



CORPORATE AMERICA'S pov*

A Povaddo Survey Examining Corporate Activism and
Employee Engagement Inside FORTUNE® 1000 Companies

{ * point of view }

JUNE 2017

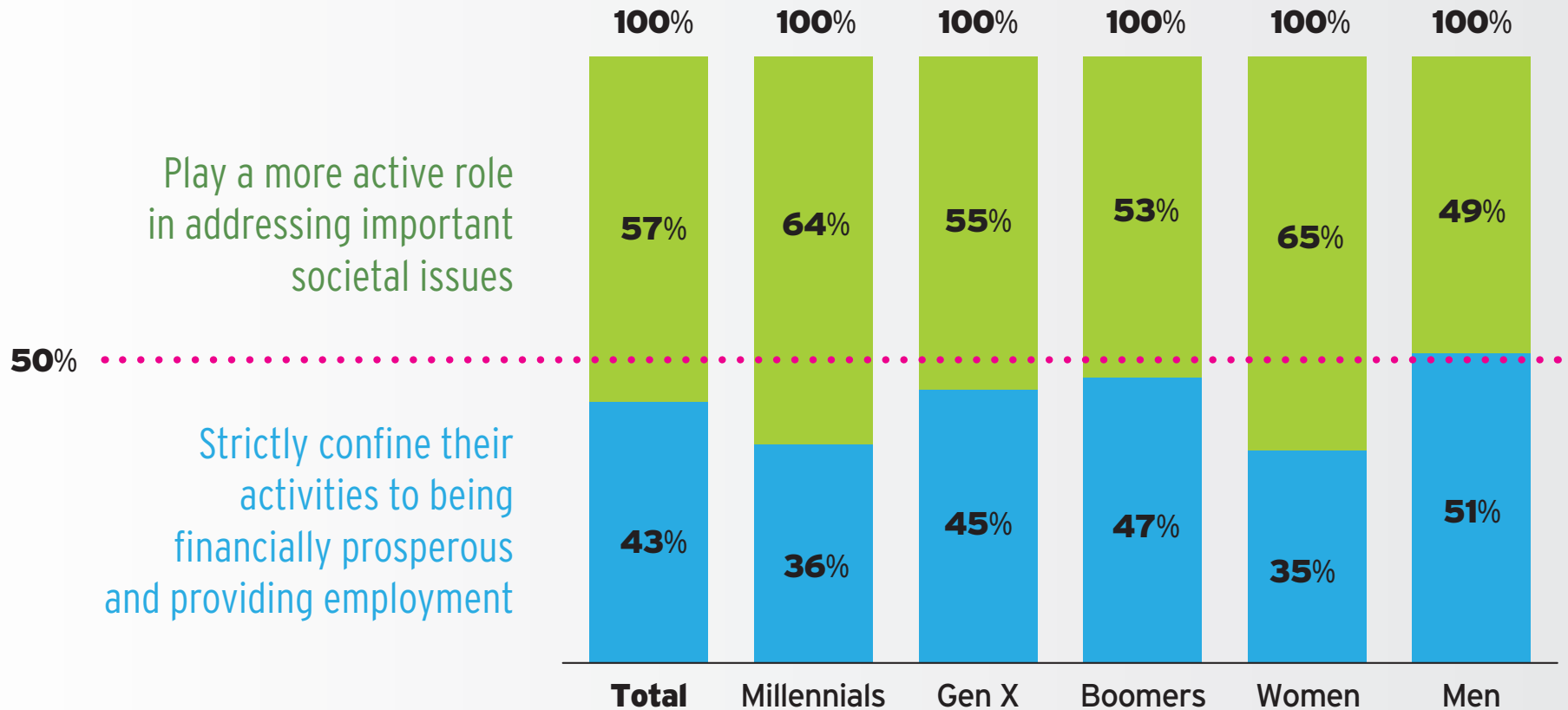
povaddo
inspiring insights

Survey Details

- 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 $\pm 2.8\%$
- 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

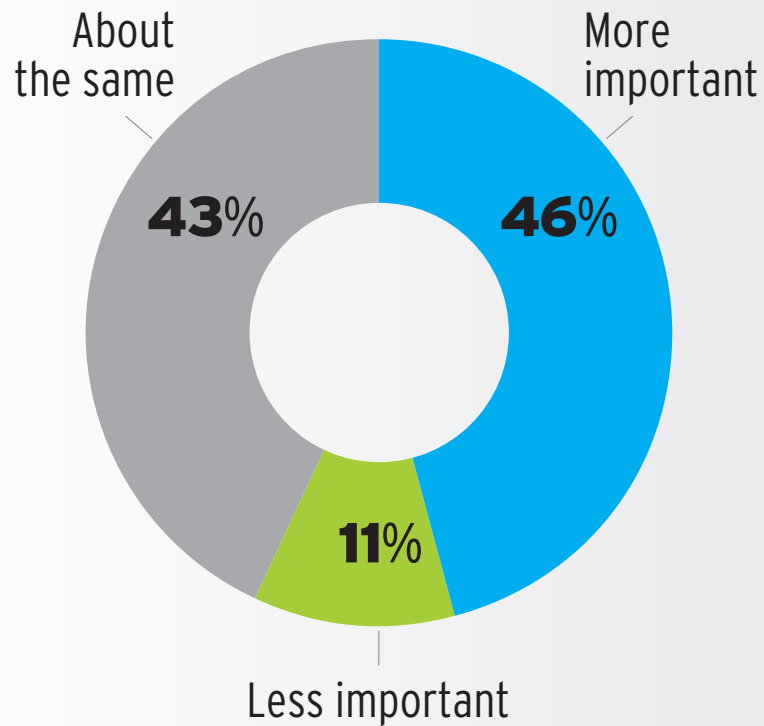
More than half of those working in America's largest companies feel that Corporate America needs to play a more active role in addressing important societal issues.

Q: Generally speaking, do you feel Corporate America needs to...

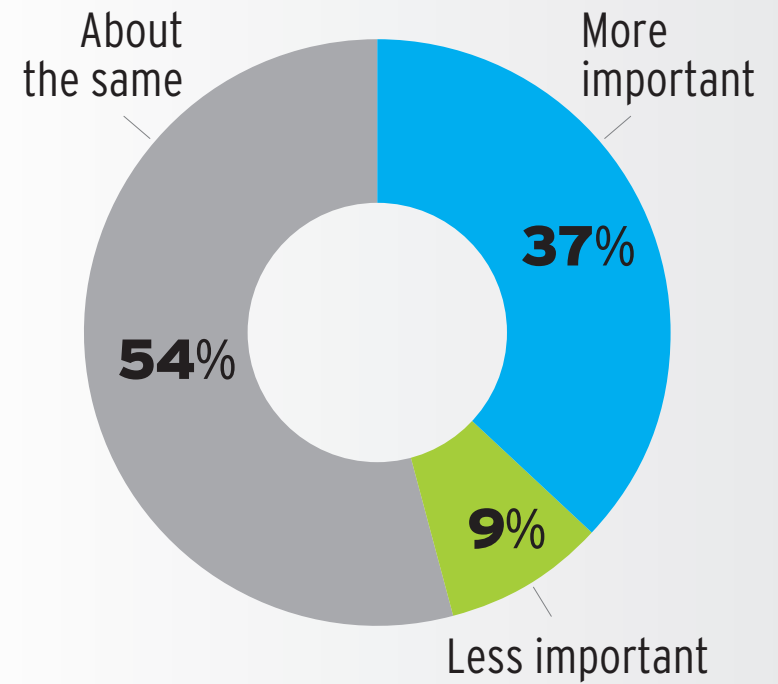


Roughly half of Corporate America sees this as something that's gaining momentum.

Q: Do you feel **Corporate America's role** in addressing societal issues is more important than it was a year ago, less important, or about the same?



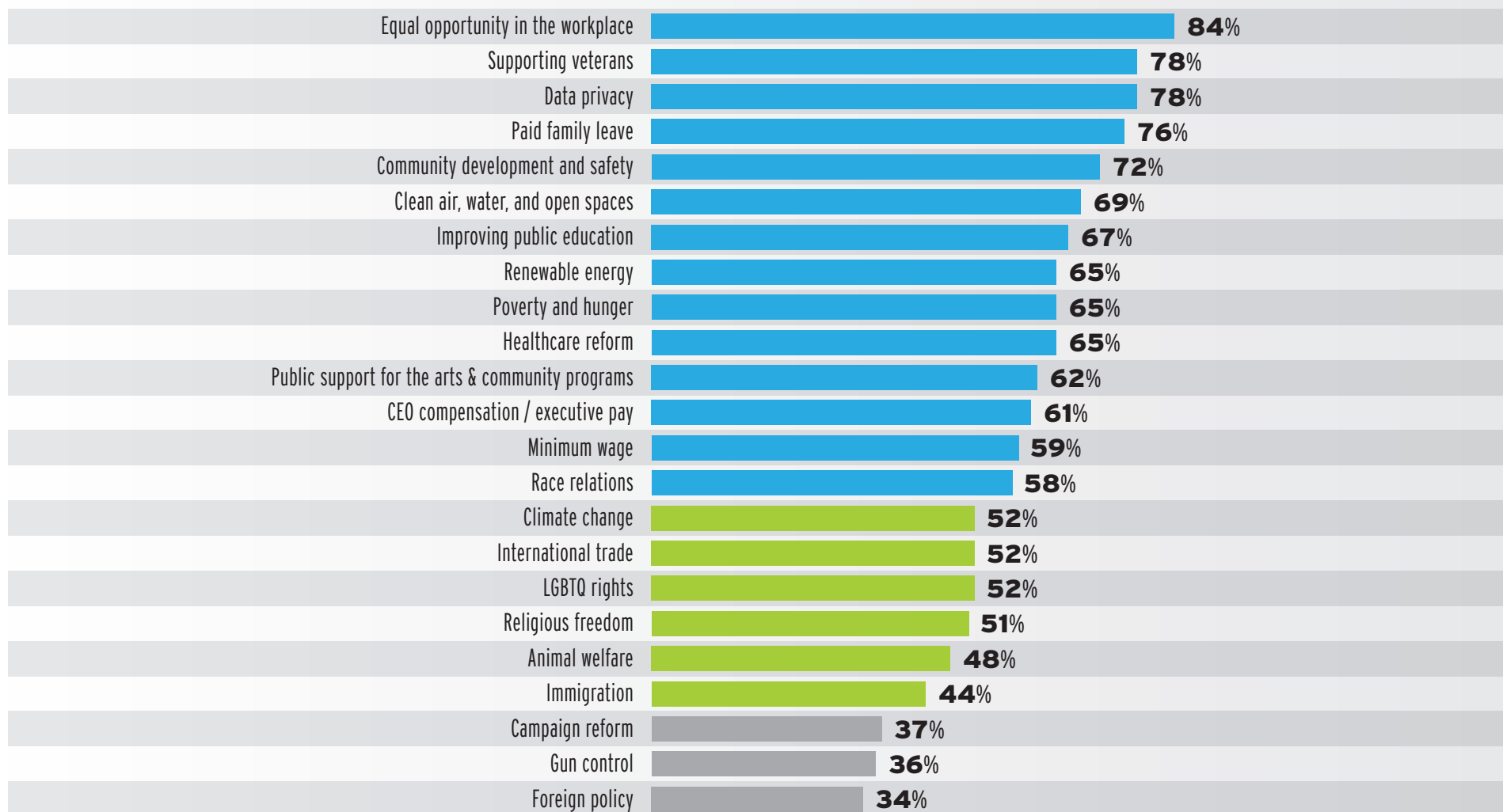
Q: Do you feel that **your company's role** in addressing societal issues is more important than it was a year ago, less important, or about the same?



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.

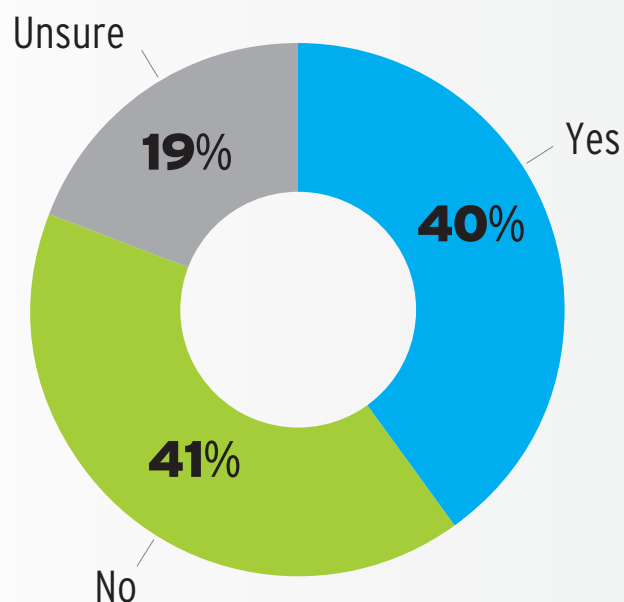
Q: Would you like to see your employer use its influence to take a public stand and/or be more vocal on any of the following issues?

● Majority support ● Mixed support ● Low support



However, “taking action” does not necessarily mean employees want their company or CEO to be more vocal on important societal issues.

Q: Would you like to see your company and/or your CEO be more vocal on important societal issues?



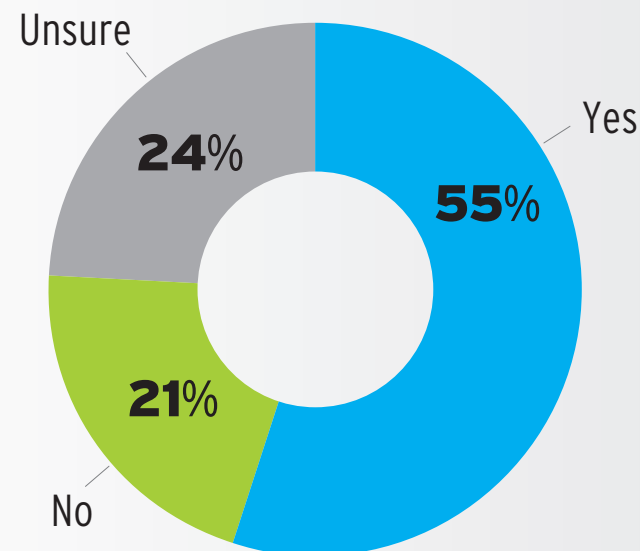
Engineering & Construction [n=63]	62%
Telecommunications [n=46]	52%
Business Services [n=60]	50%
Technology [n=118]	47%
Energy [n=38]	42%
Financials [n=177]	40%
Health Care [n=120]	39%
Retailing [n=107]	36%
Industrials [n=36]	36%
Food, Beverages & Tobacco [n=29]	34%
Transportation [n=57]	32%
Aerospace & Defense [n=60]	28%

Those who would like to see their company or CEO be more vocal are truly invested and want to see real engagement on societal issues within their company.

Q: How would you like to see your company and/or your CEO be more vocal on important societal issues? Select yes or no for each of the following.

	% YES
Introduce new company policies or operations to support the issue	87%
Rally support among the company's employees via internal communications	82%
Make donations to groups aligned with the company's positions	81%
Make public statements via the press and social media	81%
Oppose government policies that go against the company's positions	79%
Engage in issue advertising or cause-related marketing	71%
Pursue litigation on issues and/or policies that go against the company's positions	61%

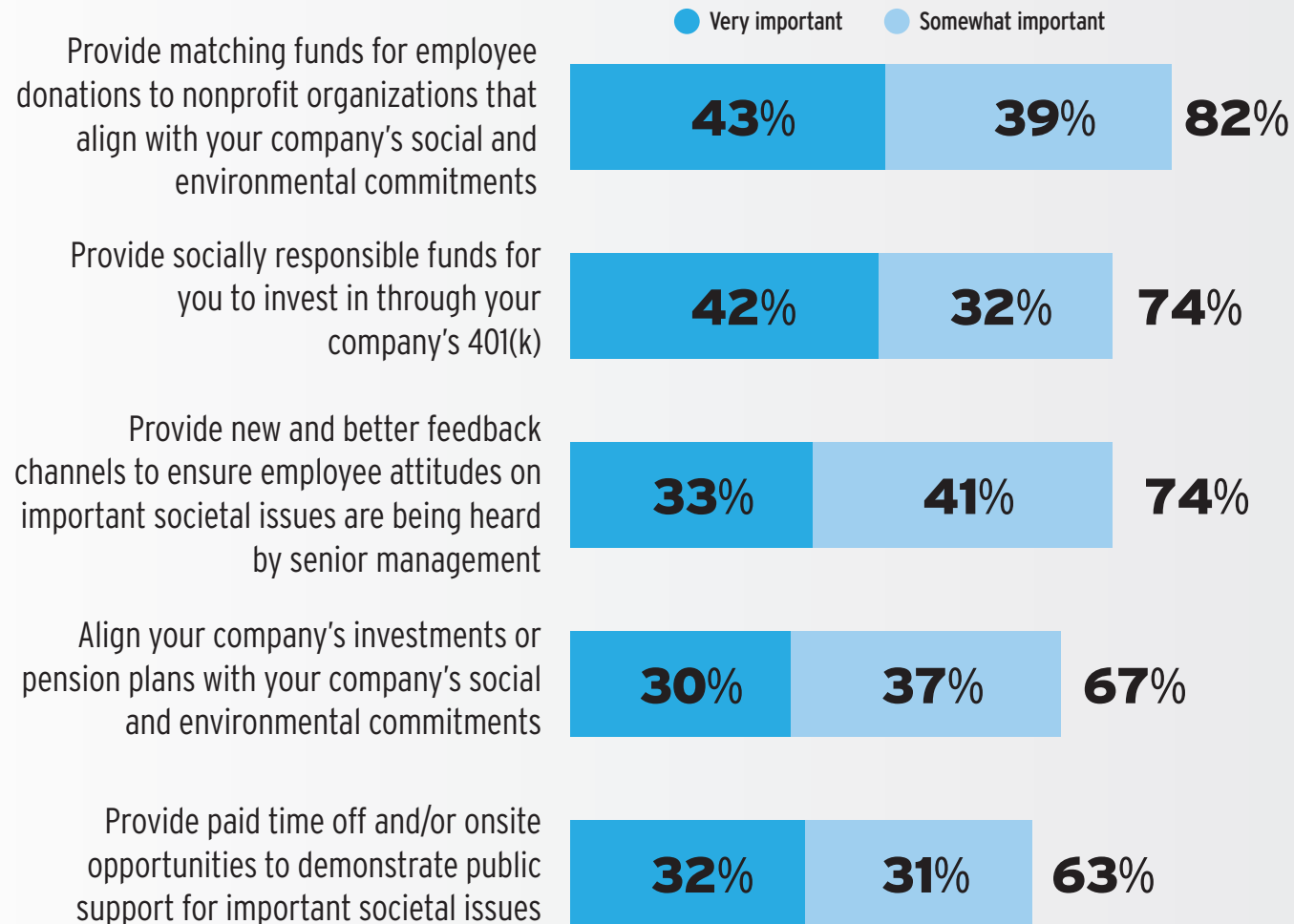
Q: Would you want your company and/or CEO to be more vocal on important societal issues even if it opened the door to reactions from governments or customers that could lead to business setbacks, loss of jobs and salary freezes?



Asked only among the 40% of respondents who would like to see their company and/or CEO be more vocal on important societal issues (n=496)

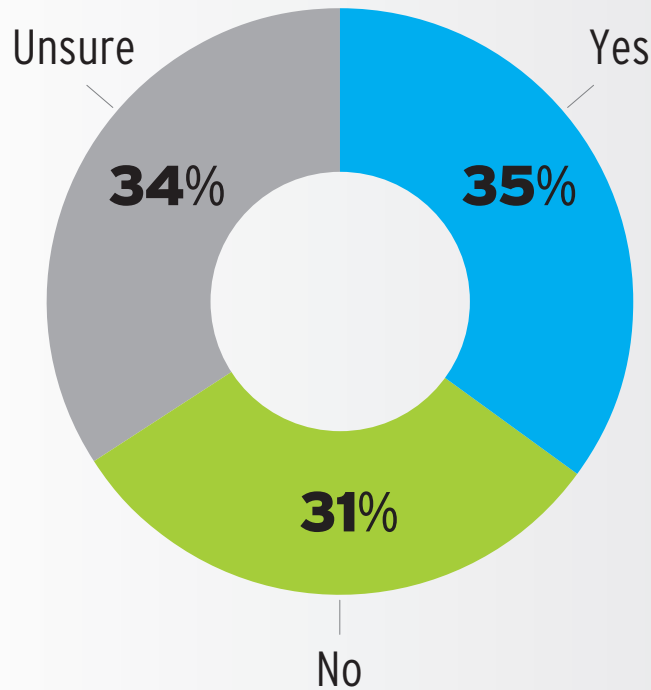
Most employees want opportunities to make an impact on important societal issues from within their company.

Q: How important do you feel it is for your company to do the following things as a means of providing its employees with personal opportunities to make an impact on important societal issues?



Only one-third of employees are confident that their CEO has an understanding of employee attitudes toward important societal issues.

Q: When it comes to important societal issues, do you feel your company's CEO has his or her finger on the pulse of employees' attitudes towards these issues?



The c-suite needs to communicate to employees that important societal issues are on the company's radar.

	Among those those respondents who feel their company's CEO has his/her finger on the pulse of employees' attitudes	Among those those respondents who DO NOT feel their company's CEO has his/her finger on the pulse of employees' attitudes
I would be very likely to recommend my company as a place to work	94%	61%
I believe my company's values align with my own personal values	96%	60%
I am kept well informed of my company's positions on important societal issues	92%	54%
My company lives its values	96%	53%

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

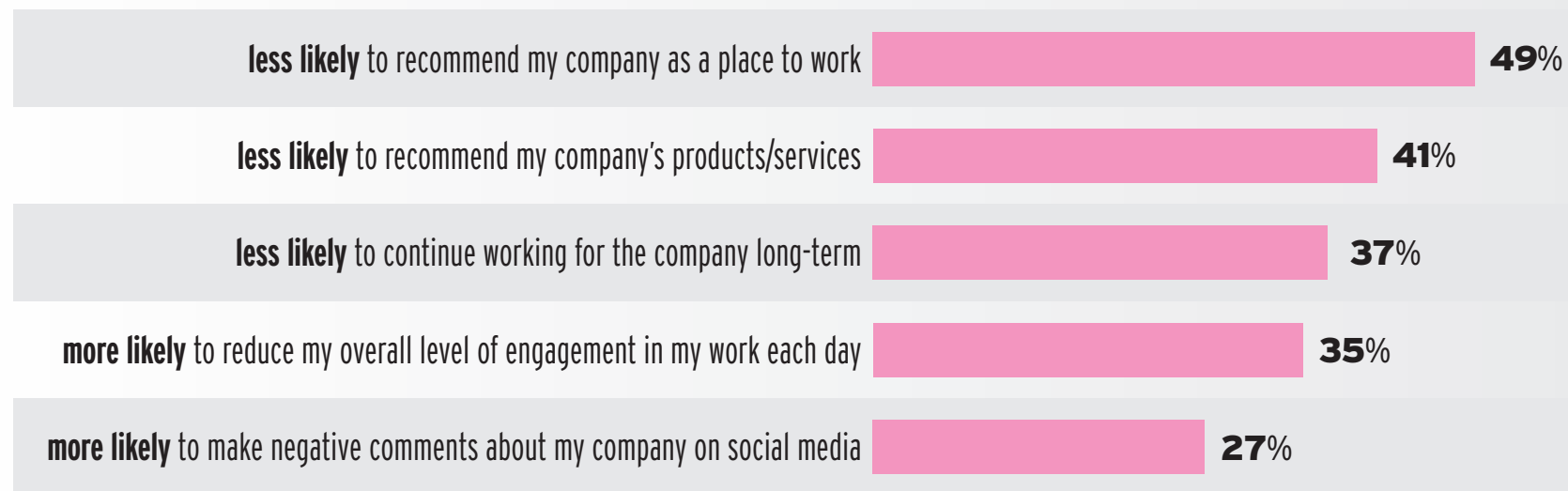
If my company and/or CEO made a **real effort** to make a difference on an important societal issue, I would be...



(Split sample: n=641)

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...

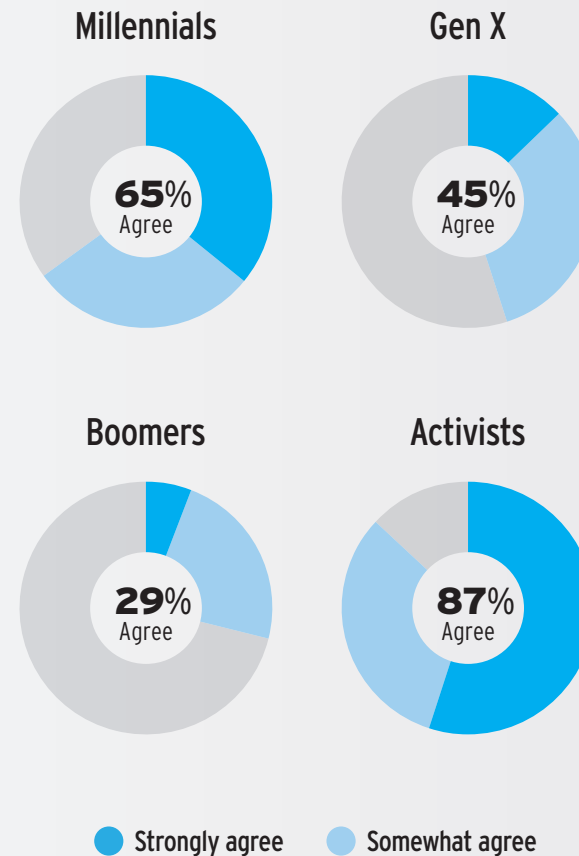
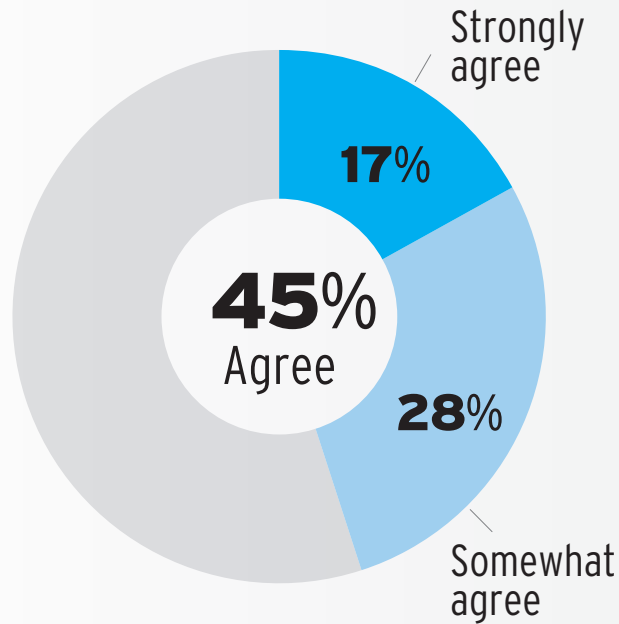


(Split sample: n=595)

A company's actions regarding important societal issues impact 45% of employees when deciding whether to work for or continue working for their company.

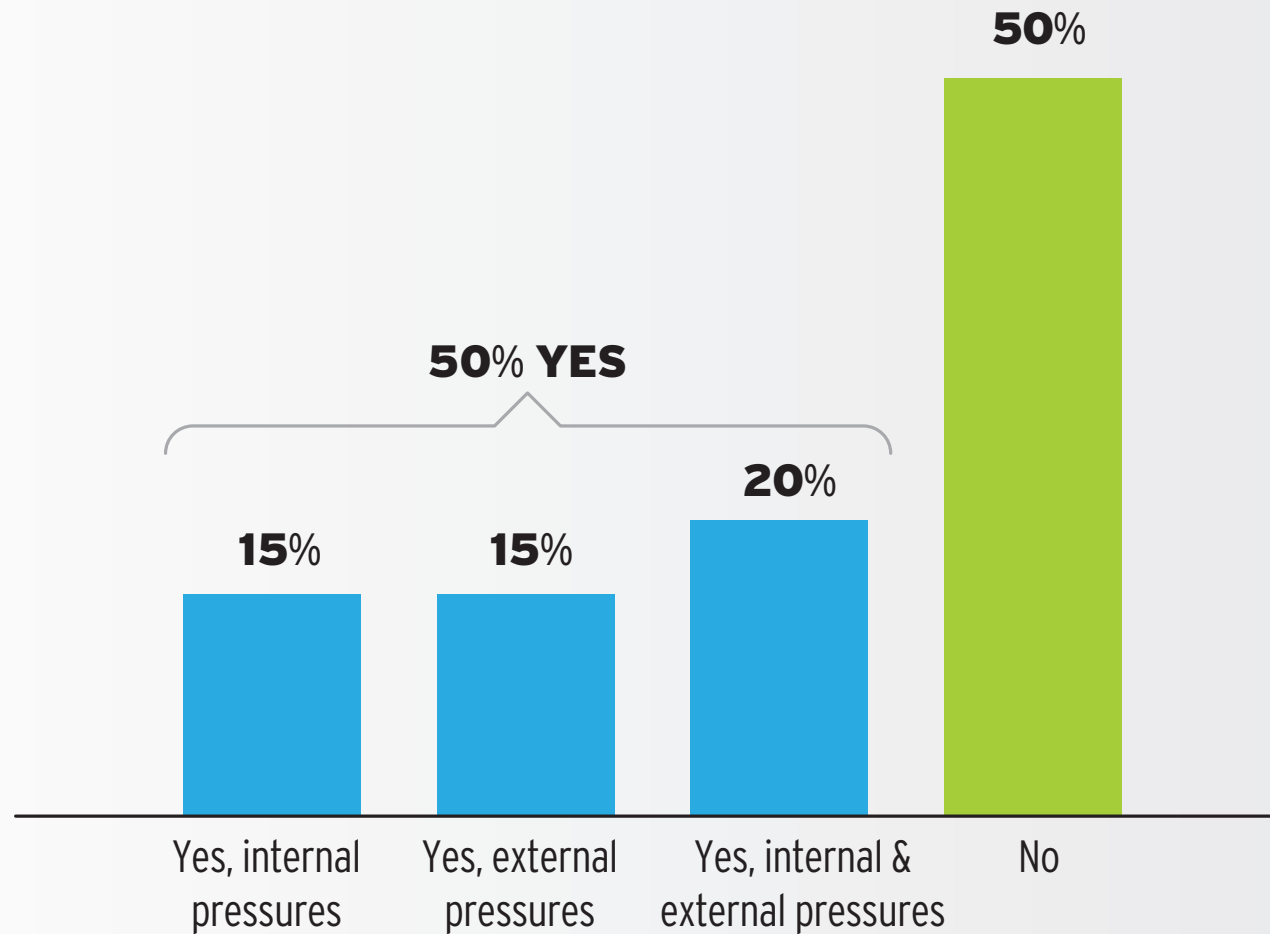
Q: Do you agree or disagree with this statement:

The actions a company takes to help influence important societal issues impact my decision to maintain or pursue employment with a company.



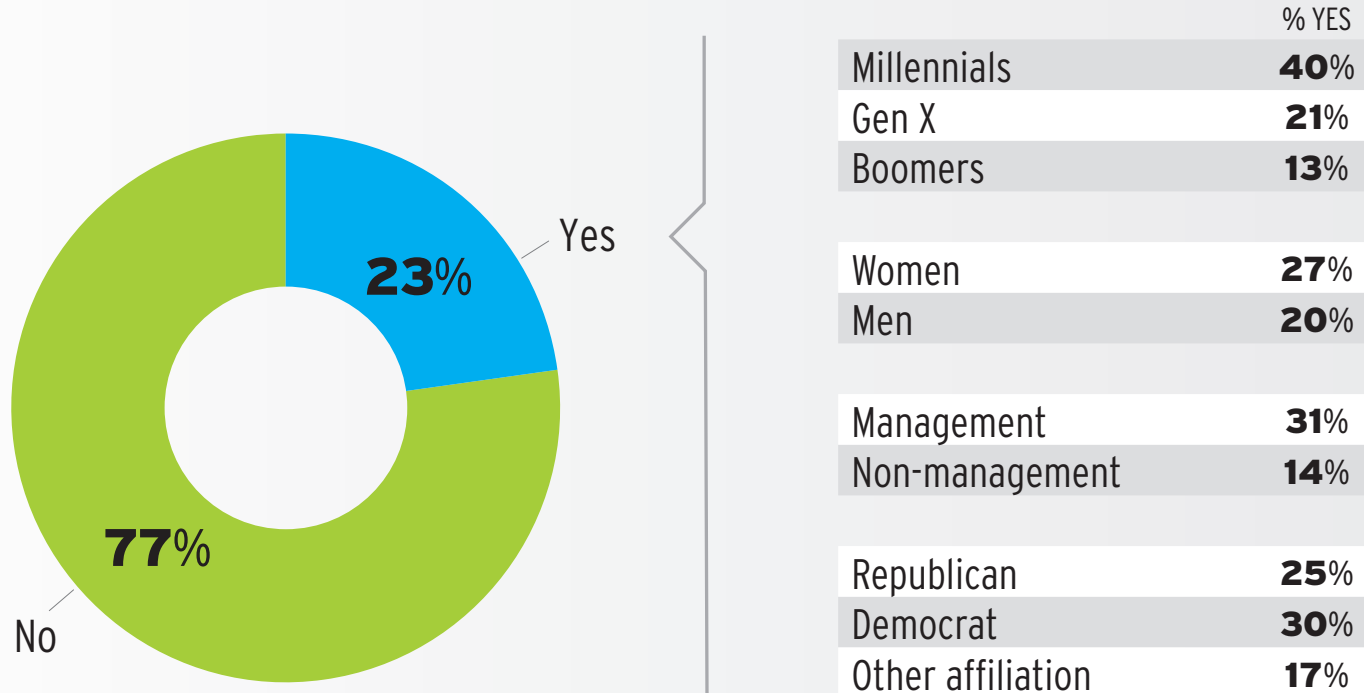
Overall, employees are split on whether their company and its CEO are facing growing pressures to be more vocal on important societal issues.

Q: Do you feel that your company and its CEO are facing growing internal and/or external pressures to be more vocal on important societal issues?



Nearly one-fourth of employees say they have felt an urge to take action within their company to raise awareness of important societal issues.

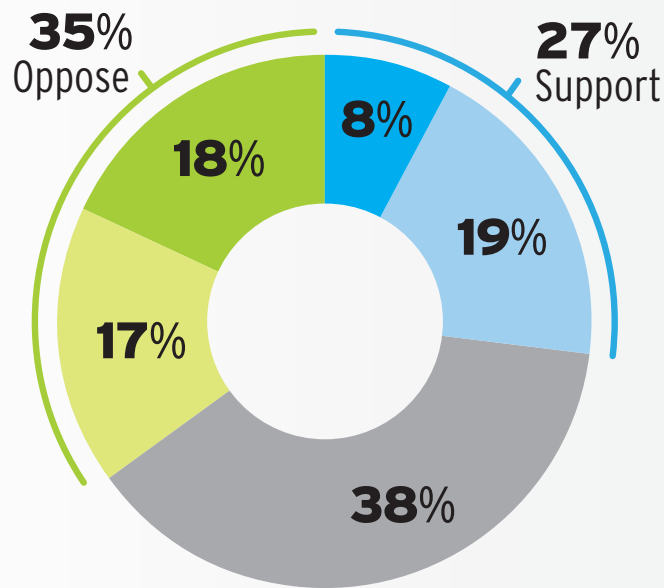
Q: Do you feel any urge to take some type of action to raise awareness of these issues within your company?



Though employees want Corporate America to influence important societal issues, opinions differ on the role of the employee in pursuing this goal.

Q: Thinking about Corporate America in general and not just your employer...

Do you support or oppose the idea that employees should put pressure on their leadership to take a public stand or voice a public position on certain important societal issues?



- Strongly support
- Somewhat support
- Neither support or oppose
- Somewhat oppose
- Strongly oppose

	% SUPPORT
Millennials	33%
Gen X	26%
Boomers	24%
Women	30%
Men	25%
Management	30%
Non-management	24%
Republican	23%
Democrat	33%
Other affiliation	26%

15% of the workforce in Corporate America meets our “activist” criteria

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

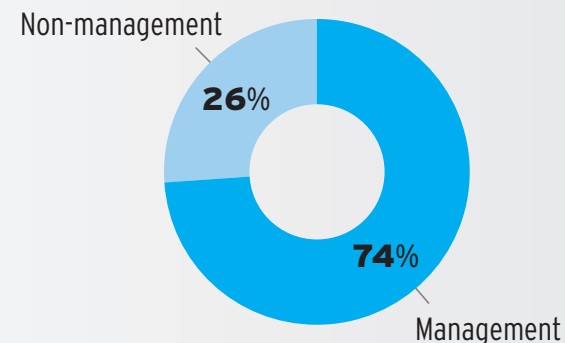
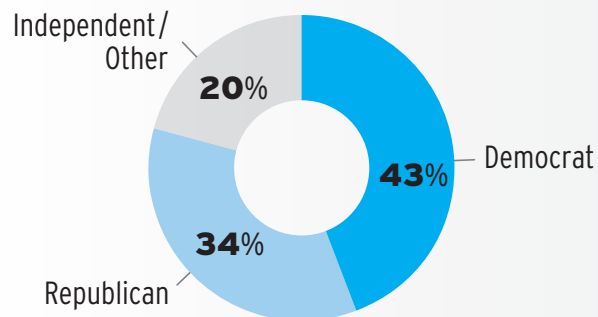
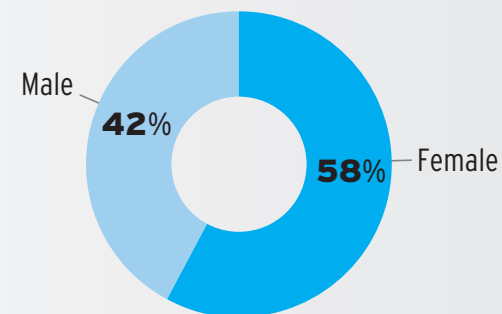
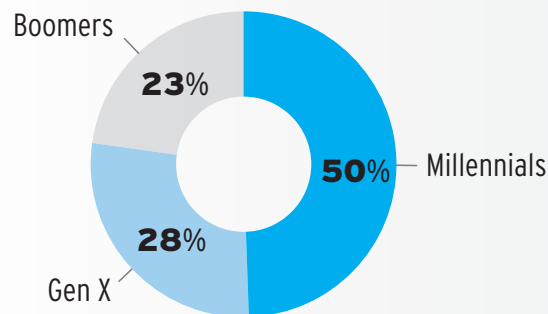
Strongly agree that it is important to work for a company that shares their values.

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.

Activist employees skew younger, skew women, skew more Democrat, skew more management



The average number of employees for a Fortune 500 company is 55,000. This means...

- > More than **31,000** employees feel Corporate America needs to play a more active role in addressing societal issues
- > **8,250** are Activists
- > **14,850** want to put pressure on their CEO to take a public stand
- > **35,750** are doubtful their CEO has his or her finger in the pulse of employees' societal views
- > **14,850** are more likely to make negative comments on social media if CEO makes no attempt

- **Transformational change is coming to the workplace.**
- **Magnitude of the findings cannot be ignored.**
- **Increasing number of employees view their employer as a “shared interest” group where they collectively work together to make a difference in society.**
- **Trends are important but every company and workforce composition is unique.**

> **Know your employees.**

- Conduct initial survey to quickly determine how well your workforce aligns with the key findings.
- Determine the degree of impact—both near and long term—on your business.

> **Prepare for paradigm shift from employee “engagement” to “fulfillment.”**

- Create or leverage an existing cross functional group:
 - Do your existing programs and policies permit employees to fulfill their desire to make a positive impact?
 - Are your existing internal communication channels sufficient for employees and management to educate and inform each other?
 - Review management practices, decision-making processes and HR practices to determine their relevance.

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.

