

Is the relationship between Business and Society changing fast enough?



People are looking to companies, more than governments, to answer the world's problems

48% of Expert Consumers™ feel that companies are much or somewhat better placed than governments to answer the world's problems.

30% feel companies are as well placed as governments.

16% feel companies are somewhat or much worse placed.

70% of Expert Consumers feel that companies are only doing a little, not much or nothing to make the world a better place.

38% of people feel they are doing their utmost compared to **23%** of companies.




Companies are not seizing the opportunity

Investors continue to dictate




58% of Expert Consumers believe that companies typically do the right thing by their investors, 20% more than they do by their customers (38%) or employees (36%)

61% believe that the quality of air is a low to medium priority for the majority of companies. Only 25% of people see it as a high priority for companies.



Status quo is not an option



35% believe that peoples' health is a low priority for food and drink companies. 32% say it's a medium priority. And only 32% of companies are felt to make it a high priority.

35% of people wake up at least once each night because of work.



<Shared Value> study details:

- Fieldwork: US, October 2014
- Gender: 57% male, 43% female
- Age: 65% (25-54), 32% (18-34)
- Education: 51% (Bachelor's degree or higher), 17% (Post-grad)
- Employment level: 50% (Senior, Middle, Professional & Technical), 27% (Senior & Professional)
- Income: 30% (\$100K), 48% (\$75K)

Polling is conducted for Lepere Analytics by Ipsos.