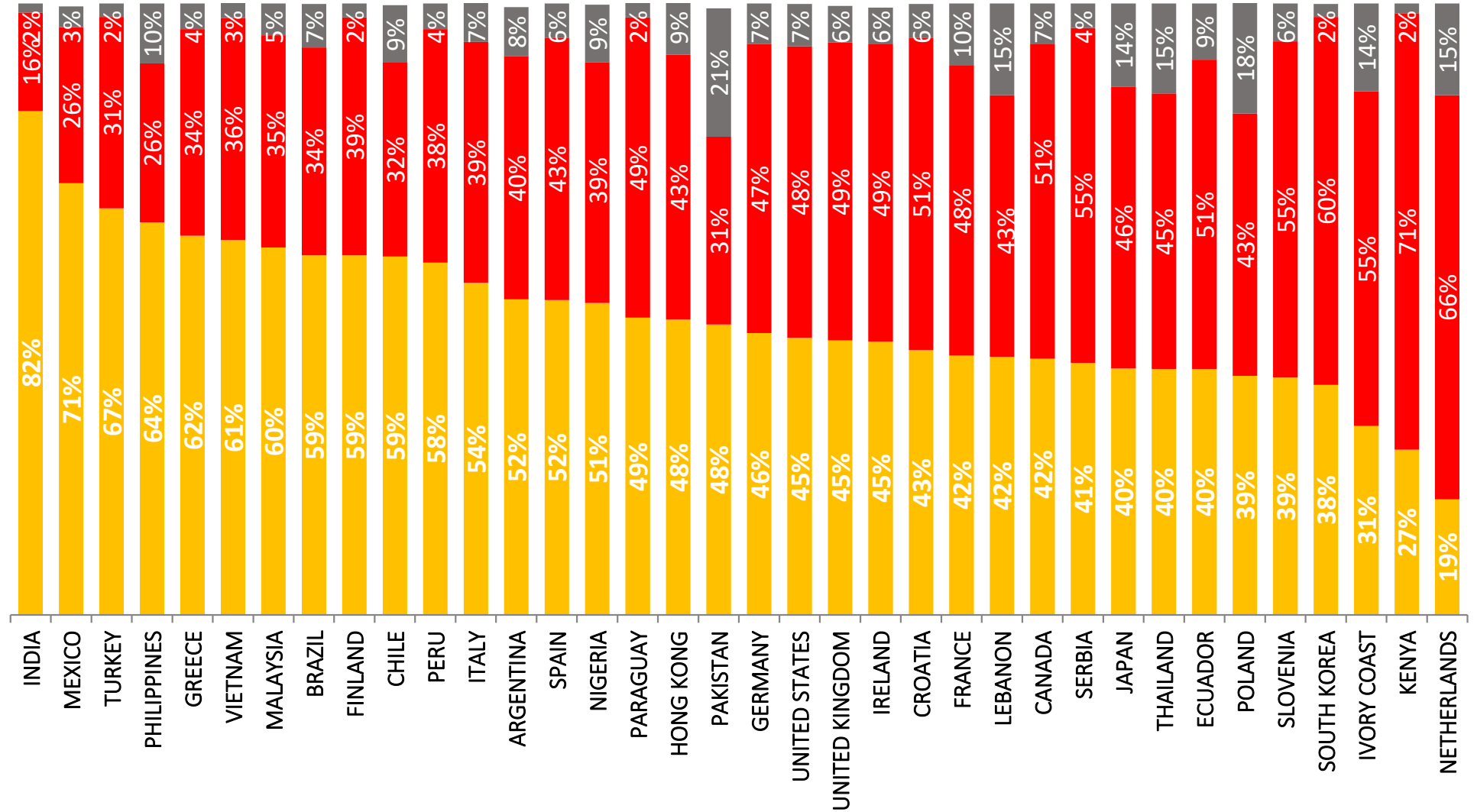


2021 | 64% 31% 5%

Source: WIN 2022. Base: 29269 cases

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases



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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

METHODOLOGY

| 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 Nand, Can Tho |