



10

7

-

%

92

65

5

A COLLECTION OF

CSR & Social Impact Statistics

Millie

4

%

7

20

+

6

-



Why Numbers?

It's simple. Anything sounds more convincing when the numbers are there to back it up. Studies have proven time and time again that CSR and social impact programs not only positively benefit employees and the community at large but also the economic success of the company. These statistics are all over the internet, but often times people don't know they exist or don't have the time to find them. So, we decided to compile an organized list of statistics that you can easily reference and rely on when pitching social impact. Leveraging quantitative results are sure to help strengthen any argument for CSR and social impact and demonstrate to higher-up officials that engaging in these programs is the best decision they can make for their company.

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THE CONSUMER PERSPECTIVE

"In a survey of adult consumers conducted by EVERFI:


- **58%** say the social impact of the company is important when deciding which product to buy
- **76%** said they believe engagement in the broader community is important to brand reputation
- **Nearly half** felt that companies have an obligation to take actions to improve societal problems, even if those problems aren't related to the company's business operations."

Source: [Corporate Social Responsibility's Impact on Business | CSR ROI](#)

"In 2017, Cone Communications published a study about corporate social responsibility (CSR). The key findings from the study included:

- **63%** of American consumers were looking to businesses to take the lead on social and environmental change.
- **78%** of people wanted companies to address social justice issues.
- **87%** of consumers said they would be willing to buy a product or service based on a company's advocacy concerning a social matter.
- **76%** of those surveyed said they would decline to do business with a company if it held views and supported issues that conflicted with their beliefs."

Source: <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/05/30/why-your-company-should-be-more-socially-responsible/?sh=627c16d2c327>,



“90% of consumers will switch brands to support a good cause and boycott a brand due to irresponsible business practices”

Source: [*Social purpose and value creation. The business returns of social impact*](#)



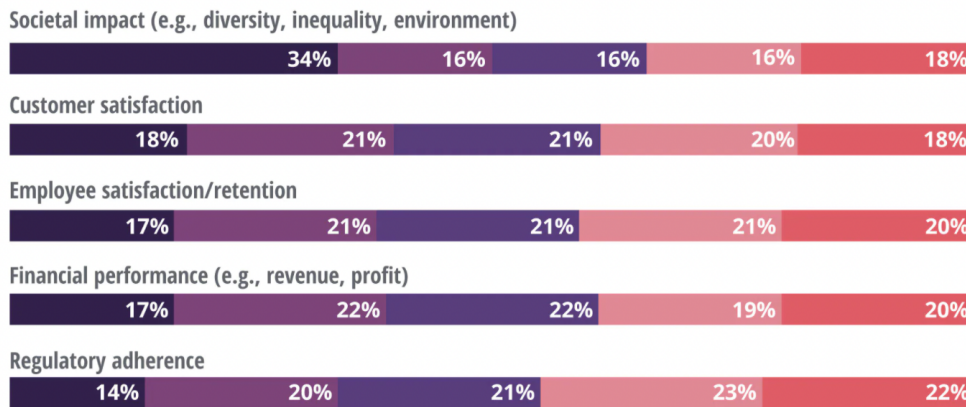
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ECONOMIC IMPACT ON COMPANY

“When CEOs were asked to rate their most important measure of success in 2019, the **number-one issue** they cited was ‘impact on society, including income inequality, diversity, and the environment,’ showing the urgency of this issue (Figure 1).”

Respondents cited societal impact most often as the top factor used to measure success when evaluating annual performance

■ Ranked first ■ Ranked second ■ Ranked third ■ Ranked fourth ■ Ranked fifth



Note: Percentages may not total 100 percent due to rounding.

Source: Deloitte and Forbes Insights, *Success personified in the Fourth Industrial Revolution: Four leadership personas for an era of change and uncertainty*, Deloitte Insights, January 20, 2019.

Deloitte Insights | deloitte.com/insights

“This year’s Global Human Capital Trends survey, which polled nearly 10,000 respondents in 119 countries, confirmed this trend by showing **accelerating growth in the role of the social enterprise** (Figure 2).”

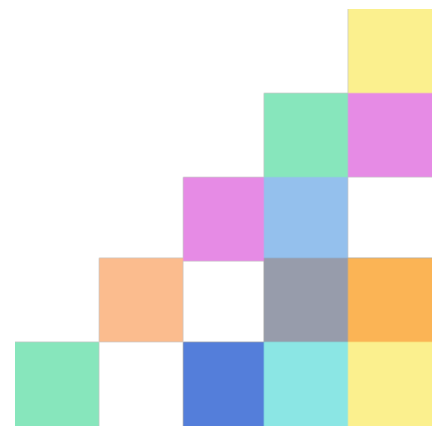


FIGURE 2

The social enterprise is becoming more important to organizations over time

■ Less important ■ Same level of importance ■ More important

Three years from now compared to today



Today compared to three years ago



Source: Deloitte Global Human Capital Trends survey, 2019.

Deloitte Insights | deloitte.com/insights

Source: [Reinventing social enterprise with a human focus](#)

"The importance of social impact to brand reputation is considerable. The RepTrak Company has found that good "citizenship" and good "governance" qualities account for nearly **30 percent** of corporate reputation, more than any other factors besides products and services."

"Gallup has found that a **10 percent** increase in employees' connection with their organization's mission or purpose would lead to a **4 percent** improvement in profitability."

Source: [The business value of Improving your CSR scorecard](#)

"According to Project ROI, a well-designed program can increase revenue by as much as **20 percent.**"

Source: [The Next Generation of Workplace Giving](#)

"Brands with a demonstrated commitment to sustainability saw average sales growth outperform that of brands without demonstrated commitment by **fourfold**, at 4 percent and 1 percent growth respectively."

Source: [Social purpose and value creation. The business returns of social impact](#)

EMPLOYEE ENGAGEMENT & RETENTION

“According to Project ROI, a well-designed program can:

- increase employee engagement up to **7.5 percent**
- increase employee productivity by **13 percent**
- reduce employee turnover by **50 percent**”

Source: [The Next Generation of Workplace Giving](#)

- “Nearly **40 percent** of millennials say they selected their job because their employer’s social impact was better than that of alternative companies.
- Gallup has found that a **10 percent** increase in employees’ connection with their organization’s mission or purpose would lead to a **13 percent** decline in safety incidents, an **8 percent** decrease in turnover, and a **4 percent** improvement in profitability.”

Source: [The business value of Improving your CSR scorecard](#)

According to a survey of 1,000 employees at large U.S. companies:

- “More than **70%** said that they were more likely to choose to work at a company with a strong environmental agenda.”
- “Millennials—who will make up three-quarters of the workforce in six years—are most likely to have done this; nearly **40%** said that they’ve chosen a job in the past because the company performed better on sustainability than the alternative.”
- “Nearly **70%** of respondents said that if a company had a strong sustainability plan, it would affect their decision to stay with that company long term.”
- “**More than a third** said that they’ve given more time and effort to a job because of their employer’s sustainability agenda. ”

- "Another **30%** said that they've left a job in the past because of the company's lack of a sustainability plan. "

Source: [Millennials would earn less to work at a sustainable company](#)

According to the 2016 Cone Communications Millennial Employee Engagement

- "**64%** of Millennials consider a company's social and environmental commitments when deciding where to work"
- "**64%** won't take a job if a company doesn't have strong corporate social responsibility (CSR) values"
- "**83%** would be more loyal to a company that helps them contribute to social and environmental issues (vs. 70% U.S. average)"
- "**88%** say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issue"

Source: [2016 Cone Communications Millennial Employee Engagement Study — Cone Communications | Cone | Cone PR | Cone Inc | PR Agency | Boston | NYC](#)

- "**51%** won't work for a company that doesn't have strong social and environmental commitments"
- "**74%** say their job is more fulfilling when they are provided opportunities to make a positive impact at work"

Source: [2016 Cone Communications Employee Engagement Study — Cone Communications | Cone | Cone PR | Cone Inc | PR Agency | Boston | NYC](#)

- "Choice is imperative when it comes to giving through the workplace. **76 percent** of the employee donors we spoke to said that the ability to choose what cause they give to is imperative.



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- Conversely, *not* having a choice stops **30 percent** of employees from donating through the workplace.
- More than **55 percent** said it is imperative or very important to have an easy-to-find platform where you can register, participate, and track volunteer hours online

Source: <https://www.charities.org/Snapshot-Employee-Research-What-Employees-Think-Workplace-Giving-Volunteering-CSR>

For a really large list of stats: [A Handy List of Stats That Demonstrate The Importance of CSR](#)