

**2002 CONE CORPORATE CITIZENSHIP STUDY  
FACT SHEET**

*Americans continue to expect companies to play an active role in addressing the needs of society, especially in light of the financial scandals plaguing Corporate America today*

	Post-September 11 <sup>th</sup>		Pre-September 11 <sup>th</sup>
	July 2002	Oct 2001	March 2001
Companies have a responsibility to help support causes	78%	79%	65%
In light of the Enron collapse and WorldCom financial situation, it is more important than ever for companies to be socially responsible	89%	-	-
During an economic downturn and period of tighter consumer spending, it is important for companies to continue supporting causes	85%	88%	71%

*Americans will reward good corporate citizens ...*

	Post-September 11 <sup>th</sup>		Pre-September 11 <sup>th</sup>		
	July 2002	Oct 2001	March 2001	1999	1993
When a product or company supports a cause I care about, I have a more positive image of that product or company	92%	92%	81%	83%	85%
I would be likely to switch from one brand to another that is about the same in price and quality, if the other brand were associated with a good cause	84%	81%	54%	65%	66%
When I see information about a company supporting a cause, I am more likely to remember that company	87%	88%	-	-	-

*... and punish corporate "bad guys"*

Americans say they would be likely to react in the following ways if they were to find out about a company's negative corporate citizenship practices:

- β Consider switching to another company's products or services (91%)
- β Speak out against that company among my family and friends (85%)
- β Refuse to invest in that company's stock (83%)
- β Consider selling my investment in that company's stock (80%)
- β Refuse to work at that company (80%)
- β Boycott that company's products or services (76%)
- β Be less loyal to my job at that company (68%)

***Americans want to know***

As in October 2001, nearly nine in ten Americans today (86%) agree that companies should tell them the ways in which they are supporting social issues (88% in October 2001, 73% in March 2001). Highlighting Americans’ deep mistrust of companies, however, an overwhelming majority say they prefer to find out this information from a third-party source, particularly the media:

- β News article or editorial (51%)
- β Corporate Web site (36%)
- β Direct mail (30%)
- β Corporate annual report (30%)
- β Corporate brochures or newsletters (28%)
- β Advertising (26%)
- β Analyst report (24%)
- β Corporate social responsibility report (16%)

***Companies must adopt many corporate citizenship practices to win Americans’ trust***

In this time of heightened scrutiny of Corporate America, Americans say that supporting social needs is one of many important practices for companies to rebuild their trust with stakeholders:

- β Fair treatment of employees (96%)
- β Open and honest communications (95%)
- β Quality and fair-priced products or services (94%)
- β Adherence to laws and regulations (94%)
- β Environmentally safe business practices (94%)
- β Transparency in disclosing corporate information (88%)
- β Support of social issues important to me and my community (86%)
- β Employees volunteering in my community (81%)

***Americans consider companies’ commitments to social issues when making a variety of decisions***

“A company’s commitment to social issues is important when I decide ...”	Post-September 11 <sup>th</sup>		Pre-September 11 <sup>th</sup>
	July 2002	Oct 2001	March 2001
Which companies I want to see doing business in my community	84%	80%	58%
Where to work	77%	76%	48%
Which products and services to recommend to other people	75%	72%	-
Which stocks/mutual funds to invest in	66%	63%	40%

**Issues unrelated to the September 11<sup>th</sup> tragedy move to the forefront as top American concerns**

Post-9/11		Pre-9/11			
July 2002	Oct 2001	March 2001	1999	1993	
1. Education	1. National tragedy	1. Crime	1. Education	1. Crime	
2. Medical research	2. Medical research	2. Medical research	2. Crime	2. Environment	
3. Poverty	3. Education*	3. Hunger	3. Environment	3. Homelessness	
4. Environment	4. Support for military	5. Environment	5. Medical research	4. Education	
5. College scholarships	6. Hunger	6. Education	6. Hunger	5. Medical research	
6. Hunger	8. Crime			6. Hunger	

*\*Early childhood/elementary education*

**About the 2002 Cone Corporate Citizenship Study**

*The 2002 Cone Corporate Citizenship Study was conducted via telephone interviews from July 26-29, 2002. The survey included a national cross-section of 1,040 adults. It was conducted by Opinion Research Corporation International and has an error margin of +/- three percentage points.*

*The 2002 Cone Corporate Citizenship Study was commissioned by Boston-based Cone (www.coneinc.com), a strategy firm that links companies and social issues. To obtain a comprehensive fact sheet detailing results from the 2002 Cone Corporate Citizenship Study, or to speak with Cone executives and other experts who can discuss the importance of corporate citizenship on companies' brand and reputation, please contact Anne Leslie at 617-272-8403 or aleslie@coneinc.com.*