

**REDC**



# WIN World Survey *Corporate Social Responsibility*

---

Published: 18<sup>th</sup> February 2022

REF: 548121

# WIN Corporate Social Responsibility Survey – Headlines Ireland



1

In Ireland, there is a low level of awareness of Corporate Social Responsibility, with less than 2 in 5 aware, and this being lower than the global average. We see especially low levels of awareness amongst women and lower social grades. Women on average tend to hold more socially and environmentally-friendly views, so businesses should try to target this group in particular with more information.

2

Most (72%) agree that it is very/extremely important to know about the socially responsible behaviour of the company/brands they are customers of, with the Irish slightly more opinionated on this aspect compared to other countries. As more businesses push CSR, they will want to better engage those who don't see the importance of being aware of businesses' CSR behaviour.

3

Despite majority seeing importance in knowing about CSR behaviour by companies, significantly less (53%) agree that responsible CSR behaviour of companies/brands influences their purchase decisions. This suggests the need for businesses to more clearly communicate to consumers the positive impact they can have by choosing CSR-friendly companies/brands.

4

What is clear, however, is that the vast majority of the public doubts the seriousness of companies' efforts to operate with CSR and Sustainability, with just over 1 in 10 (14%) thinking that companies are seriously operating with CSR and Sustainability. Given the importance of this, and also low level of awareness of CSR generally, more needs to be done in this area to highlight company CSR records and to educate on CSR.

# 38%

have heard of  
Corporate Social  
Responsibility (CSR)



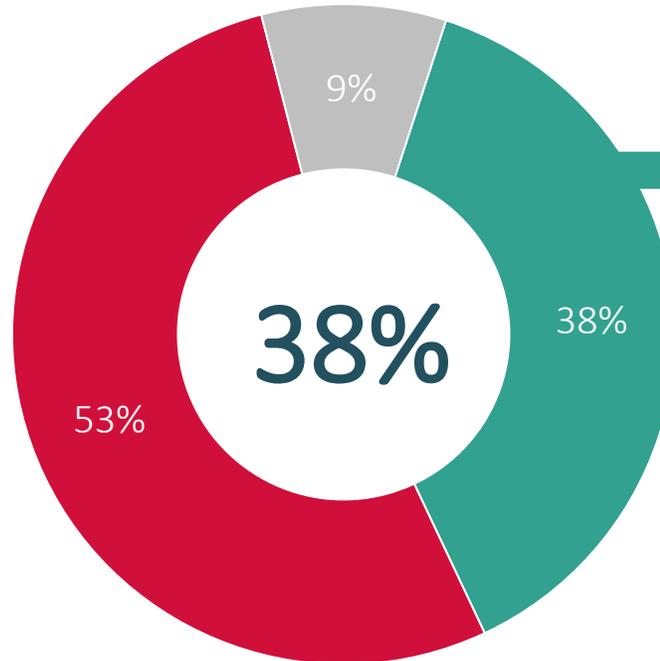
# Most in Ireland have never heard of CSR

CSR awareness is lowest amongst women and lower social grades, while men and higher social grades record higher awareness.

Base: All adults in ROI aged 18+, n=1,020

Q.17 – For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business has on the environment, society, and people (citizen, customers, employees). Have you heard of it before?

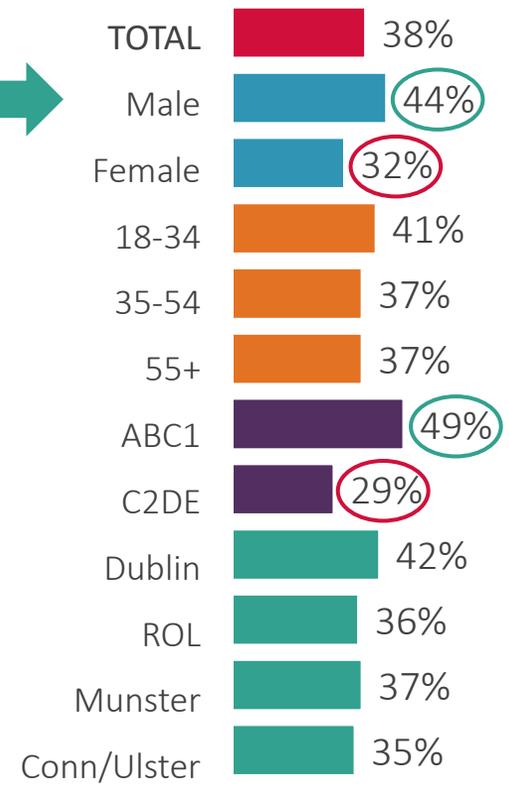
% Have heard of Corporate Social Responsibility (CSR)



- Yes
- No
- Don't know



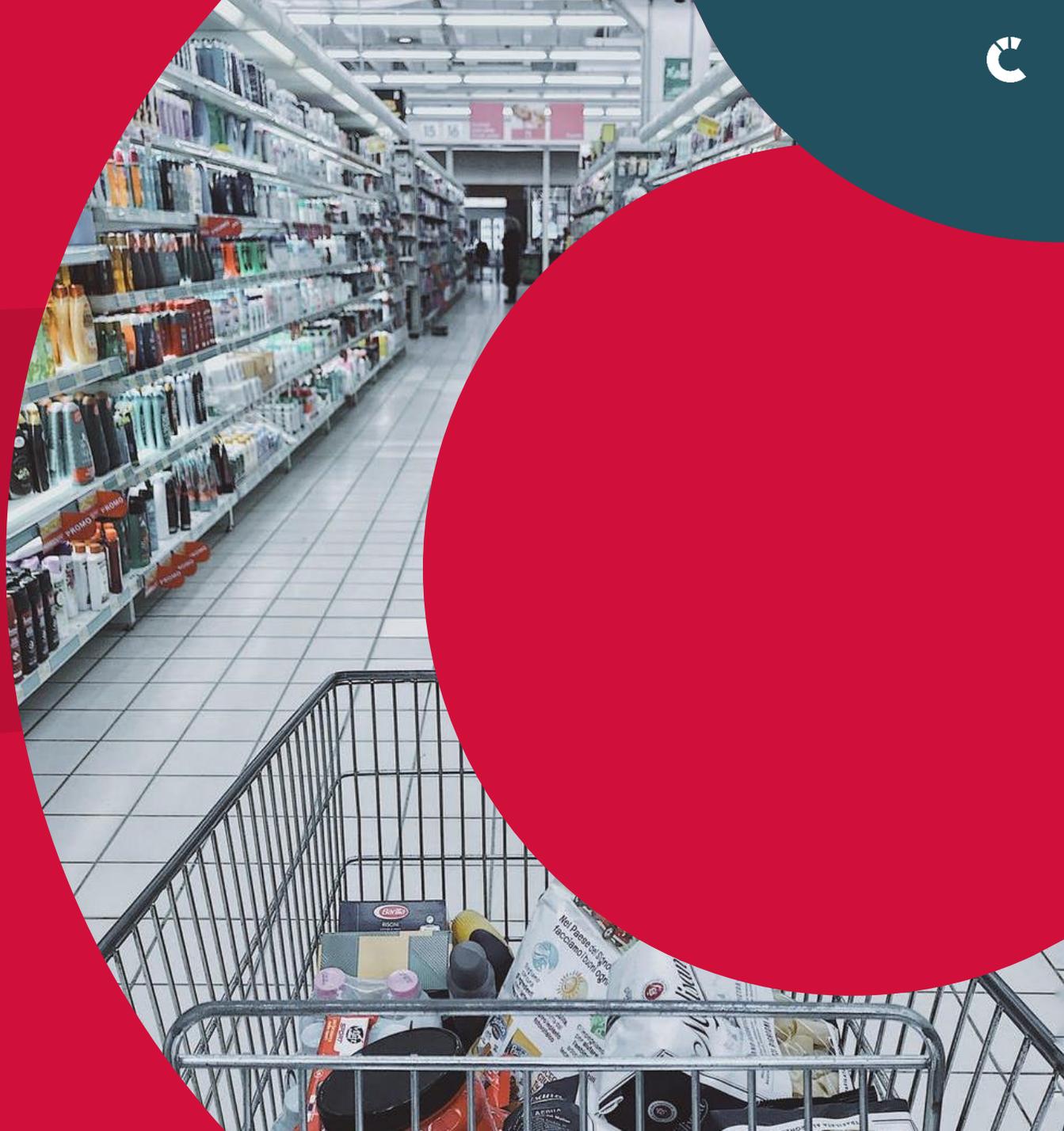
% Yes



    Indicates significant difference vs. Total

# 72%

think it is important  
to be aware of the  
socially responsible  
behaviours of  
companies/brands



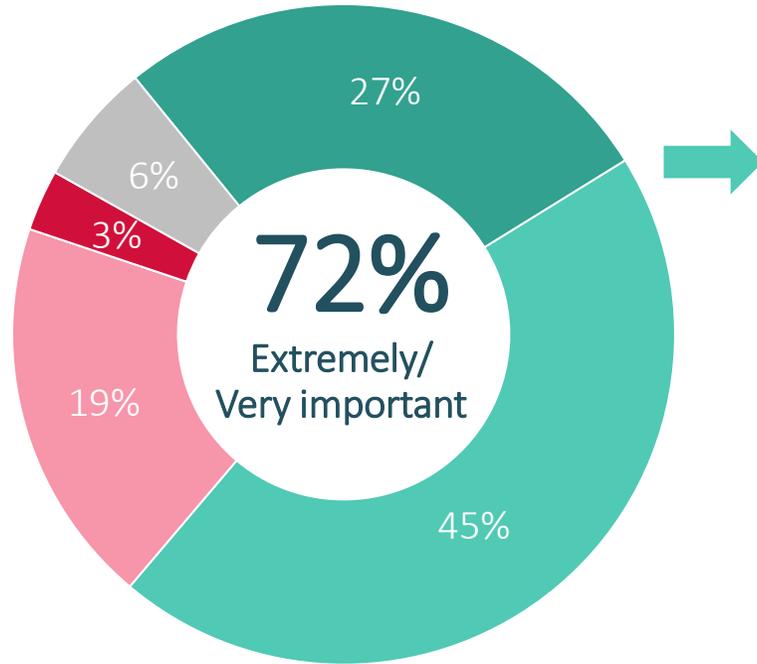
# Majority see the importance in knowing about companies and brands' social behaviour

However, we only see a small proportion (1 in 4) who feel that this is extremely important, which suggests this is something that the majority of the population is not very concerned about at present.

Base: All adults in ROI aged 18+, n=1,020

Q.19 – How important do you think it is to be aware of the socially responsible behaviors of the companies/brands you are a customer of?

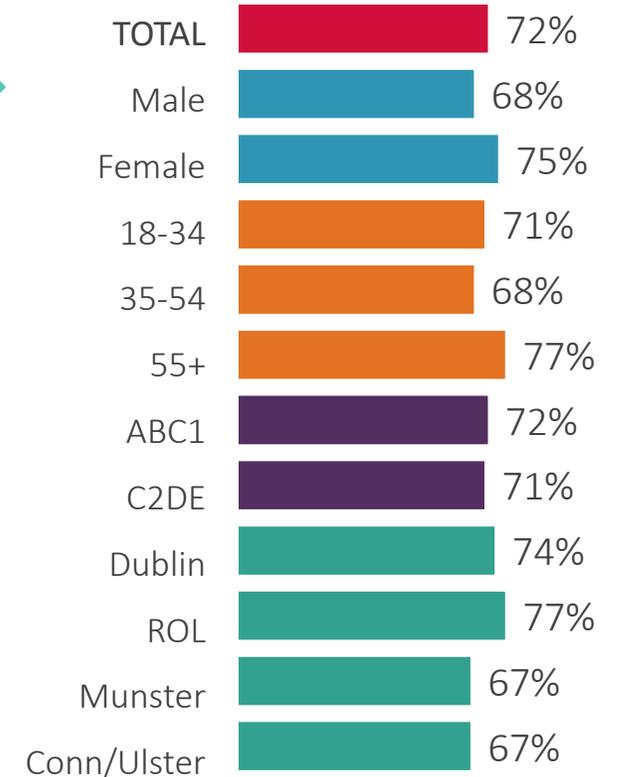
% Importance of being aware of the socially responsible behaviours of the companies/brands they are customers of



- Extremely important
- Very Important
- Slightly important
- Not important at all
- Don't know



% Extremely/Very important



○ ○ Indicates significant difference vs. Total

# 53%

are influenced by  
socially-responsible  
behaviours of  
companies and  
brands



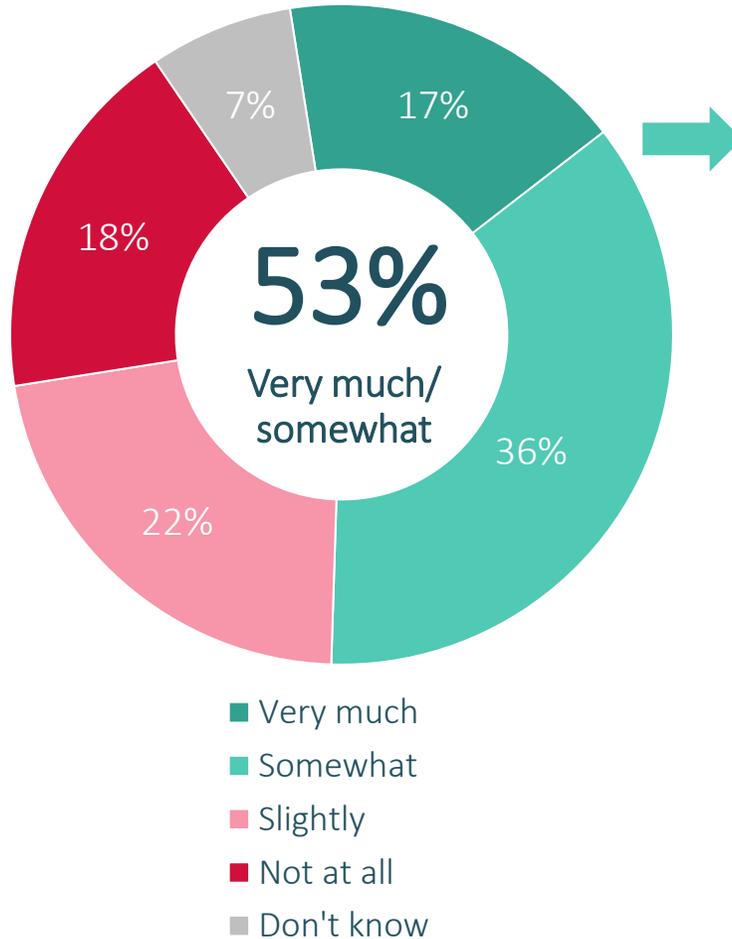
# Just over half claim their purchase decisions are influenced by socially responsible behaviour of companies/brands

This is especially driven by younger people, with 6 in 10 of those aged 18-34 making this claim, highlighting the importance for brands to properly communicate their CSR credentials to this group.

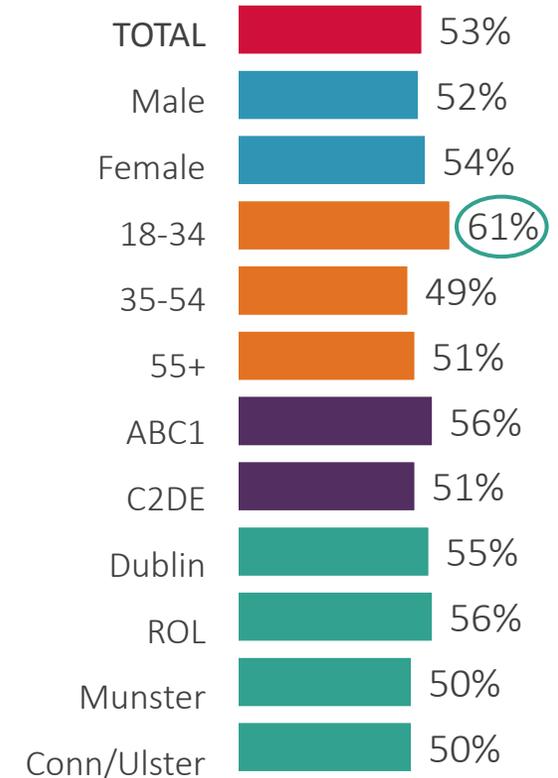
Base: All adults in ROI aged 18+, n=1,020

Q.20 – Do socially-responsible behaviours of companies/brands influence your purchase decisions?

% Influenced by socially-responsible companies/brands in their purchasing decisions



% Very much/somewhat



○ ○ Indicates significant difference vs. Total

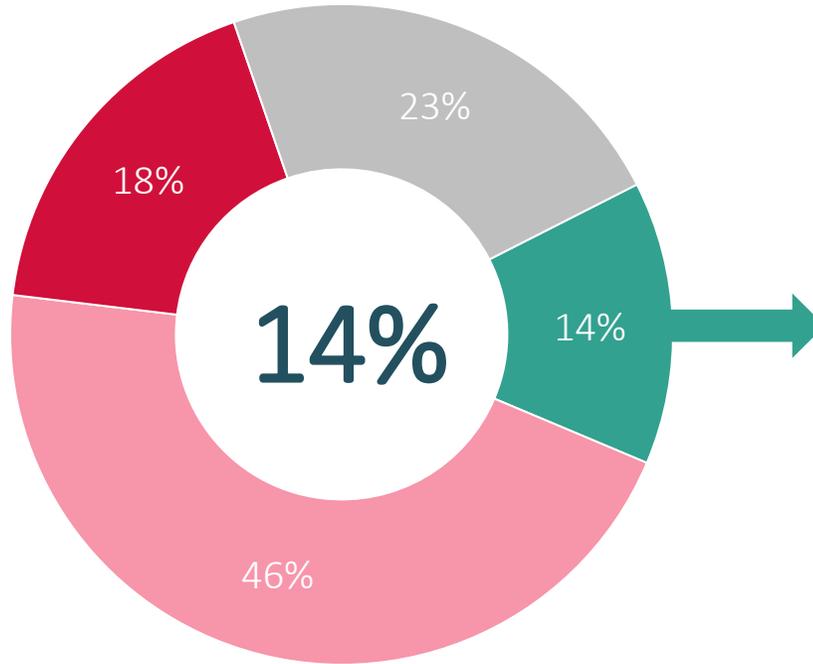
# 14%

believe most  
companies are  
seriously operating  
with CSR and  
Sustainability



# Vast majority think most companies are not seriously operating with CSR and sustainability

% Believe companies are seriously operating with CSR and Sustainability



- Most companies are seriously operating w/ CSR and sustainability
- Most companies are not seriously doing it, it is only appearance
- Most companies do not care about CSR, they only focus on business
- Do not know / prefer not to say



% Believe companies are seriously operating with CSR and Sustainability

TOTAL	14%
Male	14%
Female	14%
18-34	13%
35-54	12%
55+	16%
ABC1	13%
C2DE	13%
Dublin	13%
ROL	14%
Munster	14%
Conn/Ulster	14%

○ ○ Indicates significant difference vs. Total

Base: All adults in ROI aged 18+, n=1,020

Q.18 – Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility?

02

# Where does Ireland stand on Corporate Social Responsibility

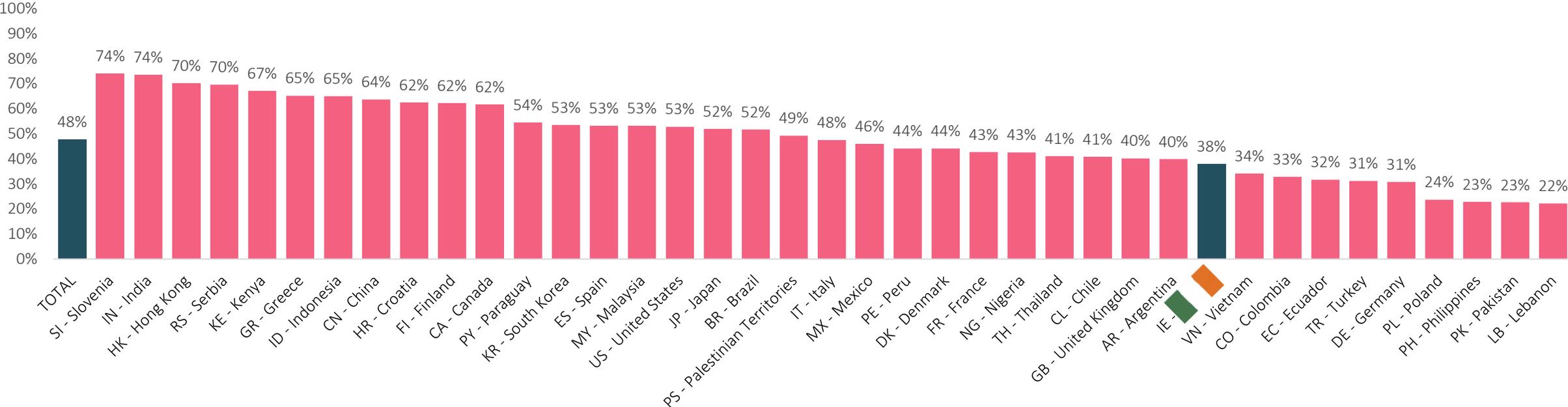


# Irish knowledge about CSR is weaker than the global average



Globally, just under 1 in 2 have heard of CSR, while Ireland features with lower awareness than this. Highest awareness is recorded in Slovenia and India, while the Philippines, Pakistan, and Lebanon rank lowest.

## % Have heard of CSR before



Base: All adults across 39 countries worldwide – n=33,236

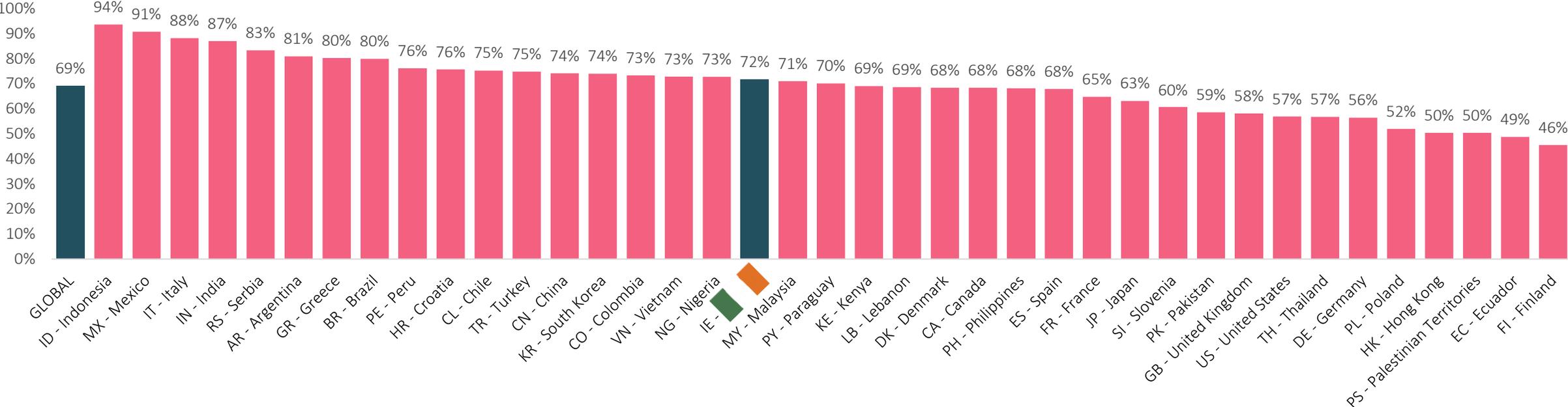
Q.17 For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business have on the environment, society, and people (citizen, customers, employees) Have you heard of it before?

# Irish more likely to see importance in customer awareness



Compared to the global average, Ireland features just above this level, while vast majority of Indonesians and Mexicans feel it is important to be aware of the behaviours of companies/brands.

% think it is important to be aware of the socially responsible behaviours of companies/brands they are customers of



Base: All adults across 39 countries worldwide – n=33,236

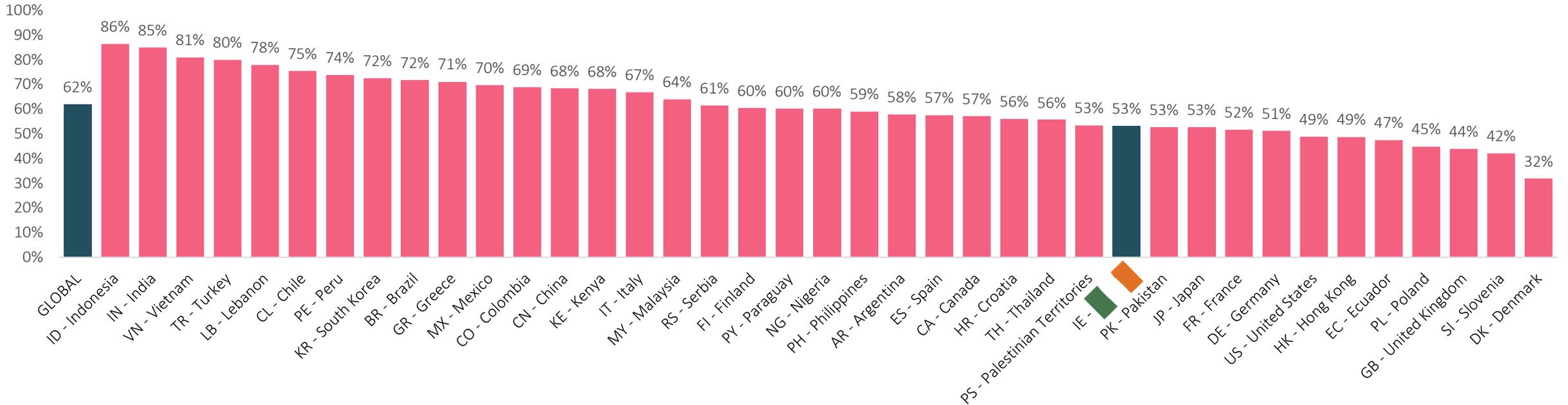
Q.19 How important do you think it is to be aware of the socially responsible behaviours of the companies/brands you are customer of?

# Irish less likely to be influenced by companies social behaviour



This influence is especially prevalent for countries such as Indonesia, India, Vietnam, and Turkey, with the Danish claiming to be least influenced by it.

% that say their purchase decisions are influenced by socially-responsible behaviour of companies/brands



Base: All adults across 39 countries worldwide – n=33,236

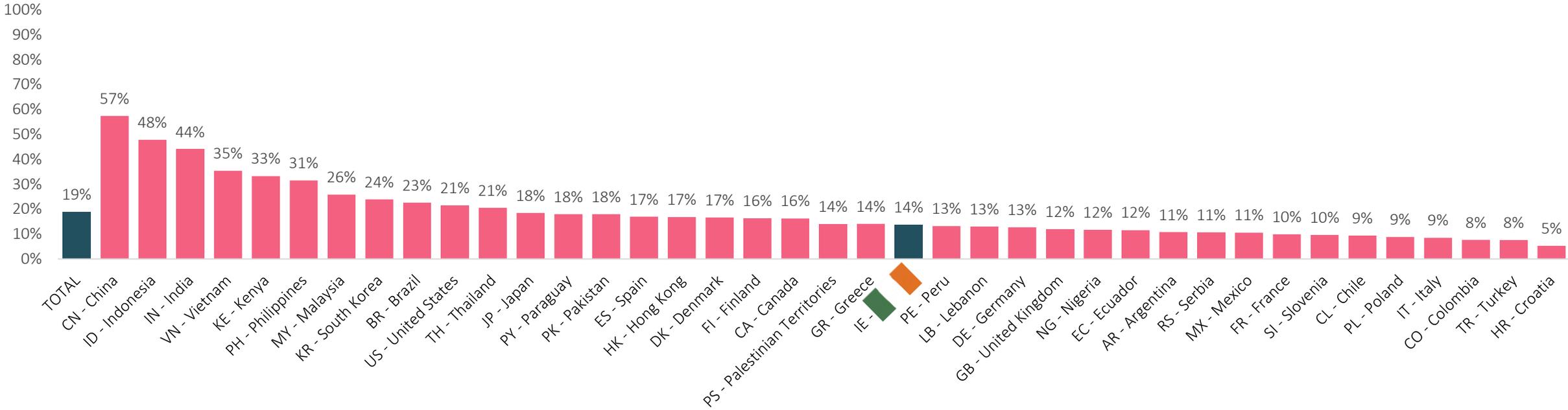
Q.20 Do socially-responsible behaviours of companies/brands influence your purchase decisions?

# Irish on par for globe in believing companies operate CSR



There is more scepticism in Ireland on this topic compared to the global average, with China, Indonesia, and India representing significant outliers in their strong belief that companies are already doing this.

% believe that companies are seriously operating with corporate social responsibility and sustainability



Base: All adults across 39 countries worldwide – n=33,236

Q.18 Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) ?

# Sample and Methodology



## Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

## Sample Size and Mode of Field Work:

A total of 33,236 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2021 – December 2021. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

# Questionnaire – Corporate Social Responsibility



17. For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CSR (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? (new) (SPSS-Q17)
1. Yes.
  2. No.
  9. Do not know / no response
18. Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) (new) (SPSS-Q18)
1. Most companies are seriously operating with corporate social responsibility and sustainability
  2. Most companies are not seriously doing it, it is only appearance
  3. Most companies do not care at all about corporate social responsibility, they only focus on business.
  9. Don't know / no response
19. How important do you think it is to be aware of the socially responsible behaviors of the companies/brands you are customer of? (new) (SPSS-Q19)
1. Extremely important
  2. Very Important
  3. Slightly important
  4. Not important at all
  9. Don't know / no response
20. Do socially-responsible behaviors of companies/brands influence your purchase decisions? (new) (SPSS-Q20)
1. Very much
  2. Somewhat
  3. Slightly
  4. Not at all
  9. Don't know / no response

# About the WIN Survey



## Media enquiries (worldwide data)

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: [coordinator@winmr.com](mailto:coordinator@winmr.com)

## Local Media Enquires (Irish data)

Richard Colwell, CEO RED C

+35316930201

[info@redcresearch.ie](mailto:info@redcresearch.ie)

## About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

