2017 Cone Communications CSR Study
Cone Communications
2017

OBJECTIVE:
The survey aims to showcase that Americans expect companies to not only improve their business practices and invest in social issues that are aligned with the company, but to be a force for change in broader society. They want companies to stand up for important social justice issues and advance progress for the world at large – and this means doing business with entities that care and share their beliefs.

KEY FINDINGS:
- 63% of Americans are hopeful businesses will take the lead to drive social and environmental change moving forward, in the absence of government regulation
- 78% want companies to address important social justice issues
- 87% will purchase a product because a company advocated for an issue they cared about and 76% will refuse to purchase a company’s products or services upon learning it supported an issue contrary to their beliefs

CONCLUSION:
- Americans are giving companies not only the invitation, but the mandate to step up to solve today’s most complex social and environmental issues.
- In order to lead as a responsible company, businesses must take the lead to push progress on issues that go straight to the hearts and minds of Americans and communicate company values in a way that is relevant and authentic.

Full Report