

**REDC**



# WIN World Survey *Corporate Social Responsibility*

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# Influence of CSR credentials on purchasing decisions weakened



The WIN World Survey on Corporate Social Responsibility shows a public that is more aware of Corporate Social Responsibility than the previous year. However, cost of living is reducing impact of CSR on purchasing decisions, and many believe that companies are just doing this for appearances rather than actually caring.

1

With continued global spotlight on the environment and social issues, CSR awareness in Ireland grows over the course of the past year, driven by men, 18-34-year-olds, higher social grades, and those in the Dublin region.

2

However, most are still not aware of CSR, with awareness lowest amongst women and lower social grades. Ireland sits below the global average in this aspect, with drought-afflicted Kenya having the highest.

3

Less than half (45%) in Ireland claim to be influenced in their purchasing decisions by socially-responsible companies/brands, with a year on year decline suggesting cost of living has consumers caring less about this.

4

Globally, the Irish are influenced less than other countries on average (-4%) by companies/brands who are seen to be socially-responsible, with 4 in 5 in India claiming to be influenced by this.

5

Only 1 in 10 in Ireland believe companies are seriously operating with CSR and sustainability. This is consistent with the previous year, which suggests some brands should tread more carefully in this area.

6

The global view on companies operating with CSR and sustainability is quite sceptical, with the average just above that of Ireland (+3%) Balkan nations Serbia, Croatia, and Slovenia especially sceptical.

# 43%

have heard of  
Corporate Social  
Responsibility (CSR)



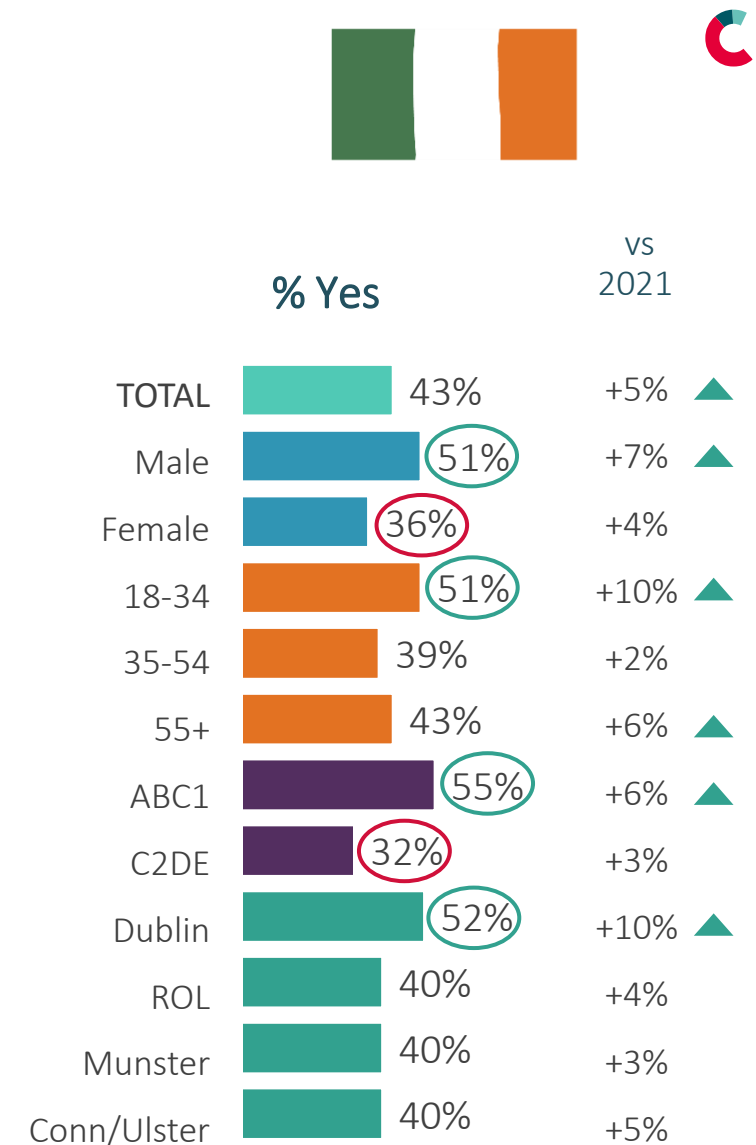
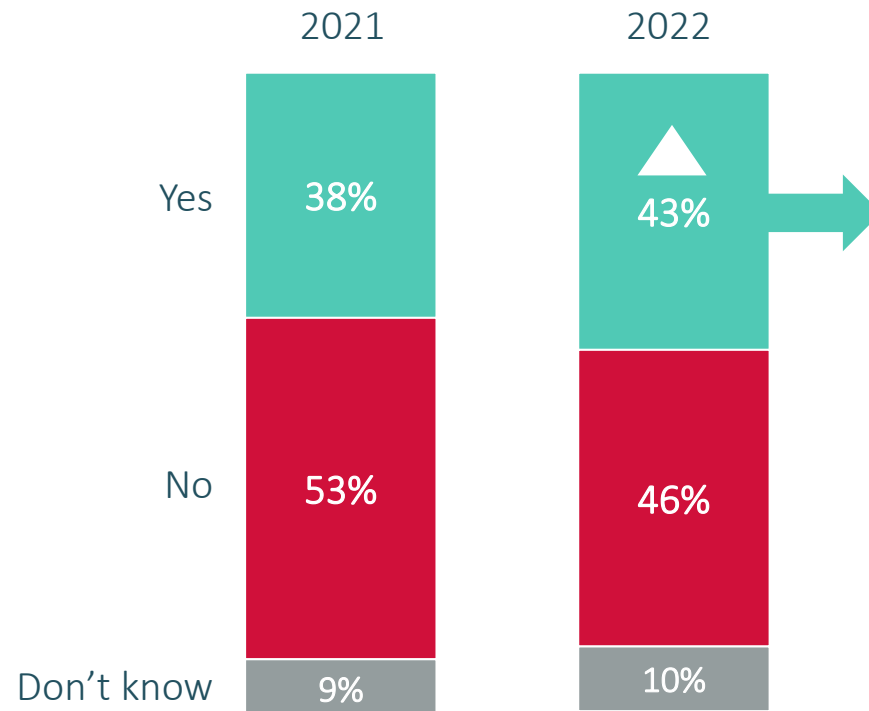
# Awareness of CSR grows over the past year, driven by 18-34's

Majority still have not heard of corporate social responsibility before or are unsure of it. The knowledge is weakest among females & those lower social grades.

Base: All adults in ROI aged 18+, n=1,015

Q.15 – For some years now, we often hear talking about “Corporate Social Responsibility” or, more simply “Social Responsibility”. The CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business has on the environment, society, and people (citizen, customers, employees). Have you heard of it before?

% Have heard of Corporate Social Responsibility (CSR)



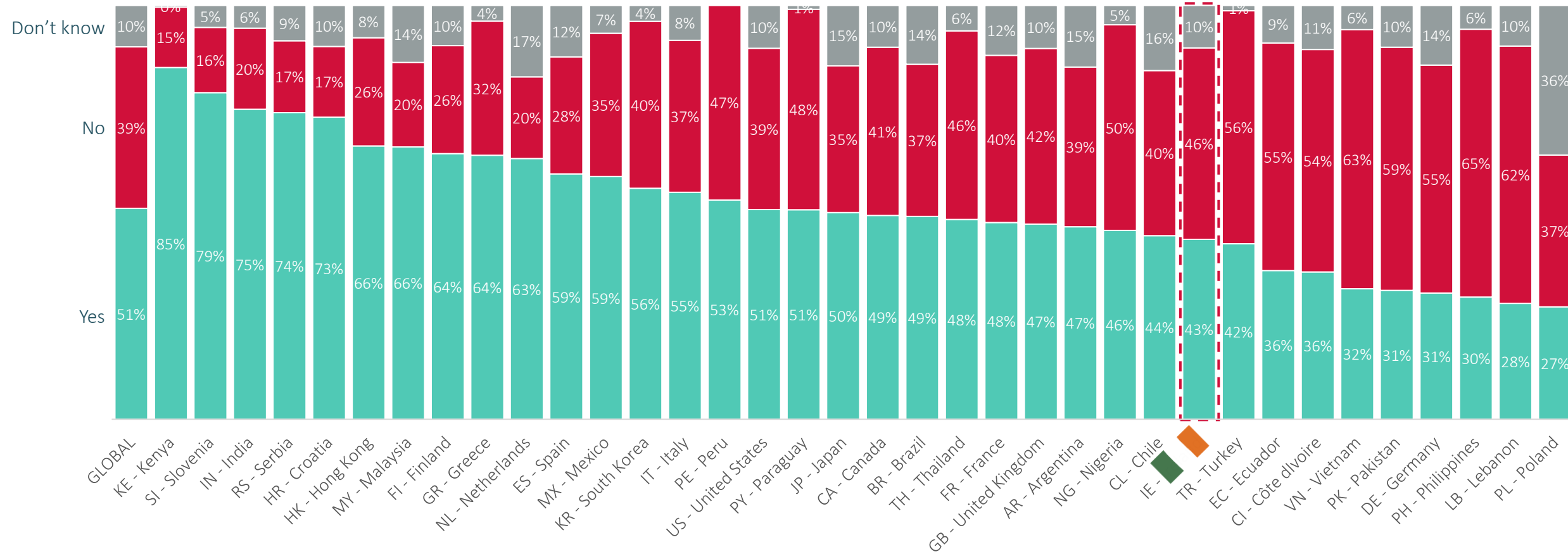
▲ ▼ Indicates significant difference vs. 2021  
○ ○ Indicates significant difference vs. Total

# Awareness of CSR lower than global average among Irish



Highest knowledge seen in Kenya, Slovenia and India, where over 3 in 4 are aware about CSR.

## % Have heard of Corporate Social Responsibility (CSR)



# 45%

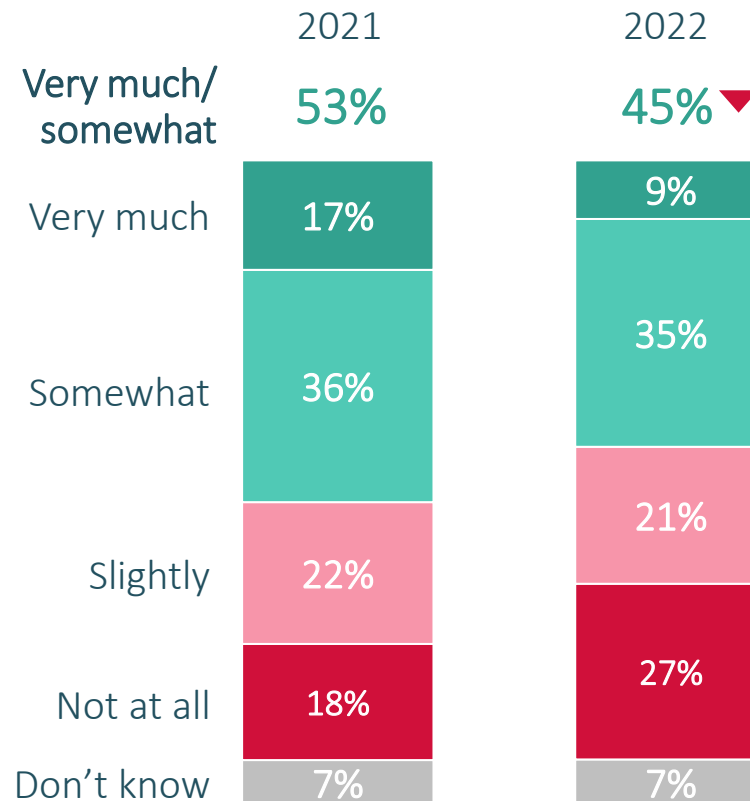
are influenced by socially-responsible behaviours of companies and brands



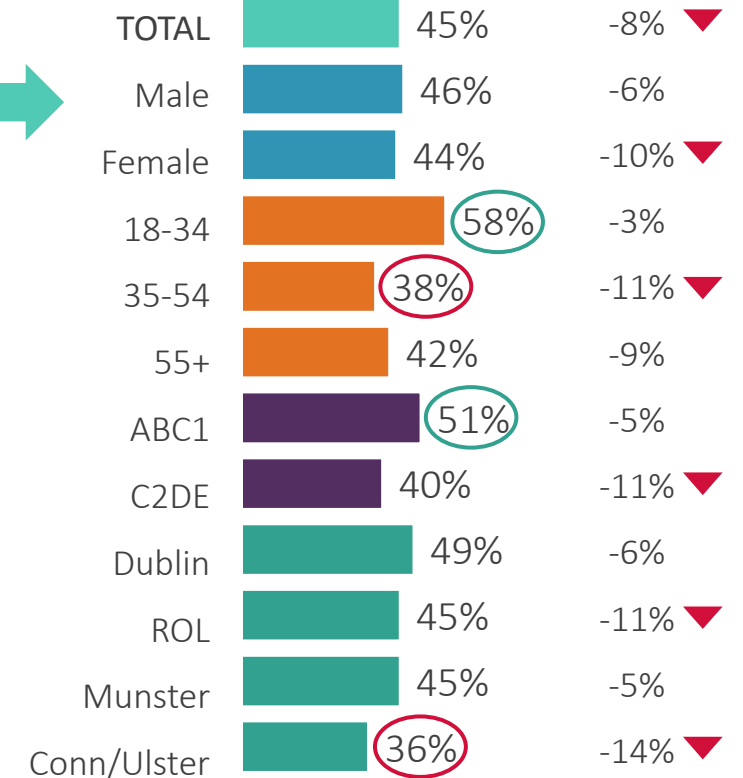
# Fewer influenced by socially responsible behaviour of companies/brands

There are some indications that the cost of living crisis is playing a role in this year on year decline, with decline especially prevalent amongst lower social grades as well as women, 35-54's, and Conn/Ulster region.

% Influenced by socially-responsible companies/brands in their purchasing decisions



% Very much/somewhat



Base: All adults in ROI aged 18+, n=1,015

Q.17 – Do socially-responsible behaviours of companies/brands influence your purchase decisions?

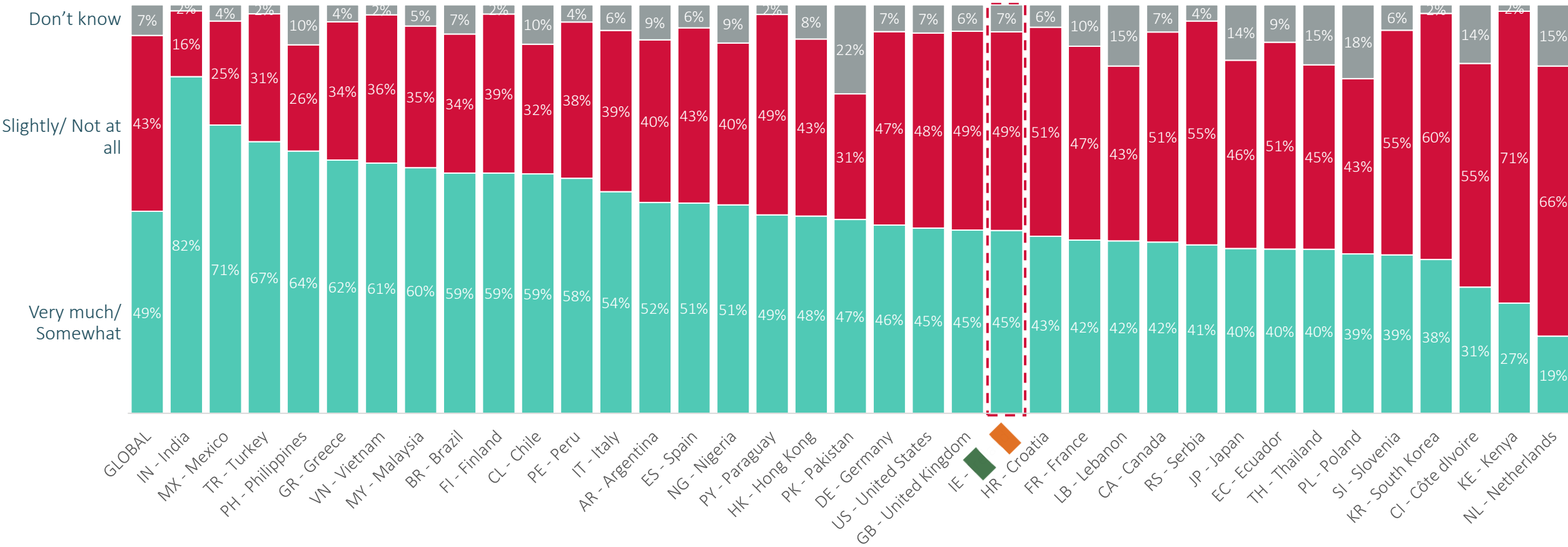
▲ ▼ Indicates significant difference vs. 2021  
○ ○ Indicates significant difference vs. Total

# Irish less likely to be influenced by companies social behaviour



The influence is especially prevalent in countries such as India, Mexico, and Turkey, with the Dutch claiming to be least influenced by it.

% Influenced by socially-responsible companies/brands in their purchasing decisions



Base: All adults across 36 countries worldwide – n=29,269





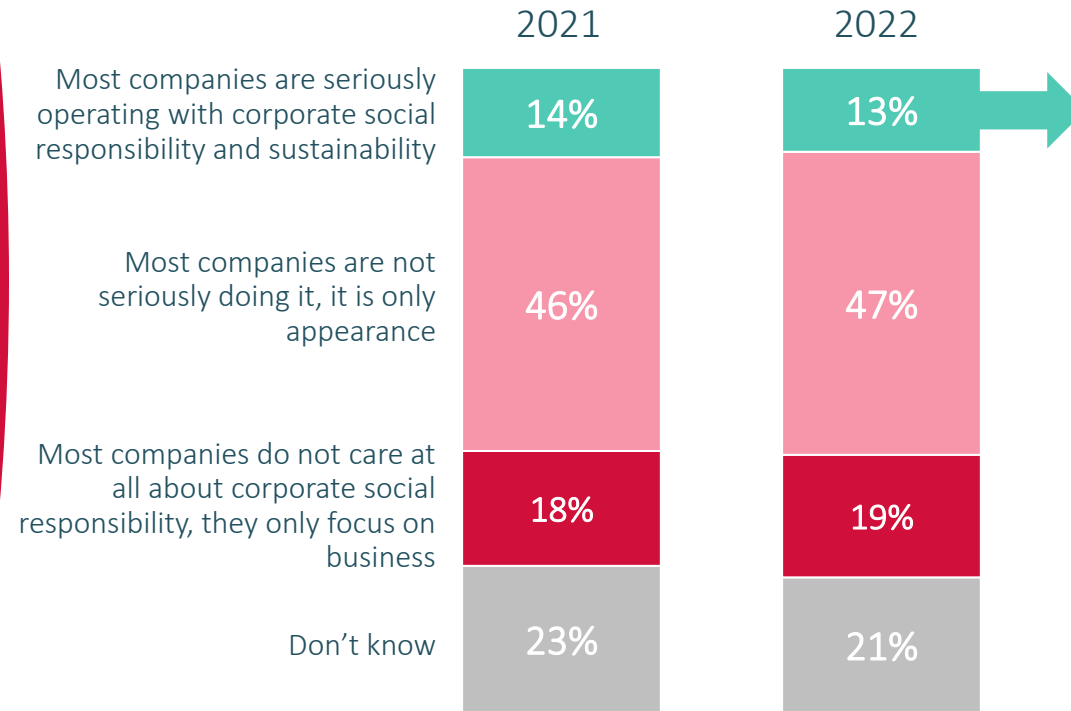
# 66%

believe most  
companies are NOT  
seriously operating  
with CSR and  
Sustainability

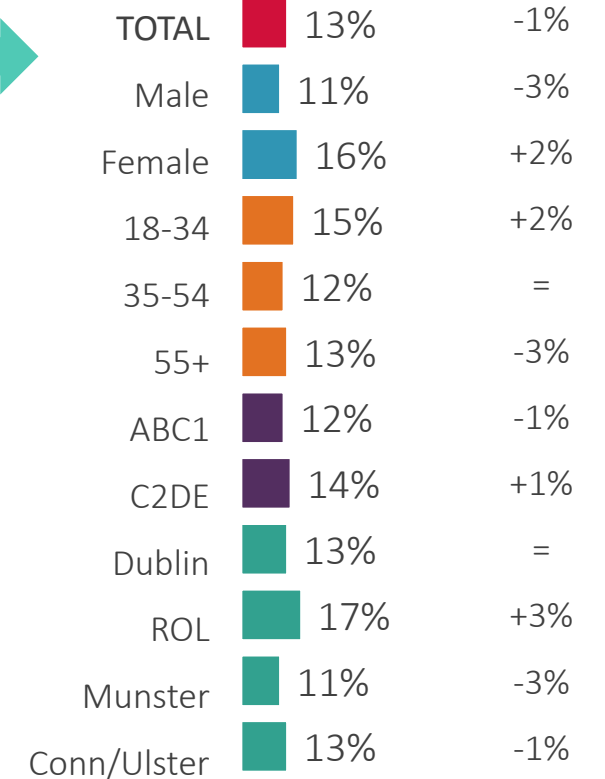
# Vast majority continue to think that most companies are not seriously operating with CSR and sustainability



## % Believe companies are seriously operating with CSR and Sustainability



## % Believe companies are seriously operating with CSR and Sustainability vs 2021



Base: All adults in ROI aged 18+, n=1,015

Q.16 – Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility?

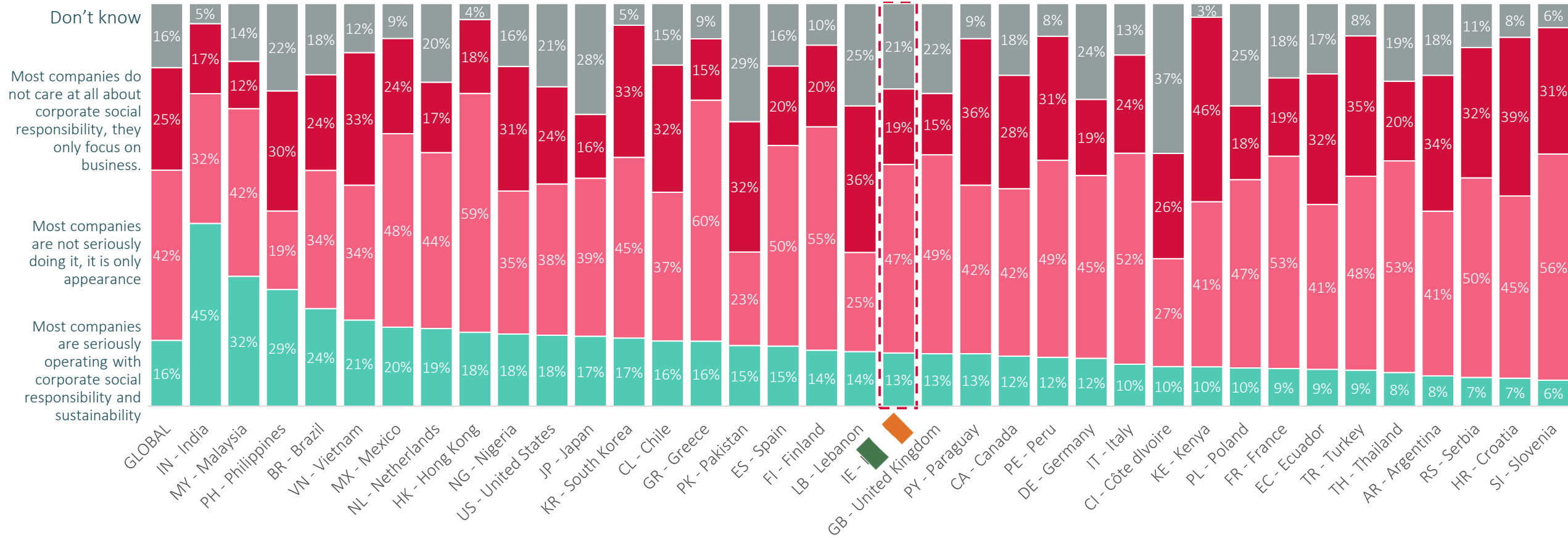
▲ ▼ Indicates significant difference vs. 2021  
 ○ ○ Indicates significant difference vs. Total

# More in Ireland believe that CSR is only for appearance



The believe that companies operates seriously with CSR and sustainability is also weaker among Irish than global average.

## % Believe companies are seriously operating with CSR and Sustainability



# Sample and Methodology



## Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business. 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 globally. The fieldwork was conducted during October 9th 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 share of the covered adult population of the surveyed countries.

# Questionnaire – Corporate Social Responsibility



## ASK ALL

### CORPORATE SOCIAL RESPONSABILITY

15. 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? (2021) (SPSS-Q15)
1. Yes.
  2. No.
  9. Do not know / no response
16. Which of the 3 following statements best describes what you think about Companies and Corporate Social Responsibility (CSR) (2021) (SPSS-Q16)
1. Most companies are seriously operating with corporate social responsibility and sustainability
  2. Most companies are not seriously doing it, it is only appearance
  3. Most companies do not care at all about corporate social responsibility, they only focus on business.
  9. Don't know / no response
17. Does social responsible behaviors of companies/brands influence your purchase decisions? (2021) (SPSS-Q17)
1. Very much
  2. Somewhat
  3. Slightly
  4. Not at all
  9. Don't know / no response

# About the WIN Survey



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## About the WIN Survey

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

RED C Research are the Irish members of the WIN network

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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

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*See More, Clearly*

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