

기업의 사회적 책임(CSR) 관련 인식

WWS(WIN World Survey) 다국가 조사

세계 조사 개요

2022년 10~12월 36개국 성인 총 29,739명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2022년 11월 7~24일
- 표본추출: 층화 집락 확률 비례 추출
- 응답방식: 면접조사원 인터뷰(CAPI)
- 조사대상: 전국(제주 제외) 만 19세 이상 1,549명
- 표본오차: $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 응답률: 26.7%(총 접촉 5,802명 중 1,549명 응답 완료)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 G20230223



응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/직업/지역과 연령 분포 구성입니다. 2022년 7월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

한국 응답자 특성표 2022년 11월 7~24일 면접조사(CAPI)	조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
	사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체	1,549	100%	1,549	100%	1.00	±2.5%P
성별 남성	772	50%	768	50%	0.99	±3.5%P
여성	777	50%	781	50%	1.01	±3.5%P
연령별 19~29세	318	21%	251	16%	0.79	±5.5%P
30대	303	20%	236	15%	0.78	±5.6%P
40대	308	20%	289	19%	0.94	±5.6%P
50대	312	20%	306	20%	0.98	±5.5%P
60대 이상	308	20%	467	30%	1.52	±5.6%P
지역별 서울	302	19%	297	19%	0.98	±5.6%P
인천/경기	436	28%	496	32%	1.14	±4.7%P
강원	54	3%	47	3%	0.88	±13.3%P
대전/세종/충청	215	14%	166	11%	0.77	±6.7%P
광주/전라	170	11%	153	10%	0.90	±7.5%P
대구/경북	150	10%	153	10%	1.02	±8.0%P
부산/울산/경남	222	14%	236	15%	1.07	±6.6%P

- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

- 가중값 적용 사례수는 2022년 7월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

응답자 특성표 2022년 11월 7~24일 면접조사(CAPI)	조사완료 사례수 (명)	가중적용 사례수	주민등록인구 기준 가중값 적용 결과				
			연령 분포				
			19~29세	30대	40대	50대	60대+
전체	1,549	1,549	16%	15%	19%	20%	30%
성별 남성	772	768	17%	16%	19%	20%	28%
여성	777	781	15%	15%	18%	19%	33%
지역별 서울	302	297	18%	17%	18%	18%	28%
인천/경기	436	496	17%	17%	20%	20%	26%
강원	54	47	-	-	-	-	-
대전/세종/충청	215	166	16%	15%	19%	19%	31%
광주/전라	170	153	15%	13%	18%	20%	35%
대구/경북	150	153	15%	13%	17%	20%	34%
부산/울산/경남	222	236	15%	14%	18%	20%	33%
직업별 농/임/어업	18	23	-	-	-	-	-
자영업	200	235	1%	5%	16%	32%	46%
기능노무/서비스	365	348	13%	15%	22%	24%	26%
사무/관리	505	455	23%	30%	25%	15%	7%
전업주부	287	326	1%	9%	17%	21%	52%
학생	105	86	100%				
무직/은퇴/기타	69	75	15%	9%	3%	6%	67%
주관적 상/중상	65	59	23%	19%	9%	19%	29%
생활 중	738	707	18%	15%	20%	23%	25%
수준별 중하	642	646	14%	17%	20%	18%	32%
하	104	136	11%	10%	12%	15%	52%
월소득 300만 원 미만	322	364	12%	11%	7%	10%	59%
수준별 300만 원대	317	278	10%	19%	26%	15%	31%
400만 원대	288	278	11%	15%	27%	25%	23%
500만 원대	320	316	20%	16%	26%	23%	16%
600만 원 이상	302	314	28%	17%	11%	27%	17%

- 소득은 가구 월평균 기준. 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

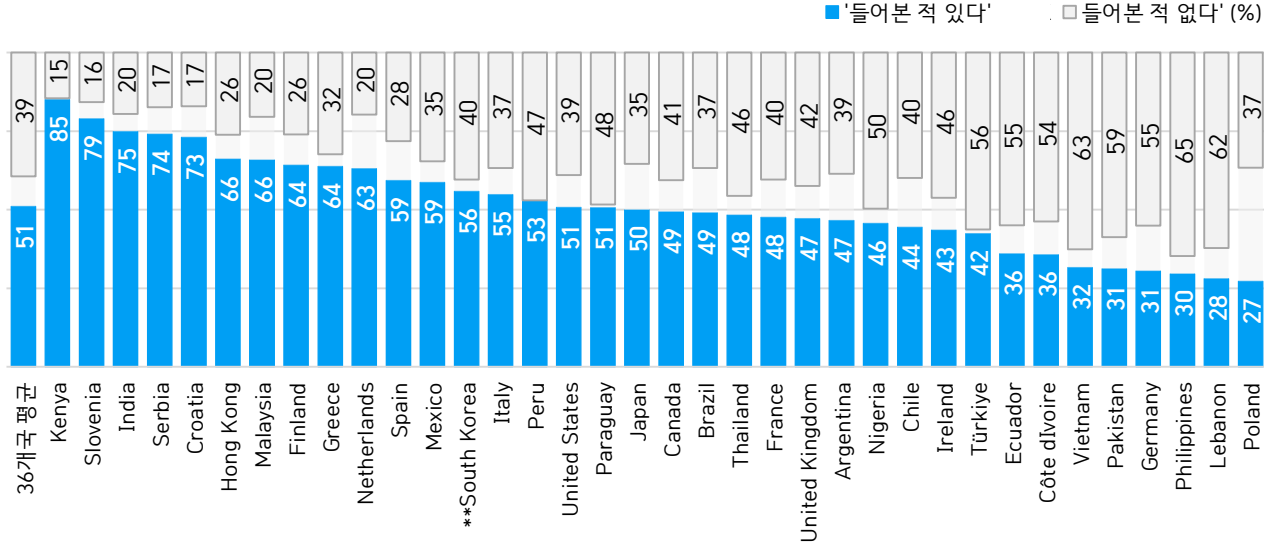
● 기업의 사회적 책임(CSR) 관련 인식 요약 - 36개국 응답자 특성별, 주요 국가별

매년 10~12월 WIN World Survey	항목별 응답				
	기업의 사회적 책임 (CSR)에 관해 들어본 적 있다	CSR 이행에 대한 시각 (셋 중 선택)			기업/브랜드 CSR 행동은 나의 구매 결정에 아주+다소 영향 준다
		대부분 기업이 CSR에 진심으로 신경쓰며 경영한다	대부분 기업은 신경쓰는 척할 뿐, 진심이 아니다	대부분 기업이 CSR 무시, 사업에만 신경쓴다	
2021년 39개국 평균	48%	19%	39%	25%	62%
2022년 36개국 평균	51%	16%	42%	25%	49%
성별					
남성	54%	16%	44%	26%	48%
여성	48%	16%	40%	25%	51%
연령별					
18~24세	46%	20%	38%	25%	55%
25~34세	51%	18%	42%	25%	55%
35~44세	52%	16%	42%	26%	50%
45~54세	52%	15%	43%	25%	46%
55~64세	52%	14%	43%	27%	44%
65세 이상	53%	14%	44%	25%	43%
주요 국가별					
한국	56%	17%	45%	33%	38%
일본	50%	17%	39%	16%	40%
홍콩	66%	18%	59%	18%	48%
미국	51%	18%	38%	24%	45%

- 한국은 2022년 11월 7~24일 전국(제주 제외) 성인 1,549명 면접조사(CAPI). 한국갤럽 www.gallup.co.kr

기업의 사회적 책임(CSR) 인지 여부

● '기업의 사회적 책임(CSR)' 또는 '사회적 책임' 인지 여부 - 국가별



- '들어본 적 있다' 내림차순. 2022년 10~12월 36개국 WIN World Survey

- 한국은 2022년 11월 7~24일 전국(제주 제외) 성인 1,549명 면접조사(CAPI). 한국갤럽 www.gallup.co.kr

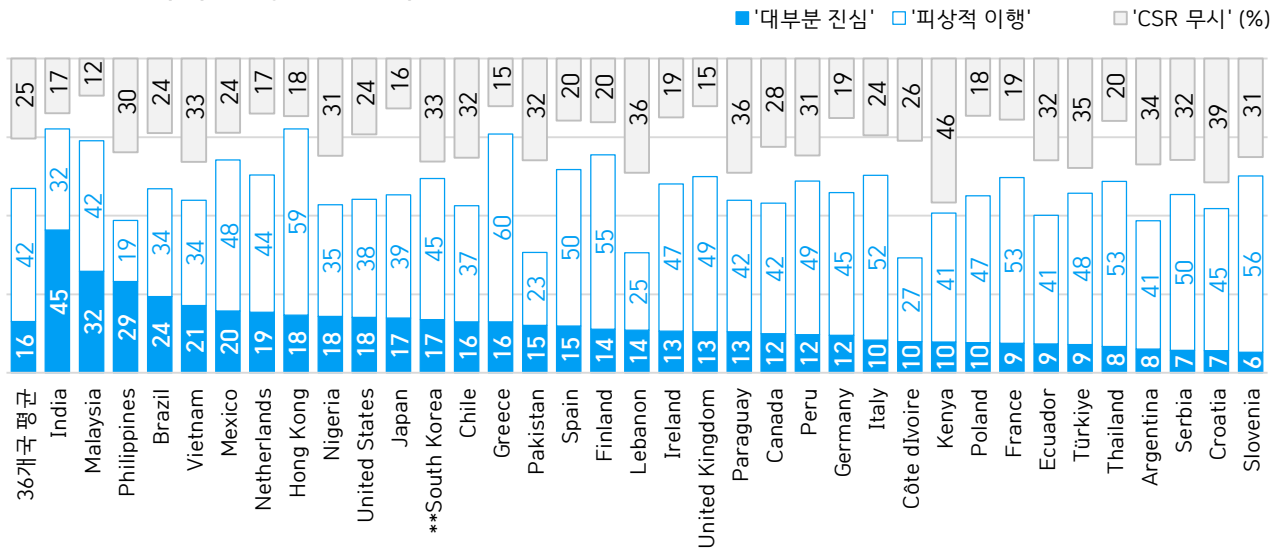
질문) '기업의 사회적 책임(CSR: Corporate Social Responsibility)' 또는 '사회적 책임'에 대해 여쭙겠습니다. 이는 기업들이 '윤리적 행동'에 주목하고, 그들의 사업이 환경, 사회, 사람(시민, 고객, 직원 등)에 미치는 영향에 신경쓰는 것을 의미합니다. 귀하는 오늘 이전 이에 대해 들어보신 적이 있습니까?

한국 조사	사례수 (명)	기업의 사회적 책임		
		들어본 적 있다	들어본 적 없다	모름/ 응답거절
2021년 11월 5~28일	1,500	53%	43%	4%
2022년 11월 7~24일	1,549	56%	40%	4%
성별				
남성	768	61%	37%	3%
여성	781	51%	44%	5%
연령별				
19~29세	251	61%	36%	3%
30대	236	69%	28%	3%
40대	289	63%	35%	2%
50대	306	58%	39%	2%
60대 이상	467	41%	53%	7%
성/연령별				
남성 19~29세	131	59%	39%	2%
남성 30대	122	72%	26%	2%
남성 40대	147	69%	28%	3%
남성 50대	155	61%	38%	1%
남성 60대 이상	213	49%	47%	4%
여성 19~29세	119	63%	34%	3%
여성 30대	114	65%	30%	5%
여성 40대	142	57%	42%	0%
여성 50대	151	55%	41%	3%
여성 60대 이상	254	33%	57%	9%
직업별				
농/임/어업	23	-	-	-
자영업	235	59%	38%	2%
기능노무/서비스	348	52%	45%	4%
사무/관리	455	68%	30%	2%
전업주부	326	45%	49%	5%
학생	86	63%	34%	4%
무직/은퇴/기타	75	38%	57%	5%
지역별				
서울	297	67%	31%	1%
인천/경기	496	55%	43%	2%
강원	47	-	-	-
대전/세종/충청	166	42%	46%	12%
광주/전라	153	69%	22%	9%
대구/경북	153	56%	43%	1%
부산/울산/경남	236	44%	53%	4%

- 소수점 아래 반올림 때문에 백분율 합계는 ±1 차이 발생 가능하며, 이는 오류가 아님
 - 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

기업의 사회적 책임 이행에 대한 시각

● 기업의 사회적 책임 이행에 대한 시각 - 국가별



- 대부분의 기업이 사회적 책임과 지속가능성에 진심으로 신경쓰며 경영한다 (대부분 진심)
/ 대부분의 기업은 신경쓰는 척할 뿐, 진심이 아니다 (피상적 이행)
/ 대부분의 기업이 사회적 책임을 무시하고 사업에만 신경쓴다 (CSR 무시)

- '대부분 진심' 내림차순. 2022년 10~12월 36개국 WIN World Survey

- 한국은 2022년 11월 7~24일 전국(제주 제외) 성인 1,549명 면접조사(CAPI). 한국갤럽 www.gallup.co.kr

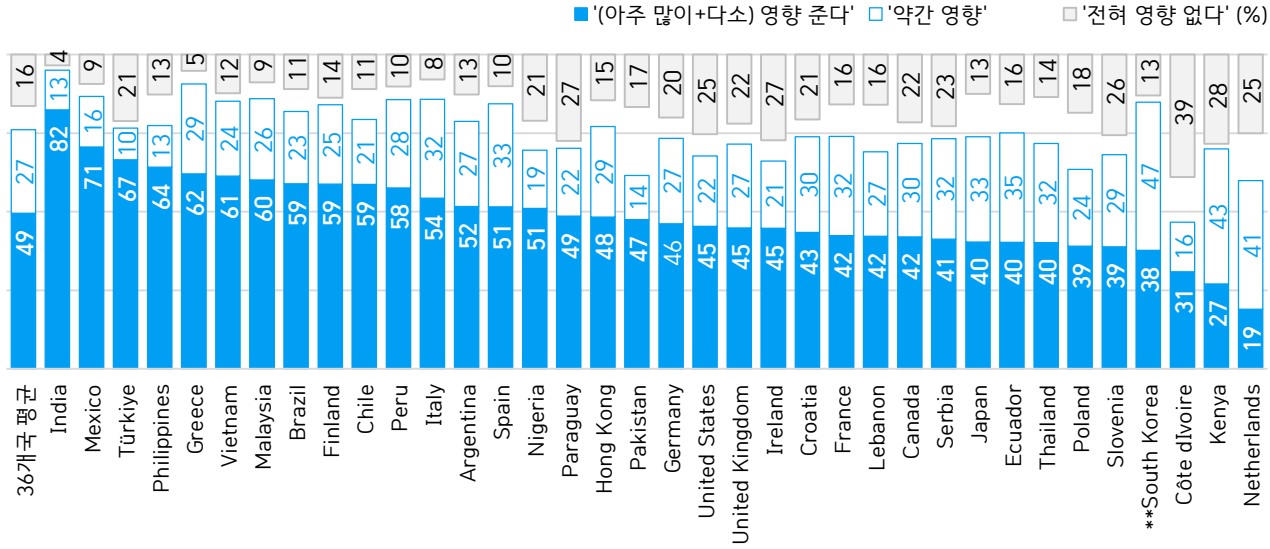
질문) 기업과 기업의 사회적 책임에 관한 다음 세 가지 주장 중에서
 귀하의 생각은 어디에 가장 가깝습니까?
 - 대부분의 기업이 사회적 책임과 지속가능성에 진심으로 신경쓰며 경영한다 (진심)
 / 대부분의 기업은 신경쓰는 척할 뿐, 진심이 아니다 (피상적 이행)
 / 대부분의 기업이 사회적 책임을 무시하고 사업에만 신경쓴다 (CSR 무시)

한국 조사	사례수 (명)	기업의 사회적 책임 이행에 대한 시각			
		대부분 진심	피상적 이행	CSR 무시	모름/ 응답거절
2021년 11월 5~28일	1,500	24%	46%	25%	5%
2022년 11월 7~24일	1,549	17%	45%	33%	5%
성별					
남성	768	16%	45%	33%	5%
여성	781	17%	44%	32%	6%
연령별					
19~29세	251	15%	44%	35%	6%
30대	236	19%	50%	29%	3%
40대	289	17%	48%	31%	4%
50대	306	16%	49%	32%	3%
60대 이상	467	17%	39%	35%	9%
성/연령별					
남성 19~29세	131	14%	43%	36%	6%
남성 30대	122	18%	51%	29%	2%
남성 40대	147	17%	44%	32%	6%
남성 50대	155	14%	51%	32%	2%
남성 60대 이상	213	19%	40%	35%	6%
여성 19~29세	119	17%	44%	34%	5%
여성 30대	114	20%	48%	28%	4%
여성 40대	142	17%	51%	30%	2%
여성 50대	151	19%	46%	32%	4%
여성 60대 이상	254	16%	38%	35%	11%
직업별					
농/임/어업	23	-	-	-	-
자영업	235	18%	48%	31%	3%
기능노무/서비스	348	19%	43%	30%	8%
사무/관리	455	18%	48%	31%	3%
전업주부	326	15%	42%	36%	6%
학생	86	18%	38%	37%	7%
무직/은퇴/기타	75	11%	45%	38%	6%
지역별					
서울	297	13%	51%	34%	3%
인천/경기	496	15%	51%	32%	2%
강원	47	-	-	-	-
대전/세종/충청	166	32%	28%	21%	19%
광주/전라	153	10%	44%	37%	9%
대구/경북	153	5%	44%	44%	7%
부산/울산/경남	236	30%	37%	28%	4%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

구매 결정 시 CSR 영향 정도

● 구매 결정 시 CSR 영향 정도 - 국가별



- '아주 많이+다소' 영향 준다' 내림차순, 4점 척도, 2022년 10~12월 36개국 WIN World Survey
 - 한국은 2022년 11월 7~24일 전국(제주 제외) 성인 1,549명 면접조사(CAPI), 한국갤럽 www.gallup.co.kr

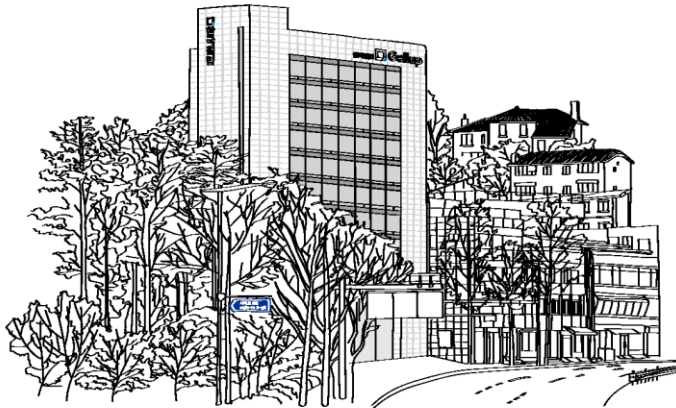
질문) 기업/브랜드의 사회적 책임 이행 행동이
귀하의 구매 결정에는 얼마나 영향을 준다고 보십니까? (4점 척도)

한국 조사	사례수 (명)	구매 결정 시 CSR 영향 정도					영향 준다 (계) (A+B)
		아주많이 영향준다 (A)	다소 영향 (B)	약간 영향	전혀 영향 없다	모름 응답 거절	
2021년 11월 5~28일	1,500	17%	56%	24%	2%	2%	72%
2022년 11월 7~24일	1,549	5%	33%	47%	13%	2%	38%
성별							
남성	768	4%	33%	49%	12%	2%	37%
여성	781	5%	33%	46%	14%	2%	39%
연령별							
19~29세	251	4%	38%	45%	11%	2%	42%
30대	236	5%	38%	47%	9%	2%	43%
40대	289	4%	36%	50%	9%	1%	40%
50대	306	6%	38%	45%	10%	1%	44%
60대 이상	467	4%	23%	49%	21%	4%	27%
성/ 연령별							
남성 19~29세	131	3%	35%	46%	14%	1%	39%
남성 30대	122	4%	40%	45%	9%	2%	44%
남성 40대	147	2%	36%	52%	9%	1%	39%
남성 50대	155	6%	36%	48%	9%	1%	42%
남성 60대 이상	213	5%	22%	51%	18%	4%	27%
여성 19~29세	119	5%	41%	43%	9%	2%	46%
여성 30대	114	5%	37%	49%	8%	1%	42%
여성 40대	142	7%	35%	48%	9%	2%	41%
여성 50대	151	7%	40%	41%	11%	1%	47%
여성 60대 이상	254	4%	23%	48%	23%	3%	27%
직업별							
농/임/어업	23	-	-	-	-	-	-
자영업	235	6%	28%	47%	17%	1%	35%
기능노무/서비스	348	2%	34%	49%	13%	2%	36%
사무/관리	455	6%	37%	46%	9%	1%	43%
전업주부	326	5%	29%	48%	15%	2%	34%
학생	86	4%	40%	44%	10%	2%	44%
무직/은퇴/기타	75	4%	27%	50%	17%	2%	31%
지역별							
서울	297	2%	32%	56%	9%	1%	34%
인천/경기	496	3%	34%	52%	10%	1%	36%
강원	47	-	-	-	-	-	-
대전/세종/충청	166	10%	25%	47%	13%	5%	35%
광주/전라	153	9%	35%	31%	20%	5%	44%
대구/경북	153	5%	27%	39%	25%	4%	32%
부산/울산/경남	236	3%	37%	47%	13%		40%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.

1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

—
한국갤럽 홈페이지 갤러리포트 게시판을 통해 공개한 자료는
모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

·
기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

·
인용하실 때는 반드시 출처를 밝혀 주십시오.
가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

·
저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

—
한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- 매주 새로운 조사 결과를 전합니다: [이메일 뉴스레터 구독 신청](#) | [카카오톡채널 추가](#)
- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

Does Corporate Social Responsibility Influence Purchase Decisions?

WIN International, the world's leading association in market research and polling has published the Annual Win World Survey (WWS – 2022) exploring the views and beliefs of 29,269 individuals in 36 countries about **Corporate Social Responsibility (CSR)**. What do people know about it? Is it important when making purchase decisions?

Increase in awareness

51% of respondents have heard about CSR before, with an increase of 3% compared to last year. Companies and corporations' responsibility towards society and the environment is becoming an important part of the conversation, leading to higher awareness of CSR among citizens worldwide.

Respondents' level of education is directly linked to their level of awareness: higher education means higher awareness of CSR.

On a regional level, this varies. Europe is at the top with the highest awareness increase (+6%) compared to the previous year; followed by the Americas +3%. On the other hand the MENA regions are less familiar with the concept, with 59% of people not knowing what CSR stands for.

Companies aren't doing enough

Respondents are becoming more skeptical. When asked how much companies embrace and promote CSR, 42% believe that companies are not seriously embracing CSR and that the actions in place are only made for appearance (+3% compared to 2021). 25% also believe that most companies do not care about CSR at all, unchanged compared to previous year.

Only 16% believe that brands are seriously following CSR guidelines, the more trusting region is APAC with 24% of people believing in companies' efforts, and countries like Malaysia, Philippines and India also following this line of thought.

Decrease in CSR's influence in purchase decisions

Surprisingly, less people compared to last year are influenced by companies' CSR efforts when buying products and services. Distrust towards brands translates to a wider disinterest in guiding purchase decision based on those efforts. CSR influence on purchase decision dropped from 62% to 50%, but results vary significantly among countries. India (82%), Mexico (71%) and Türkiye (67%) show the highest levels of

influence of CSR on purchase decisions. While Kenya (71%), Netherlands (66%) and South Korea (60%) appear to be the most skeptical countries.

When making purchase decisions Africa (51%) and Europe (47%) are the least influenced continents by CSR.

Vilma Scarpino, President of WIN International Association, said:

'We are learning from every edition of our WIN World Survey that people are increasingly more worried about the environment and that they want to act upon this concern, and call companies, institutions, and governments to help. However, at the same time, a wide distrust towards international actors and their role in taking care of society and the environment is increasing, leading to citizens not even considering companies' CSR efforts in their everyday purchase decisions. We need to make sure that the widely accepted concerns about society and the environment have a direct effect on everyone's actions, and rely at the same time on the fact that increasingly more people are familiar with the definition of Corporate Social Responsibility. Those who are getting familiar with the concept now, should also make sure to keep the value in mind when making purchase decisions.'

-ENDS-

Media enquiries:

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

NOTES FOR EDITORS

Methodology:

The survey was conducted in 36 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 29,739 people were interviewed. See below for sample details. The fieldwork was conducted during October 9st and December 10th, 2022. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

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

About WIN:

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

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2022 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	605	NATIONAL	21-31 OCT
2	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	10-28 NOV
3	Canada	LEGER	CAWI	1000	NATIONAL	17-27 NOV
4	Chile	Activa Research	CAWI	1004	NATIONAL	7-17 NOV
5	Cote d'Ivoire	EMC SARL	CATI	508	NATIONAL	8 NOV – 15 DEC
6	Croatia	Mediana Fides	CAWI	540	NATIONAL	31 OCT - 2 NOV
7	Ecuador	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL	30 NOV – 2 DEC
9	Finland	Taloustutkimus Oy	CAWI	1042	NATIONAL	18-28 NOV
9	France	BVA	CAWI	1000	NATIONAL	16-17 NOV
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	16-23 NOV
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	22-29 NOV
12	Hong Kong	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE	23-29 NOV
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	1 NOV – 5 DEC
14	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL	8-14 NOV
15	Italy	BVA Doxa	CAWI	1001	NATIONAL	4-7 NOV
16	Japan	Nippon Research Center, LTD.	CAWI	1236	NATIONAL	15-22 NOV
17	Kenya	Mind Pulse Research & Consulting Ltd	CATI	500	KEY URBAN AREAS	4-10 DEC
18	Lebanon	REACH SAL	CATI	500	NATIONAL	19-22 NOV

19	Malaysia	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL	17 NOV – 4 DEC
20	Mexico	Brand Investigation S.A de C.V	Online	535	NATIONAL	17-30 NOV
21	Nigeria	Market Trends International	CATI	1003	NATIONAL	9-25 NOV
22	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	16-28 NOV
23	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	24 NOV – 6 DEC
24	Peru	Datum Internacional	CAWI	1003	URBAN NATIONAL	15-30 NOV
25	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	5-25 NOV
26	Poland	Mareco Polska	CAWI	509	NATIONAL	18-21 NOV
27	Republic of Korea	Gallup Korea	CAPI	1549	NATIONAL	7-24 NOV
28	Serbia	Mediana Adria	CAWI	520	NATIONAL	28 OCT - 7 NOV
29	Slovenia	Mediana	CAWI	501	NATIONAL	23-25 NOV
30	Spain	Instituto DYM	CAWI	1006	NATIONAL	9 -23 OCT
31	Thailand	Infosearch Limited	CAPI	500	NATIONAL	12-25 NOV
32	The Netherlands	Motivaction International B.V.	CAPI	1011	NATIONAL	2-6 DIC
33	Türkiye	Barem	CATI	708	NATIONAL	08-17 NOV
34	United Kingdom	ORB International	CAWI	1018	NATIONAL	DEC
35	USA	LEGER	CAWI	1000	NATIONAL	17-27 NOV
36	Vietnam	Indochina Research Ltd	CAPI	800	HANOI, HO CHI MINH CITY, DA NANG, CAN THO	15-30 NOV

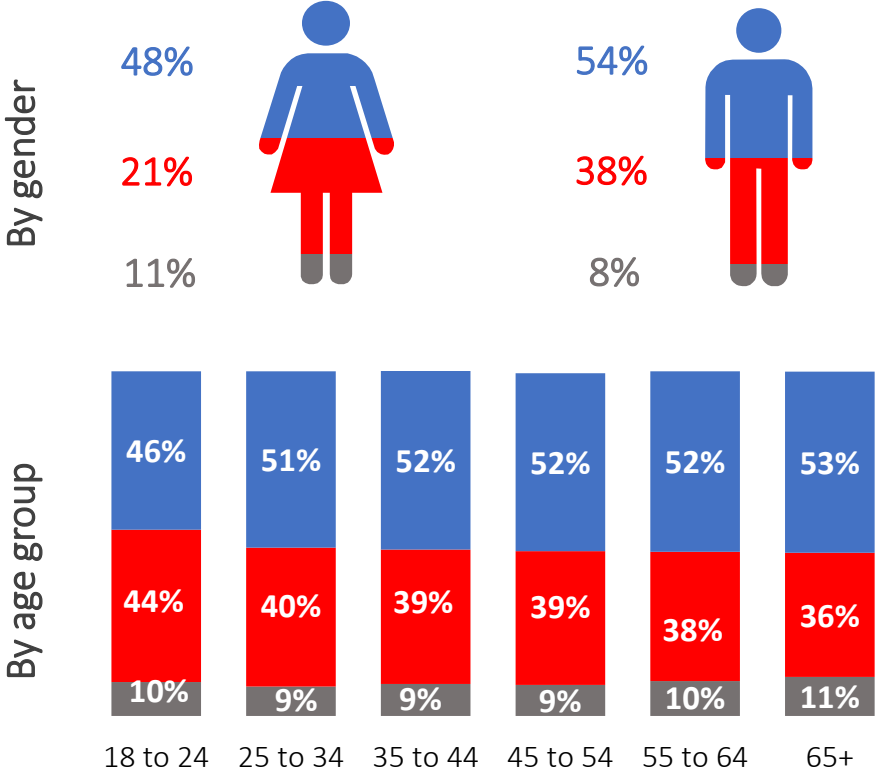
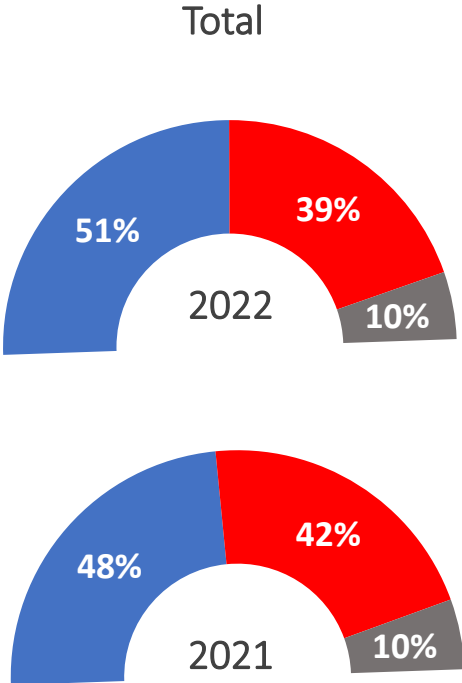


CORPORATE SOCIAL RESPONSABILITY

WWS 2022

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases

Q15 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (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?

General knowledge about CSR

% within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

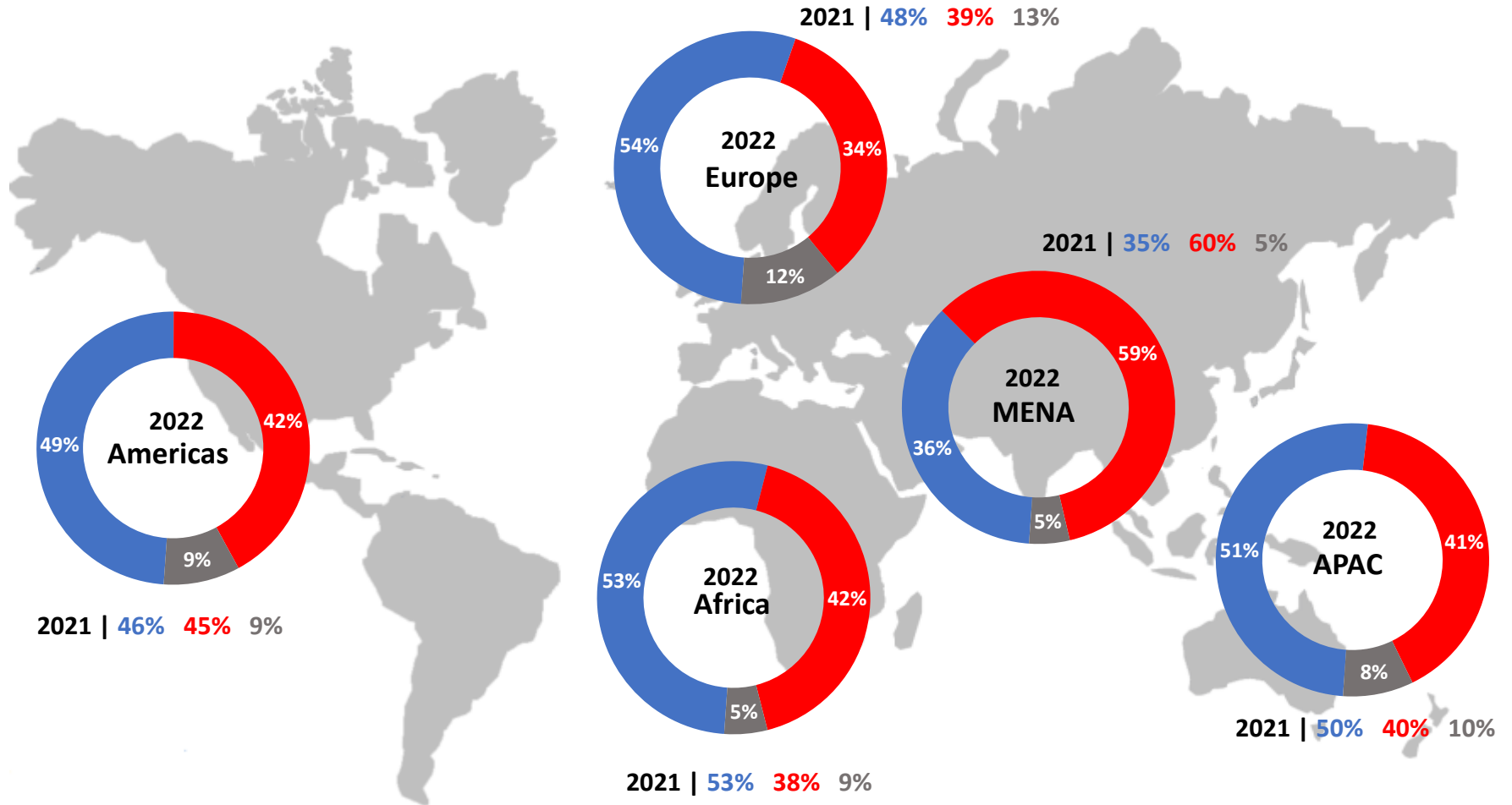


Source: WIN 2022. Base: 29269 cases

Q15 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (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?

General knowledge about CSR

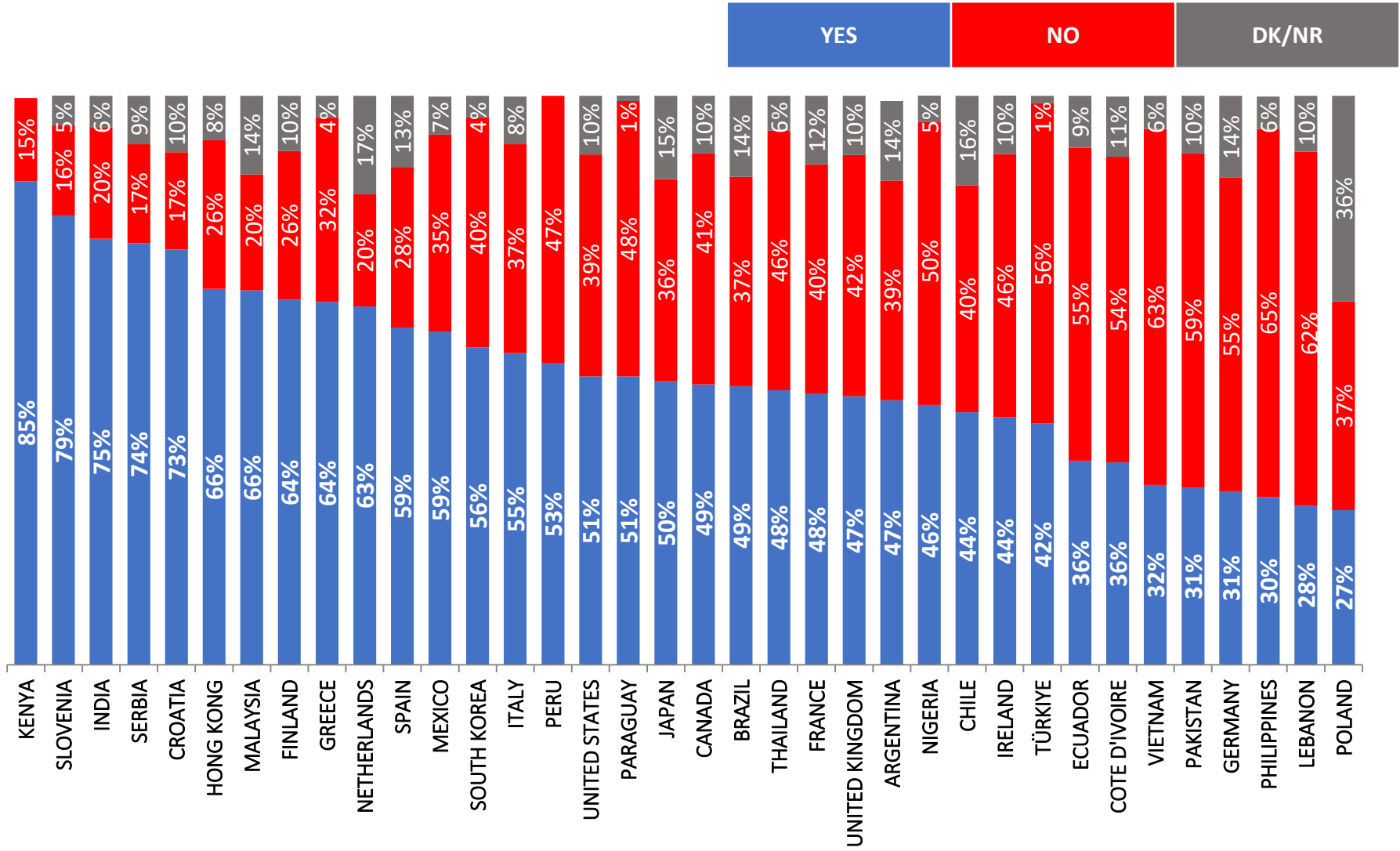
% within total population



Source: WIN 2022. Base: 29269 cases

General knowledge about CSR

% within total population



Source: WIN 2022. Base: 29269 cases

Q15 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (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?

General knowledge about CSR

% within total population

	YES 2021	YES 2022	
GLOBAL AVERAGE	48%	51%	↑
Kenya	63%	85%	↑
Slovenia	74%	79%	↑
India	74%	75%	↑
Serbia	70%	74%	↑
Croatia	63%	73%	↑
Hong Kong	70%	66%	↓
Malaysia	53%	66%	↑
Finland	62%	64%	↑
Greece	65%	64%	↑
Netherlands	No data	63%	
Spain	53%	59%	↑
México	46%	59%	↑
South Korea	53%	56%	↑
Italy	48%	55%	↑
Peru	44%	53%	↑
United States	53%	51%	↓
Paraguay	55%	51%	↓
Japan	52%	50%	↓
Canada	62%	49%	↓

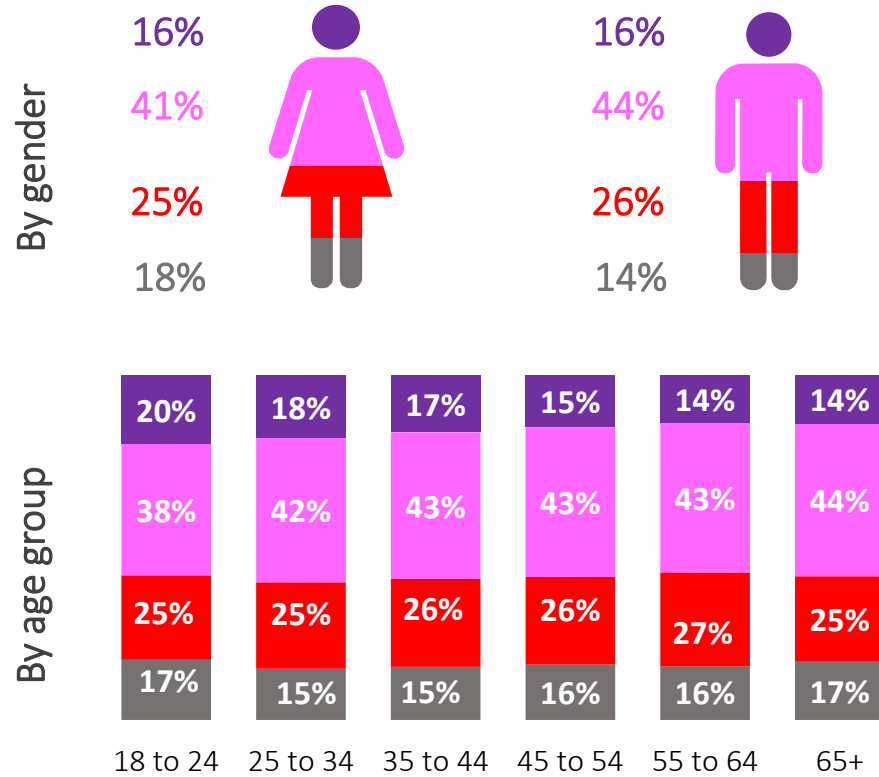
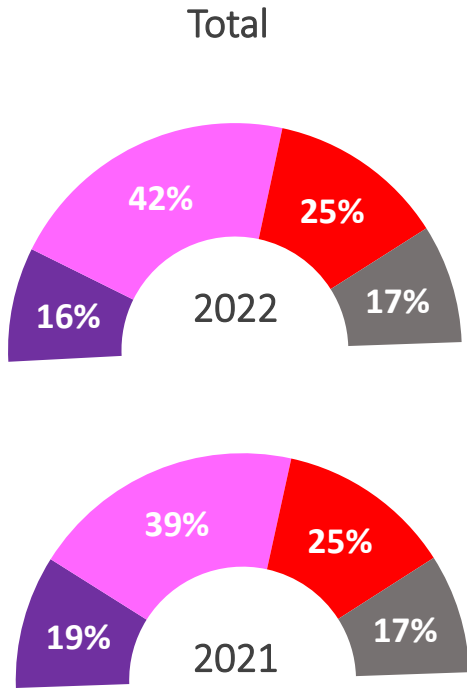
	YES 2021	YES 2022	
Brazil	52%	49%	↓
Thailand	41%	48%	↑
France	43%	48%	↑
Argentina	40%	47%	↑
United Kingdom	40%	47%	↑
Nigeria	43%	46%	↑
Chile	41%	44%	↑
Ireland	38%	44%	↑
Türkiye	31%	42%	↑
Ecuador	32%	36%	↑
Cote d'Ivoire	No data	36%	
Vietnam	34%	32%	↓
Pakistan	23%	31%	↑
Germany	31%	31%	=
Philippines	23%	30%	↑
Lebanon	22%	28%	↑
Poland	24%	27%	↑

Source: WIN 2022. Base: 29269 cases

Q15 -> For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CRS (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?

Efforts to embrace and promote CSR

% within total population



Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR

% within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

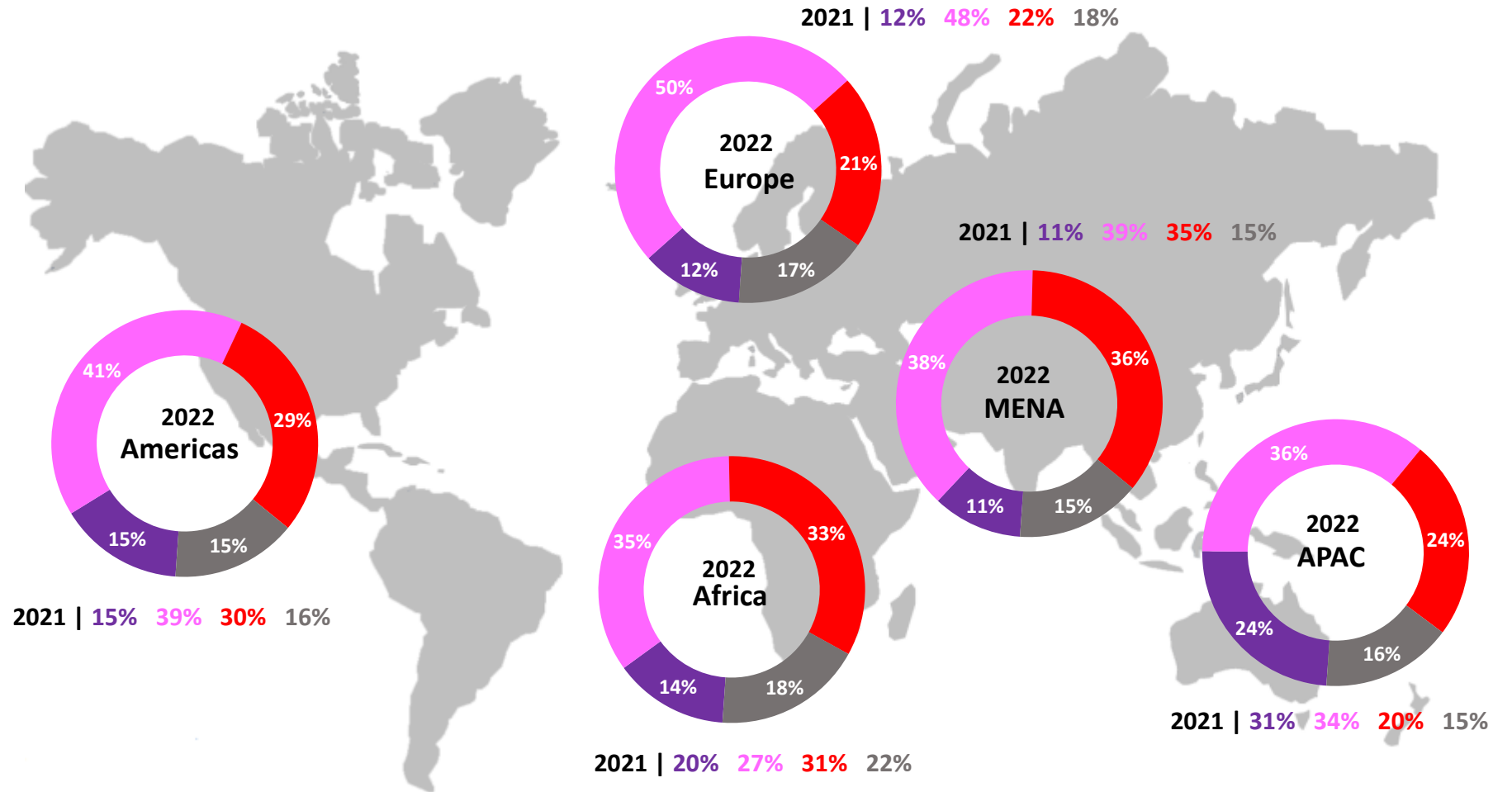


Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR
% within total population

MOST COMPANIES ARE SERIOUSLY OPERATING WITH CSR AND SUSTAINABILITY	MOST COMPANIES ARE NOT SERIOUSLY DOING IT, IT IS ONLY APPEARANCE	MOST COMPANIES DO NOT CARE AT ALL ABOUT CSR. THEY ONLY FOCUS ON BUSINESS	DK/NR
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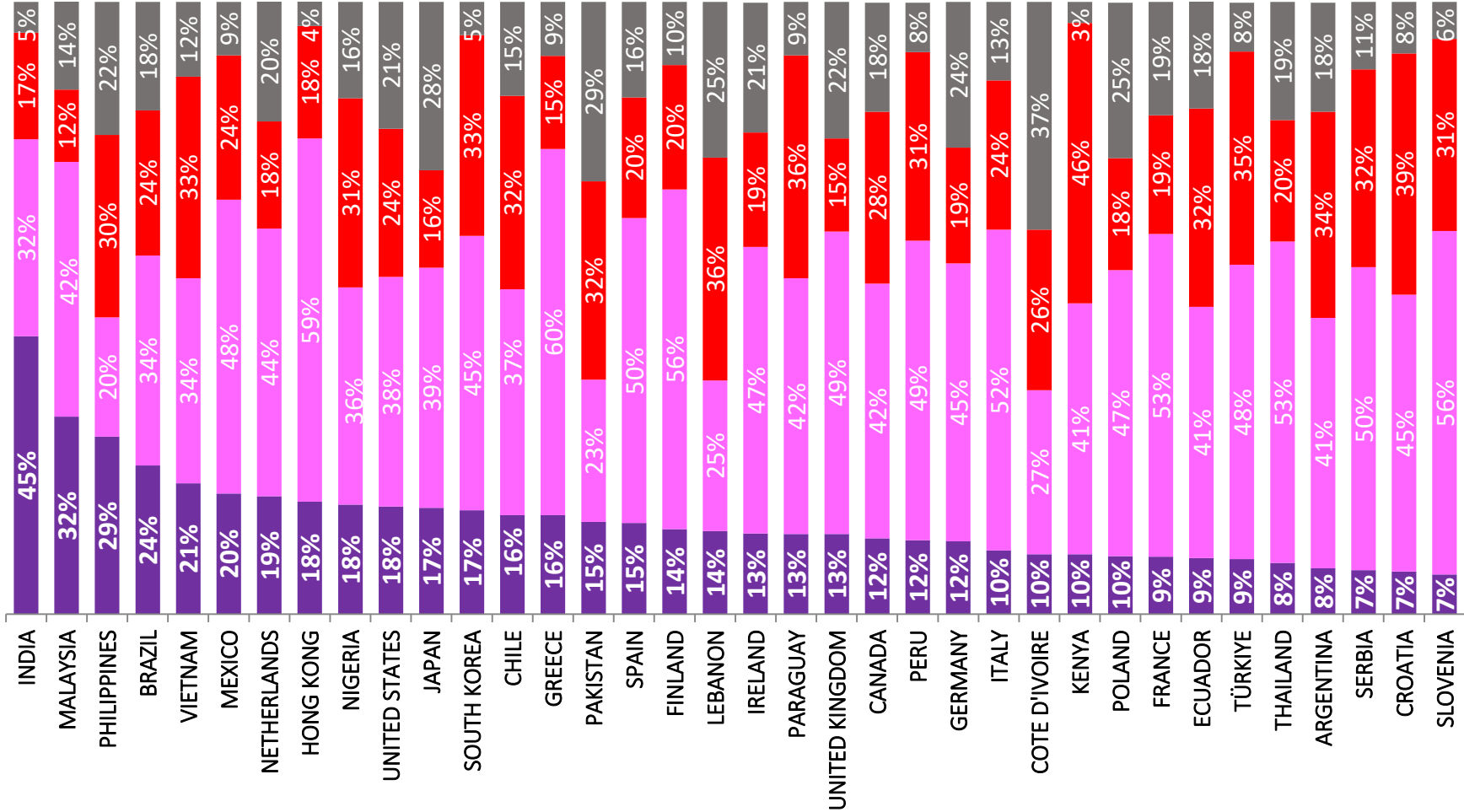
Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR

% within total population

MOST COMPANIES ARE SERIOUSLY OPERATING WITH CSR AND SUSTAINABILITY	MOST COMPANIES ARE NOT SERIOUSLY DOING IT, IT IS ONLY APPEARANCE	MOST COMPANIES DO NOT CARE AT ALL ABOUT CSR. THEY ONLY FOCUS ON BUSINESS	DK/NR
---	---	---	--------------



Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Efforts to embrace and promote CSR

% within total population

	SERIOUSLY 2021	SERIOUSLY 2022	
GLOBAL AVERAGE	19%	16%	↓
India	44%	45%	↑
Malaysia	26%	32%	↑
Philippines	31%	29%	↓
Brazil	23%	24%	↑
Vietnam	35%	21%	↓
Mexico	11%	20%	↑
Netherlands	No Data	19%	
Hong Kong	17%	18%	↑
Nigeria	12%	18%	↑
United States	21%	18%	↓
Japan	18%	17%	↑
South Korea	24%	17%	↓
Chile	9%	16%	↑
Greece	14%	16%	↑
Pakistan	18%	15%	↓
Spain	17%	15%	↓
Finland	16%	14%	↓
Lebanon	13%	14%	↑
Ireland	14%	13%	↓

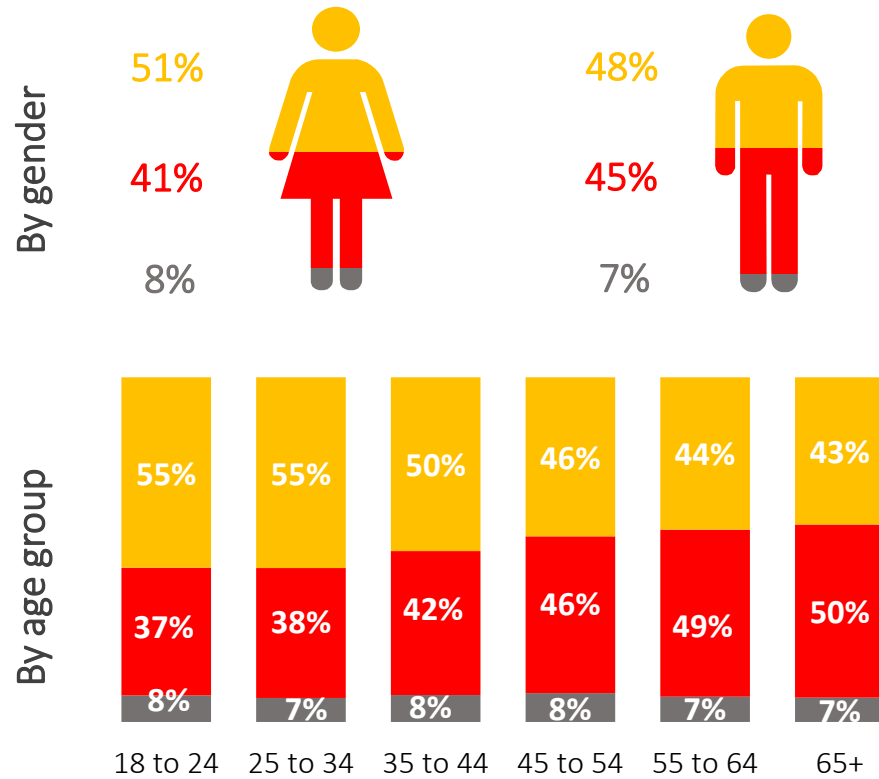
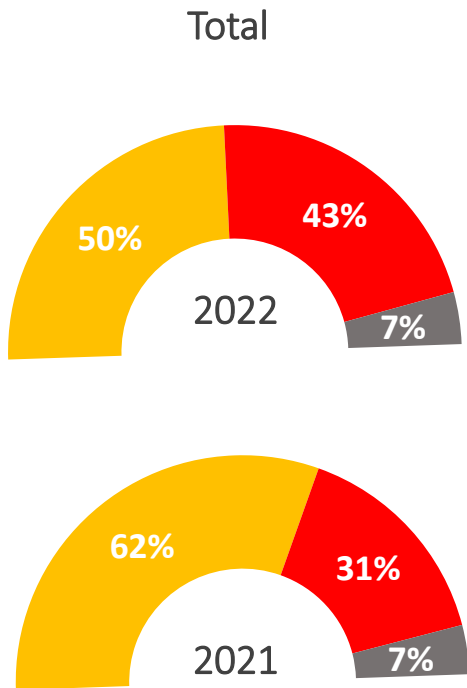
	SERIOUSLY 2021	SERIOUSLY 2022	
Paraguay	18%	13%	↓
United Kingdom	12%	13%	↑
Canada	16%	12%	↓
Peru	13%	12%	↓
Germany	13%	12%	↓
Italy	9%	10%	↑
Cote d'Ivoire	No Data	10%	
Kenya	29%	10%	↓
Poland	9%	10%	↑
France	10%	9%	↓
Ecuador	12%	9%	↓
Türkiye	8%	9%	↑
Thailand	21%	8%	↓
Argentina	11%	8%	↓
Serbia	11%	7%	↓
Croatia	5%	7%	↑
Slovenia	10%	7%	↓

Source: WIN 2022. Base: 29269 cases

Q16 -> Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR)

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2022. Base: 29269 cases

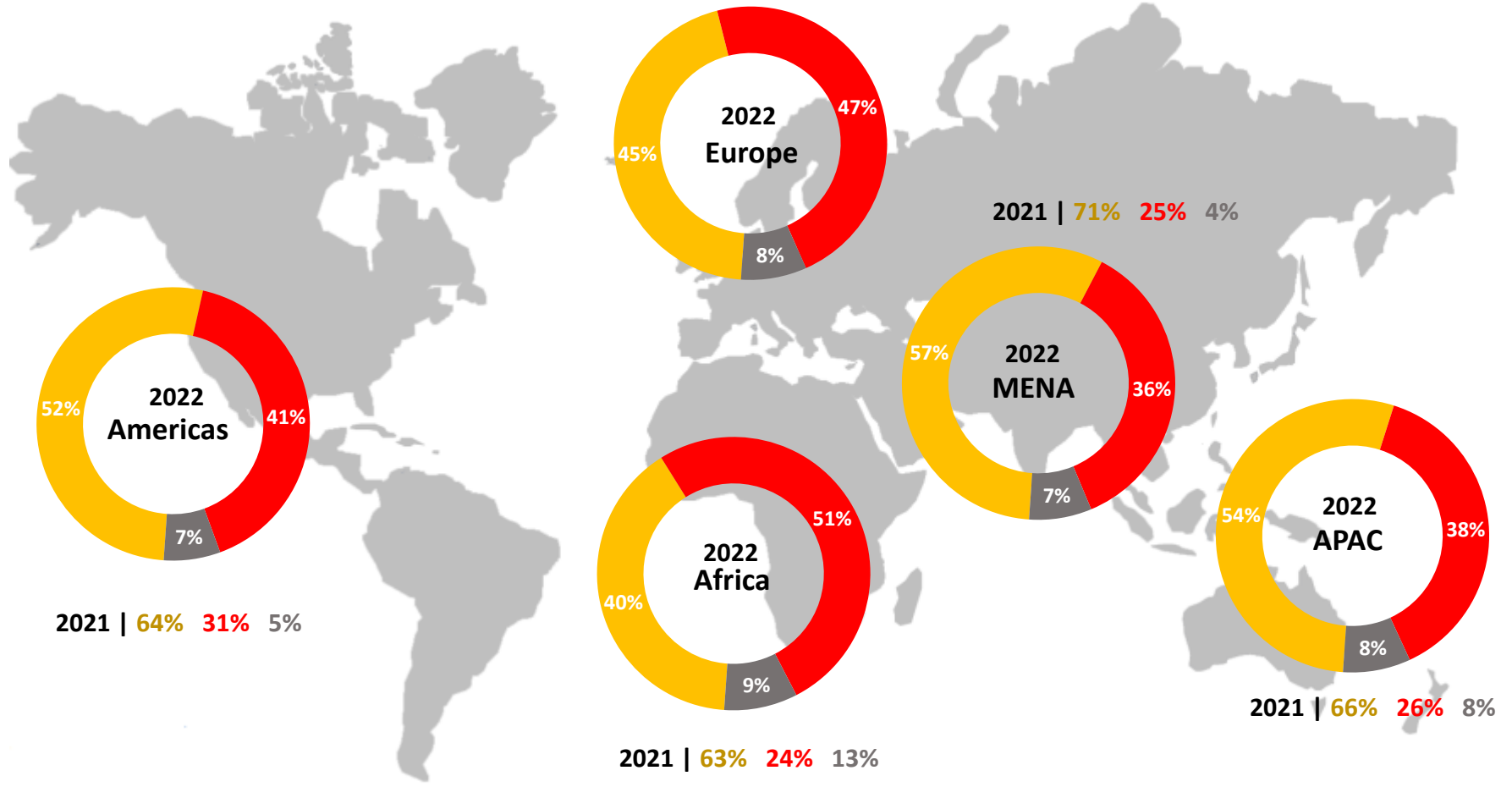
Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population



2021 | 54% 39% 7%

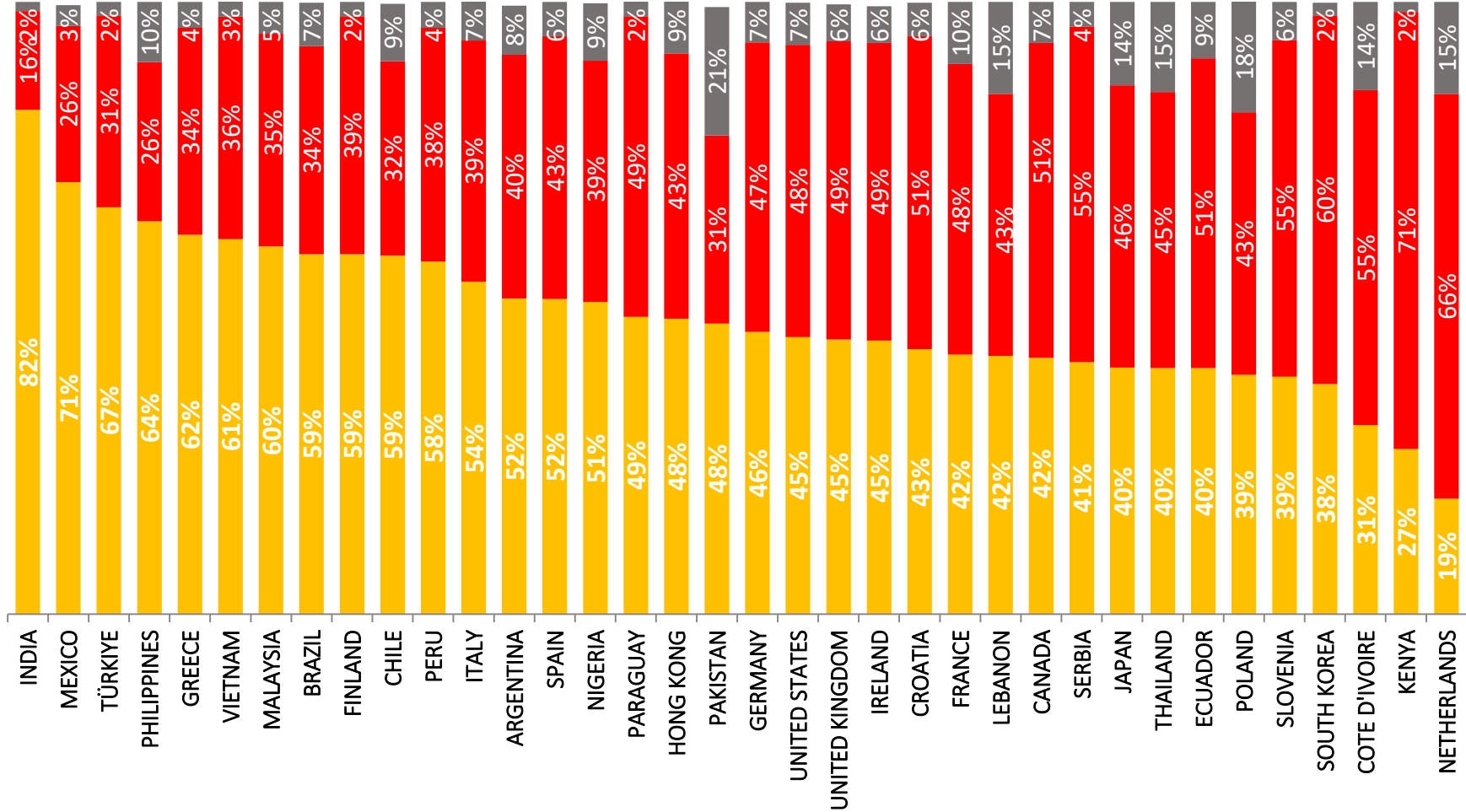


Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population



Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

Influence of CSR on purchase decision

%Within total population

	TTB 2021	TTB 2022	
GLOBAL AVERAGE	62%	50%	↓
India	85%	82%	↓
Mexico	70%	71%	↑
Türkiye	80%	67%	↓
Philippines	59%	64%	↑
Greece	71%	62%	↓
Vietnam	81%	61%	↓
Malaysia	64%	60%	↓
Brazil	72%	59%	↓
Finland	60%	59%	↓
Chile	75%	59%	↓
Peru	74%	58%	↓
Italy	67%	54%	↓
Argentina	58%	52%	↓
Spain	57%	52%	↓
Nigeria	60%	51%	↓
Paraguay	60%	49%	↓
Hong Kong	49%	48%	↓
Pakistan	53%	48%	↓
Germany	51%	46%	↓

	TTB 2021	TTB 2022	
United States	49%	45%	↓
United Kingdom	44%	45%	↑
Ireland	53%	45%	↓
Croatia	56%	43%	↓
France	52%	42%	↓
Lebanon	78%	42%	↓
Canada	57%	42%	↓
Serbia	61%	41%	↓
Japan	53%	40%	↓
Thailand	56%	40%	↓
Ecuador	47%	40%	↓
Poland	45%	39%	↓
Slovenia	42%	39%	↓
South Korea	72%	38%	↓
Cote d'Ivoire	No Data	31%	
Kenya	66%	27%	↓
Netherlands	No Data	19%	

Source: WIN 2022. Base: 29269 cases

Q17 -> Does social responsible behaviors of companies/brands influence your purchase decisions?

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	621	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	1000	NATIONAL
CANADA	LEGER	CAWI	1000	NATIONAL
CHILE	Activa Research	CAWI	1004	NATIONAL
CROATIA	Mediana Fides	CAWI	540	NATIONAL
ECUADOR	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL
FINLAND	Taloustutkimus Oy	CAWI	1042	NATIONAL
FRANCE	BVA	CAWI	1000	NATIONAL
GERMANY	Produkt+Markt	CAWI	1000	NATIONAL
GREECE	Alternative Research Solutions	CAWI	500	NATIONAL
HONG KONG	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL
REPUBLIC OF IRELAND	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL
ITALY	BVA Doxa	CAWI	1001	NATIONAL
COTE D'IVOIRE	EMC SARL	CATI	508	NATIONAL
JAPAN	Nippon Research Center, LTD.	CAWI	1236	NATIONAL
KENYA	Mind Pulse Research & Consulting Ltd	CATI	500	Key Urban Areas
LEBANON	REACH SAL	CATI	500	NATIONAL
MALAYSIA	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL
MEXICO	Brand Investigation S.A de C.V	Online	535	NATIONAL

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
NIGERIA	Market Trends International	CATI	1003	NATIONAL
PAKISTAN	Gallup Pakistan	CATI	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	CATI	501	NATIONAL
PERU	Datum Internacional	CAWI	1003	URBAN NATIONAL
PHILIPPINES	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL
POLAND	Mareco Polska	CAWI	509	NATIONAL
REPUBLIC OF KOREA	Gallup Korea	CAPI	1549	NATIONAL
SERBIA	Mediana Adria	CAWI	520	NATIONAL
SLOVENIA	Mediana	CAWI	501	NATIONAL
SPAIN	Instituto DYM	CAWI	1006	NATIONAL
THAILAND	Infosearch Limited	CAPI	500	NATIONAL
THE NETHERLANDS	Motivaction International B.V.	CAPI	1011	NATIONAL
TÜRKIYE	Barem	CATI	708	NATIONAL
UNITED KINGDOM	ORB International	CAWI	1018	NATIONAL
USA	LEGER	CAWI	1000	NATIONAL
VIETNAM	Indochina Research	CAPI	800	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho