57% of employees surveyed feel that Corporate America needs to play a more active role in addressing important societal issues.

The other 43% feel that Corporate America needs to strictly confine their activities to being financially prosperous and providing employment.

Roughly half of Corporate America sees this as something that’s gaining momentum.

- 50% feel their company and/or CEO is facing growing internal and/or external pressure to be more vocal on important societal issues.
- 45% say Corporate America’s role in addressing societal issues is more important than it was a year ago.
- 44% foresee Corporate America’s role increasing over the next year in addressing societal issues.

From a list of 23 specific issues, a decisive majority of employees would like to see their employer “use its influence to take a public stand and/or be more vocal” on 14 of them.

Q: Would you like to see your employer use its influence to take a public stand and/or be more vocal on any of the following issues?
35% of employees surveyed feel their CEO has his or her finger on the pulse of employee attitudes towards important societal issues.

The other 65% either say their CEO does not have his or her finger on the pulse of employee attitudes towards important societal issues (31%) or they are simply unsure (34%).

The c-suite needs to communicate to employees that important societal issues are on the company’s radar. As highlighted in the table below, whether or not a CEO is perceived to have his or her finger on the pulse of employee attitudes towards important societal issues has a significant impact on how employees view their company and their connectedness to it.

<table>
<thead>
<tr>
<th>% AGREE among those those respondents who feel their company’s CEO has his/her finger on the pulse of employees’ attitudes</th>
<th>% AGREE among those those respondents who DO NOT feel their company’s CEO has his/her finger on the pulse of employees’ attitudes</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be very likely to recommend my company as a place to work</td>
<td>94%</td>
</tr>
<tr>
<td>I believe my company’s values align with my own personal values</td>
<td>96%</td>
</tr>
<tr>
<td>I am kept well informed of my company’s positions on important societal issues</td>
<td>92%</td>
</tr>
<tr>
<td>My company lives its values</td>
<td>96%</td>
</tr>
</tbody>
</table>
45% of respondents say a company’s actions on important societal issues impact their employment decisions.

The other 55% do not hold this point of view.

In terms of how corporate activism impacts employee engagement, this survey finds that there’s a benefit to taking action on important societal issues.

If my company and/or CEO made a real effort to make a difference on an important societal issue, I would be:

- 62% more likely to recommend my company as a place to work
- 59% more likely to recommend my company’s products/services
- 58% more likely to continue working for the company long-term
- 54% more likely to make positive comments about my company on social media
- 53% more likely to increase my overall level of engagement in my work each day

Conversely, there is a cost associated with inaction.

If my company and/or CEO made zero effort to make a difference on an important societal issue, I would be:

- 49% less likely to recommend my company as a place to work
- 41% less likely to recommend my company’s products/services
- 38% less likely to continue working for the company long-term
- 36% less likely to reduce my overall level of engagement in my work each day
- 27% more likely to make negative comments about my company on social media
The other 85% are not activists.

Povaddo defines “activist” employees as those who check the box on all four of these measures.

- Strongly agree that it is important to work for a company that shares their values.
- Would like to see their company and/or CEO be more vocal on important societal issues.
- Are very interested in news, politics, and current events.
- Agree that it’s important to work for a company that’s not afraid to be vocal on important societal issues.

Percentage of “activist” employees by key demographic subgroups:

- Millennials: 26%
- Gen X: 12%
- Boomers: 9%
- Female: 17%
- Male: 12%
- Republican: 15%
- Democrat: 22%
- Independent/Other: 9%
- Management: 20%
- Non-management: 8%
ABOUT THIS STUDY
Povaddo conducted an online survey of n=1,236 individuals throughout the United States who work for companies with annual revenues of at least $1 billion.

• The sample was drawn from Research Now’s panel of over 11 million deeply-profiled individuals.
• The margin of error associated with a sample of this type is ± 2.8%.
• The survey was fielded April 3-10, 2017.
• This survey was funded by Povaddo and it was not conducted on behalf of any outside organization.
• This document provides a high-level snapshot of select key findings. The full survey is available at www.povaddo.com and additional insights can be obtained by contacting our team at info@povaddo.com.

We would like to thank and acknowledge several people who contributed and helped us shape the development of our survey, including:

• Carol Cone & Tayla Bosch, Partners, Carol Cone on Purpose
• John Onoda, Principal, Onoda Consulting
• Daniel Aronson, Founder, Valutus
• Andrew Winston, President, Eco-Strategies
• Adam Dear, Account Director, Research Now

ABOUT POVADDO
Povaddo is an opinion research and issues management consultancy comprised of experts in the fields of corporate and public affairs, business transformation, and social impact.

• At Povaddo, we help our clients understand complex business and societal issues through opinion research and data-driven insights.
• We use our insights as the foundation upon which we develop, design and measure a variety of public affairs and social impact programs that enable our clients to successfully address business-critical issues.
• Headquartered in St. Louis, Missouri, the Povaddo team has provided strategic counsel for clients in a variety of industries and managed societal research studies in nearly 100 countries across six continents. For more information, please visit www.povaddo.com.