



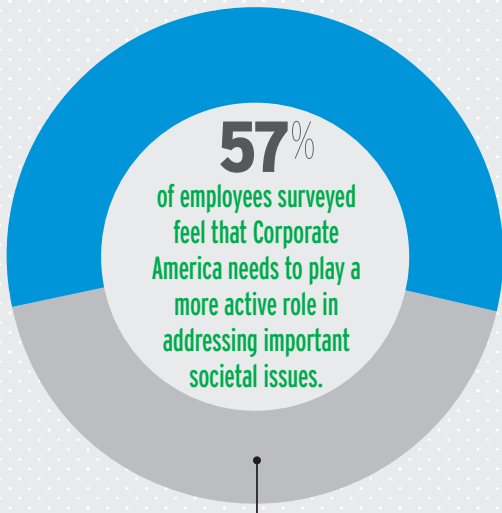
CORPORATE AMERICA'S POV*

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

KEY FINDINGS SNAPSHOT

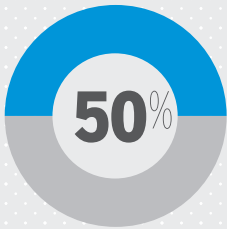
{* point of view }

povaddo
inspiring insights

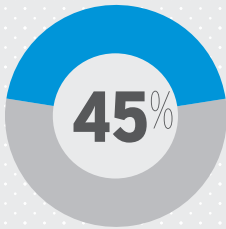


The other **43%** feel that Corporate America needs to strictly confine their activities to being financially prosperous and providing employment.

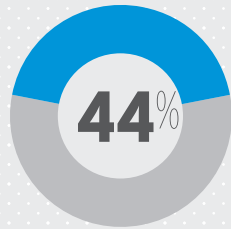
Roughly half of Corporate America sees this as something that's gaining momentum.



feel their company and/or CEO is facing growing internal and/or external pressure to be more vocal on important societal issues.



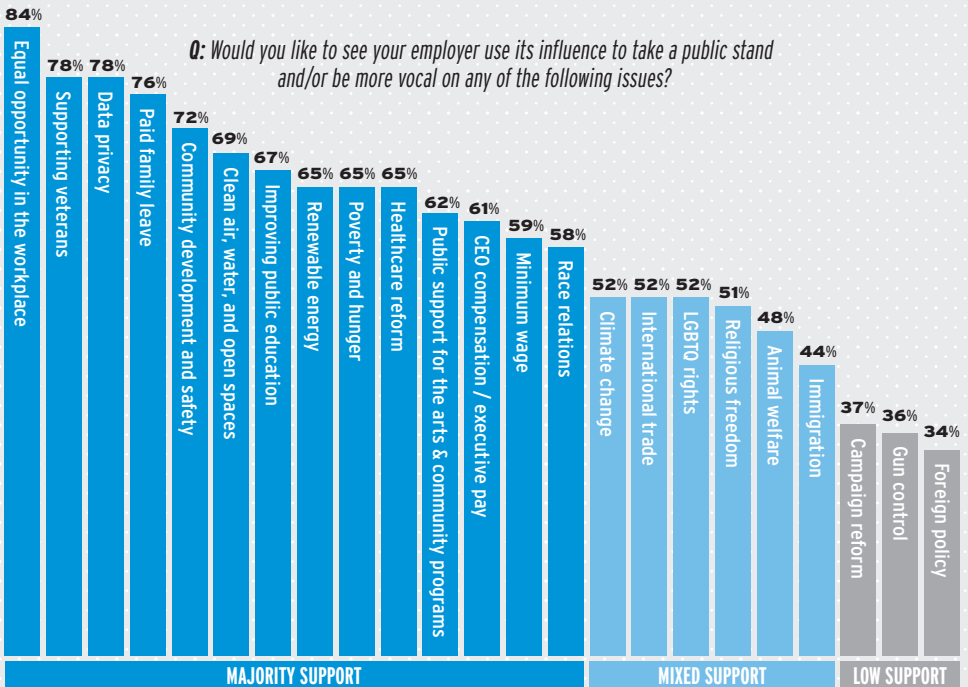
say Corporate America's role in addressing societal issues is more important than it was a year ago.

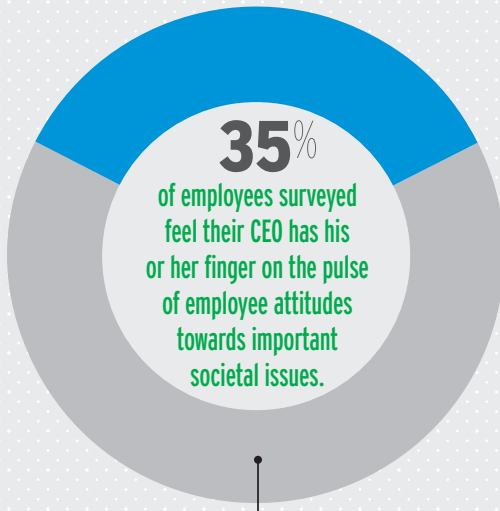


foresee Corporate America's role increasing over the next year in addressing societal issues.

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?





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.

% AGREE
among those those
respondents who feel their
company's CEO has his/her
finger on the pulse of
employees' attitudes

% AGREE
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

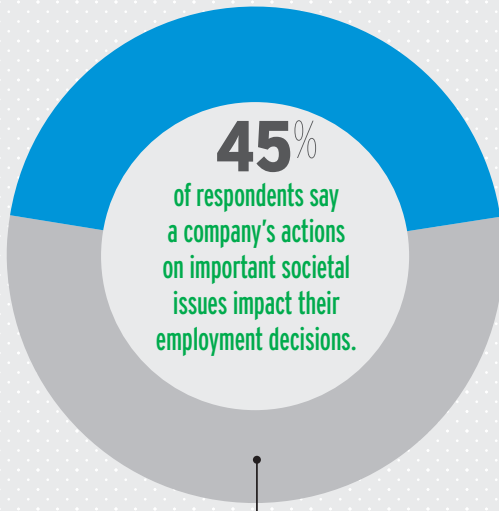
92%

54%

My company lives its values

96%

53%



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

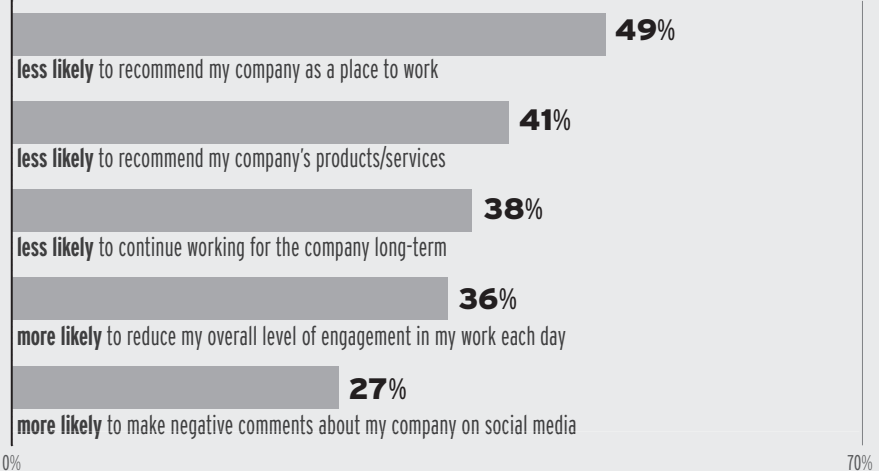
In terms of how corporate activism impacts employee engagement, this survey finds that there's a benefit to taking action on important societal issues.

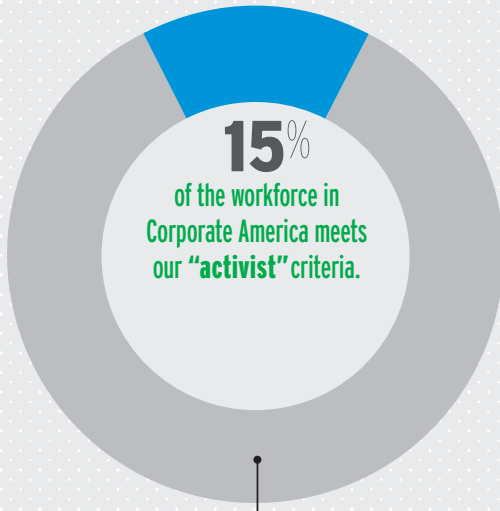
*If my company and/or CEO made a **real effort** to make a difference on an important societal issue, I would be...*



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...*





The other **85%** are not activists.

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

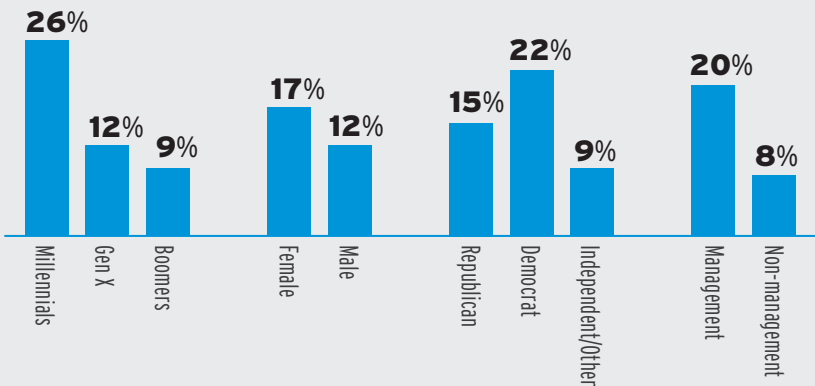
Strongly agree that it is important to work for a company that shares their values.

Would like to see their company and/or CEO be more vocal 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



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 $\pm 2.8\%$.
- 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.
- 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.

