



# COMMUNITY ENGAGEMENT RESEARCH

**NP** NEW PARADIGM  
STRATEGY GROUP

SEPTEMBER 2019

# Executive Summary

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## **AMERICANS EXPECT CORPORATIONS TO BE “MISSION DRIVEN” AS WELL AS FOCUSED ON SHAREHOLDERS AND CUSTOMERS.**

- A large majority of Americans (72%) agree that public corporations should be “mission driven” as well as focused on shareholders and customers.
- 64% of Americans believe a corporation’s “primary purpose” should be “making the world a better place” – the same percentage of Americans who believe a corporation’s primary purpose should be “making money for shareholders.”

## **AMERICANS EXPECT CEOs TO SPEAK OUT ON PUBLIC ISSUES.**

- A sizeable plurality of Americans (46%) say that CEOs should take public stances on issues. Support for CEOs speaking out on public issues approaches 60% amongst Americans ages 18 to 44.
- The expectation for CEOs to publicly engage on issues is strongest regarding causes important to employees -- a majority of Americans (54%) agree that CEOs should weigh in on issues that matter to their employees, a greater level of agreement than CEOs weighing in on issues related to their business interests (48%).
- People who believe that CEOs should take a stance on public issues include more men (54%) than women (39%), more younger people (60%) than older (28%), and more Democrats (55%) than Republicans (34%).

## **AMERICANS EXPECT CORPORATIONS TO SUPPORT LOCAL COMMUNITIES.**

- A near majority of Americans (48%) believe that corporations have an obligation to support local communities, including a majority of men (53%).
- A strong majority of Americans (64%) believe that corporations have a responsibility to be active in their communities at the expense of profits.
- 71% of Americans do not believe that charity is enough and that corporations should do more to support their communities.

## **AMERICANS WANT TO BUY FROM, AND WORK FOR, CORPORATIONS THAT ARE ENGAGED IN THEIR COMMUNITIES.**

- 68% of Americans say they would be more likely to purchase products from corporations engaged in their local community.
- 65% of Americans say they would be more likely to work for a corporation that is locally engaged.

## **AMERICANS BELIEVE CORPORATIONS SHOULD PUT CUSTOMERS FIRST, EVEN AHEAD OF SHAREHOLDERS.**

- 52% of Americans rank customers as the most important stakeholders for public corporations, followed by shareholders at just 21%.
- 51% of Americans agree that the primary purpose of corporations is to serve their customers and employees, greater than those who agree that the primary purpose of corporations is to make money for shareholders.

## **AMERICANS PREFER CORPORATE FINANCIAL SUPPORT (PARTICULARLY FOR LOCAL CHARITIES AND CHILDREN’S PROGRAMS) OVER EMPLOYEE VOLUNTEERISM.**

- More Americans (62%) say corporate financial support for communities is of greater value than company employees volunteering in support of communities (38%).
- The most appealing ways corporations can engage with their communities include supporting local charities (56%), helping educate children (56%), and providing internships (53%).

## **MILLENNIALS MAY BE DRIVING CHANGING EXPECTATIONS FOR THE ROLE OF CORPORATIONS IN SOCIETY.**

- 80% of millennials want to work for engaged corporations.
- 75% of millennials believe that community giving should come at the expense of profits.
- 82% of millennials believe that corporations need to do more than give to charity.

A blurred, grayscale photograph of a classroom. A teacher stands at the front near a whiteboard, and several students are seated at desks, some looking towards the front. The image is semi-transparent, serving as a background for the text.

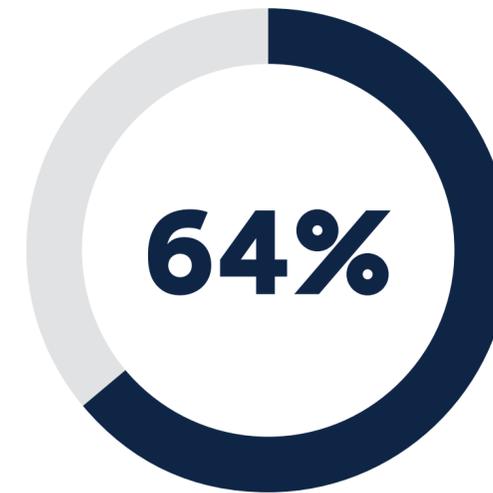
# RESEARCH FINDINGS

# Americans Expect Corporations To Be “Mission Driven” As Well As Focused on Shareholders and Customers

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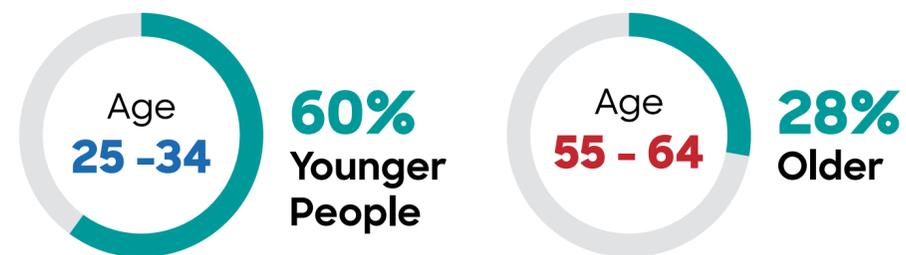
# Americans Expect CEOs to Speak Out On Public Issues

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- The expectation for CEOs to publicly engage on issues is strongest regarding causes important to employees -- a majority of Americans (54%) agree that CEOs should weigh in on issues that matter to their employees, a greater level of agreement than CEOs weighing in on issues related to their business interests (48%).
- People who believe that CEOs should take a stance on public issues include more men than women, more younger people than older, and more Democrats than Republicans.

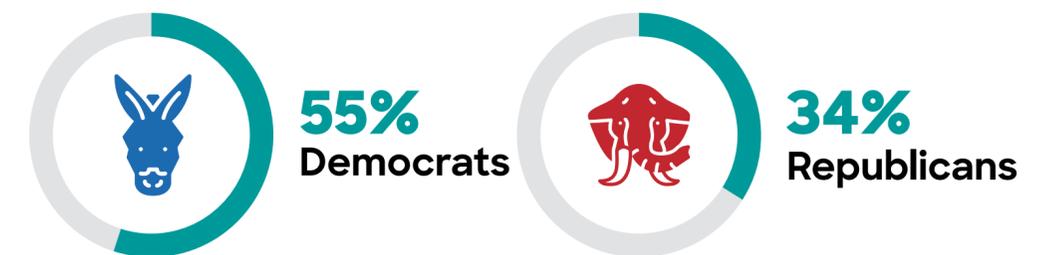
## Men than Women



## Younger People than Older

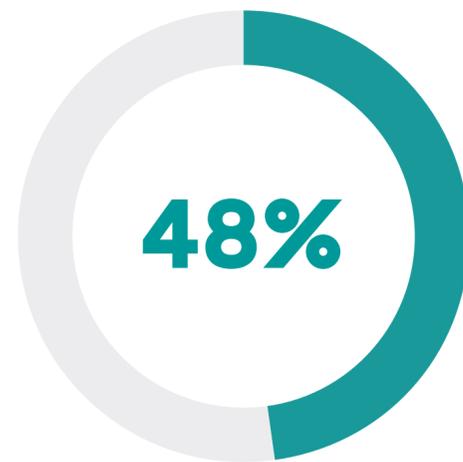


## Democrats than Republicans

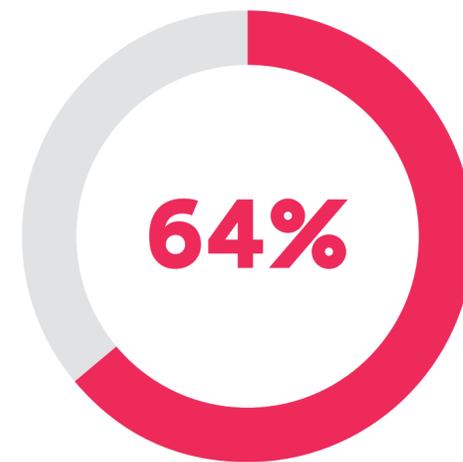


# Americans Expect Corporations to Support Local Communities

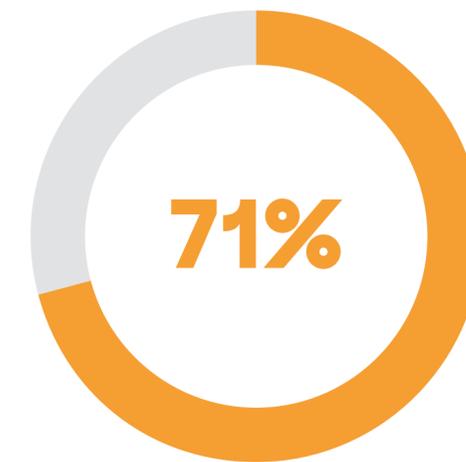
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# Americans Want to Buy From, And Work For, Corporations That Are Engaged in Their Communities

**68%**

more likely to purchase from engaged corporations



68% of Americans say they would be more likely to purchase products from corporations engaged in their local community, with 44% saying they're willing to pay more for these types of products.

age 25 - 44

**59%**

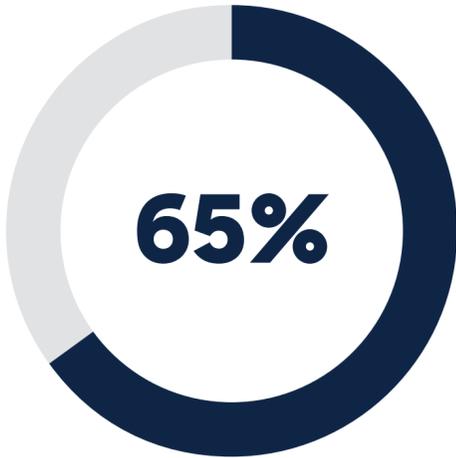


over the age 55

**25%**



The group most likely to pay more for products from locally engaged corporations were between the ages of 25 and 44 (59%). In contrast, only 25% of Americans over the age of 55 said they were willing to pay more for products from corporations engaged in their local community.



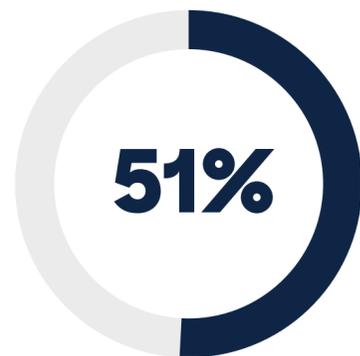
65% of Americans say they would be more likely to work for a corporation that is locally engaged.

# Americans Believe Corporations Should Put Customers First, Even Ahead of Shareholders

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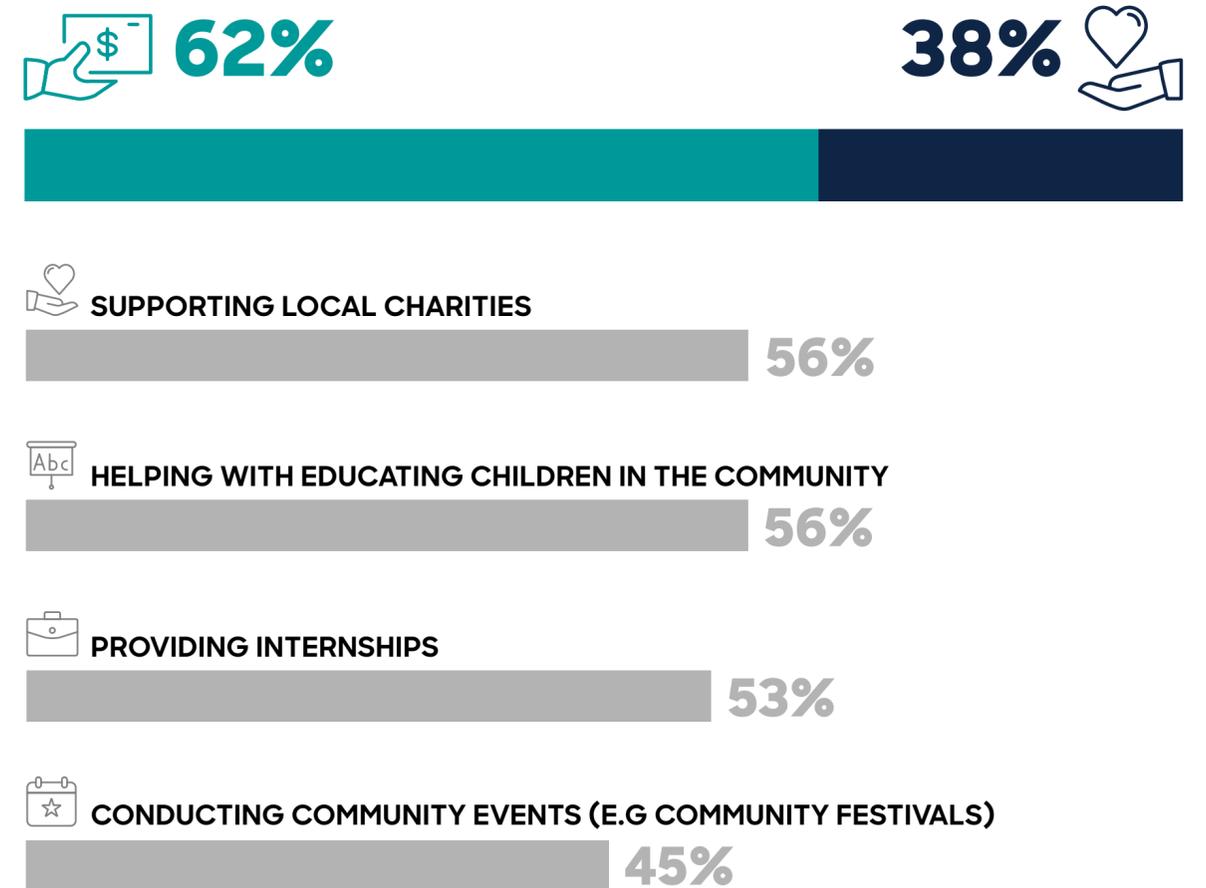
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51% of Americans agree that the primary purpose of corporations is to serve their customers and employees, greater than those who agree that the primary purpose of corporations is to make money for shareholders.

# Americans Prefer Corporate Financial Support Over Employee Volunteerism

- 62% of Americans say corporate financial support for communities is of greater value than company employees volunteering in support of communities (38%). This is driven by the perception that, if employees see that the corporation is prepared to provide financial support for the community, those financial donations can inspire employees to volunteer.
- For the 38% who favor company employees volunteering, they did so based on a concern that corporate donations would not actually reach the desired community and based on a belief that volunteering was a better way to demonstrate care for those in need.
- The most appealing ways corporations can engage with their communities include supporting local charities (56% find it extremely appealing), helping educate children in the community (56%), and providing internships (53%). People found less appeal in corporations conducting community events (45%) as a way of engaging.



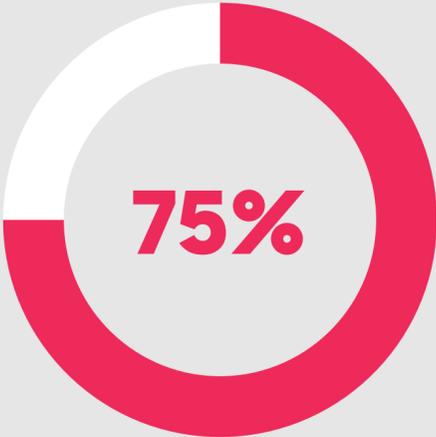
# Millennials May Be Driving Changing Expectations Regarding the Role of Corporations In Society

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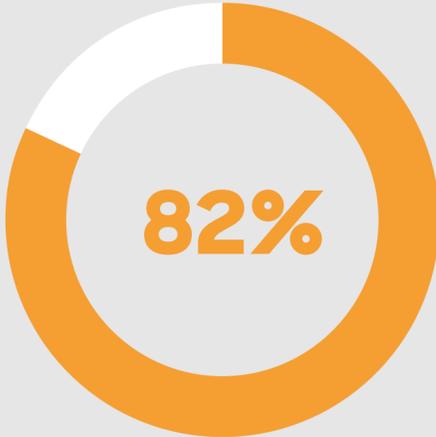
## MILLENNIALS HOLD THE STRONGEST VIEWS



want to work for engaged corporations



believe that community giving should come at the expense of profits



believe that corporations need to do more than give to charity

# Consumers Favor Products Made in the USA

76% of Americans say they would pay more for a product made in the U.S. when there is an equivalent substitute product available that is made overseas, with 25% saying they would pay “much more” and 51% saying they would pay “somewhat more.”

Not pay more,  
**34%**



Pay more,  
**76%**

**25%** Yes, pay much more

**51%** Yes, pay somewhat more

**34%** Not pay more

# Methodology

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New Paradigm Strategy Group conducted a survey among a representative sample of 1,026 Americans in July 2019.

New Paradigm maintains a representative panel of the U.S. population. Members of the panel can be profiled on over 3,000 variables, including consumer data and partisan scores.

# THANK YOU

IF YOU HAVE QUESTIONS PLEASE CONTACT:

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