



# **Survey of ESOP and Non-ESOP Employee Opinions on the Importance of Corporate Social Responsibility Principles and Their Employers' Commitment to Them**

# Methodology

- John Zogby Strategies was commissioned by Employee-owned S Corporations of America to conduct two surveys using a sample of ESCA full-time employees and a sample of non-ESOP full-time employees. The former sample was made up of 200 adult employees below the executive level while the latter was made up of 400 adult, full-time employees below the executive level across the nation.
- The margin of error for the sample of 200 ESCA employees is +/- 6.9 percentage points. The margin of error for the sample of 400 nationwide full-time employed adults is +/- 4.9 percentage points from a universe of emails fitting the description of targeted companies and respective personnel.
- Each invitation for the nationwide survey was password coded and secured so the IP addresses were not tracked as well as to prevent each respondent from taking the survey more than once. **Subsets of the data have a larger margin of error than the whole data set.**
- While additional factors can create error, such as question wording and question order, JZS took steps to reduce such error. Slight weights were applied to gender.

# Sample Characteristics

Demographics	Non-ESOP Employees (N= 400)	ESOP Employees (N=200)
Entry Level	152	52
Mid-level	145	93
Senior Leadership	84	46
18 – 40	293	106
40+	107	92
Men	181	99
Women	219	86

# Executive Summary/Analysis of Findings

Concern for corporate social responsibility (CSR) isn't simply a Millennial phenomenon. CSR principles permeate the corporate consciousness with their importance crossing over age groups and other demographics as well as sectors and industries. Nevertheless, data point to ESOP employees expressing a more intense concern for these principles than non-ESOP employee peers.

## **ESOP EMPLOYEES VS. NON-ESOP EMPLOYEES**

**Importance of CSR – Q1 ESOP/Q3 Nationwide:** Despite the resounding importance across both samples, teasing the numbers reveals that ESOP employees hold their companies' CSR with a stronger sense of importance. Greater than 7 in 10 ESOP employees (72%) list their companies' CSR as **very important**; compared to a slight majority of non-ESOP counterparts (52%).

**Employer's Responsibility to Community – Q2 ESOP/Q4 Nationwide:** Both samples overwhelmingly felt their companies value social responsibility to the community; however, 10% of non-ESOP employees said their companies **DO NOT value** it much while that number shrunk to only 2% among ESOP employees.

**Investment in Local Community – Q4 ESOP/Q6 Nationwide :** Greater than 8 in 10 (84%) ESOP employee respondents stated it's **very important** for their companies to invest in the local community. This intensity cooled down quite a bit among the non-ESOP sample as only 53% said the same.

**Encouraging Volunteering in the Local Community – Q5 ESOP/Q7 Nationwide :** More than 9 in 10 ESOP employees (94%) felt their companies encourage **(strongly and somewhat combined)** volunteering in the local community. That sentiment decreased among non-ESOP employees with just over 3 in 4 (76%) who felt the same. On the flip side, 18% of non-ESOP employees felt their companies DO NOT encourage, much greater than the almost negligible 5% among ESOP employees.

**Providing Economic Opportunity in Community – Q7 ESOP/Q9 Nationwide :** The rate of ESOP employees (60%) who said their companies put forth a **high effort** in providing economic opportunity in the community was double the rate among non-ESOP employees (30%).

**Commitment to Social Justice/Inclusion/Diversity – Q8 ESOP/Q10 Nationwide :** Close to one-half of ESOP employees (48%) responded that their companies put forth a **high effort** in commitment to social justice/diversity/inclusion, easily eclipsing the one-third rate among non-ESOP employees (33%).

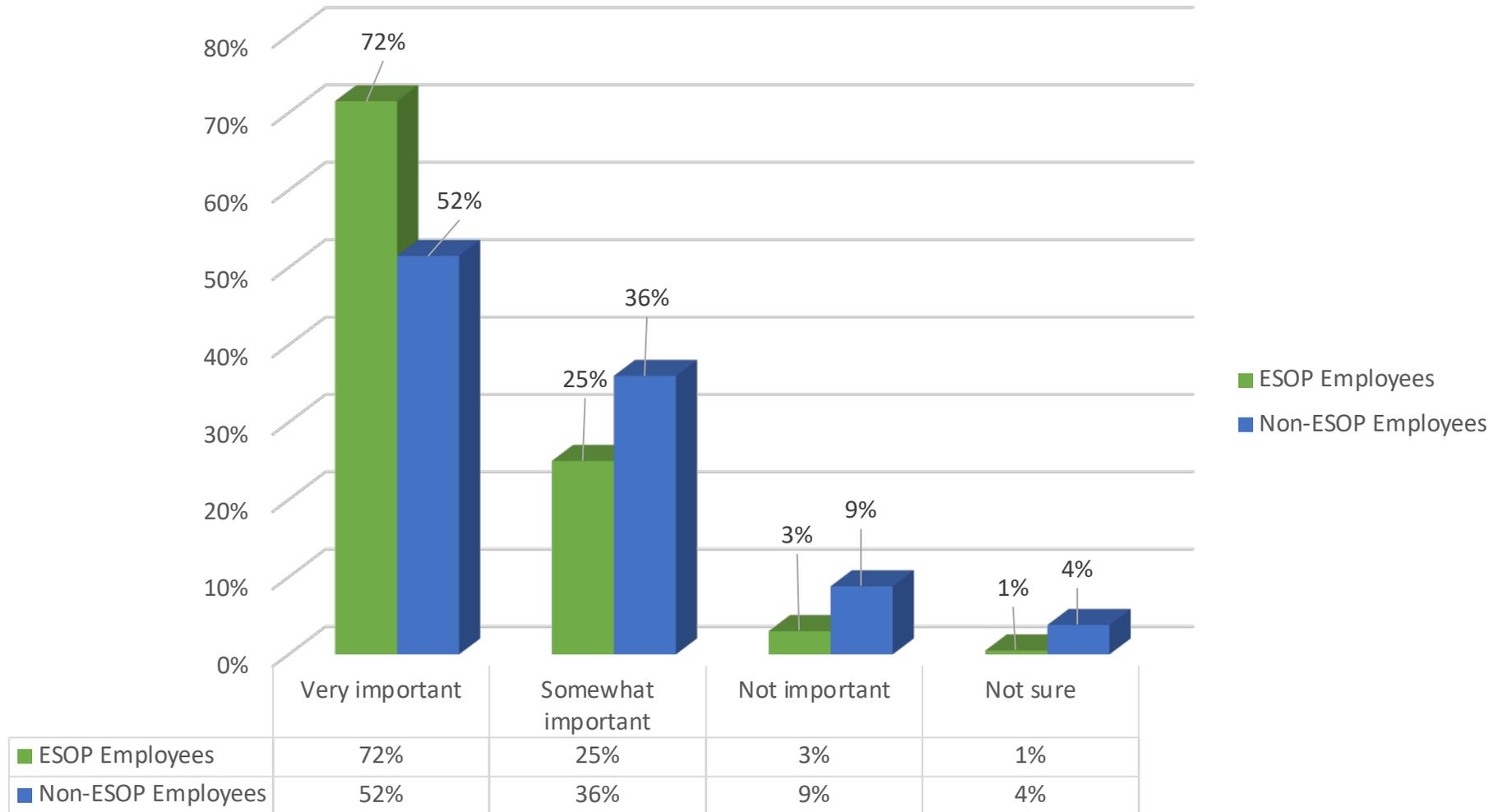
# Executive Summary/Analysis of Findings Cont'd

**Accepting a Job Offer from an Employer that Does Not Have a Strong Commitment to CSR – Q10 ESOP/Q12 Nationwide :** A stark contrast is visible between the 2 groups on the statement about not accepting a job from an employer that isn't strongly committed to CSR; over 7 out of 10 ESOP employees (71%) expressed overall agreement (**strong and somewhat agree combined**) with statement compared to only 43% of non-ESOP counterparts.

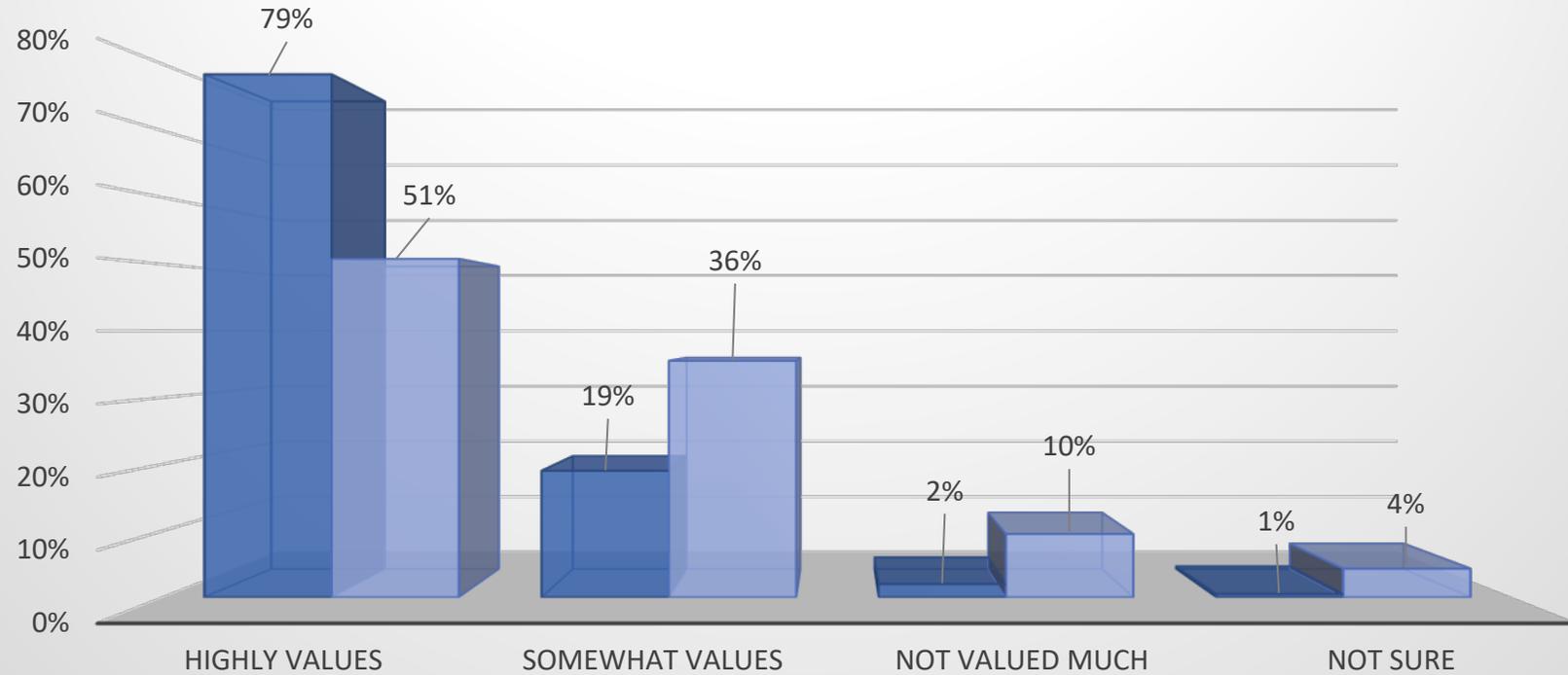
**How Much Does the Company Value Its Employees? – Q12 ESOP/Q14 Nationwide :** Another gulf is perceptible between ESOP and non-ESOP employees with respect their perceptions of how much their companies value them: two-thirds of ESOP employees (67%) felt their employees **highly value** them as employees while fewer than a majority of non-ESOP peers (46%) felt the same.

**Difference Between ESOP and Non-ESOP Company Investment/Engagement in Community/Society – Q14 ESOP:** A large portion of the ESOP sample of 200 respondents (84%) stated they had worked for a non-ESOP employer in the past. And among this group, more than 7 in 10 respondents (73%) saw a difference between ESOP vs. non-ESOP employer investment/engagement in the community/society.

Q1/3: How important to you is your company's corporate social responsibility (i.e., its economic, social and environmental impact)?



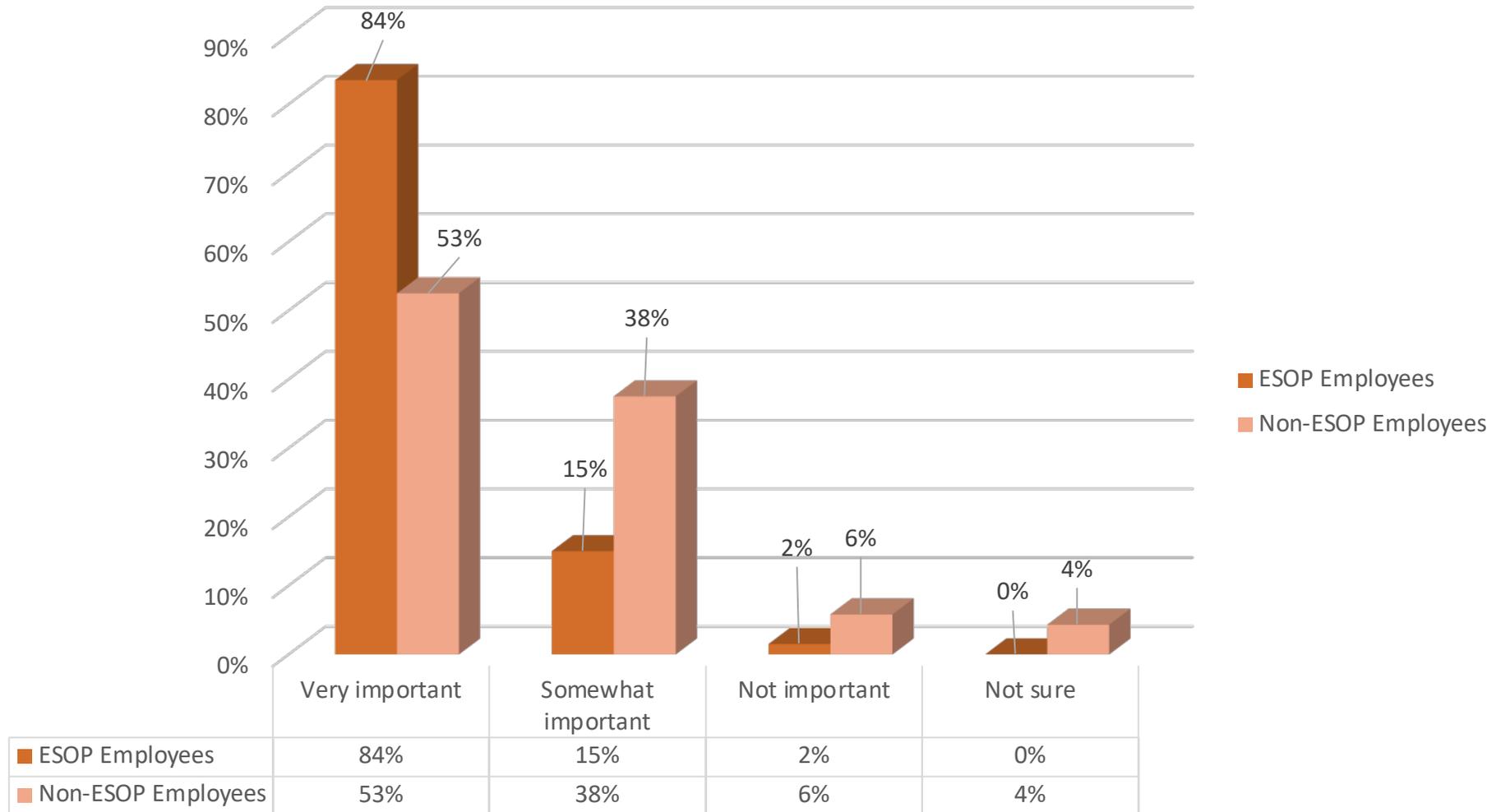
## Q2/4: How much do you feel your company values its social responsibility to the community in general?



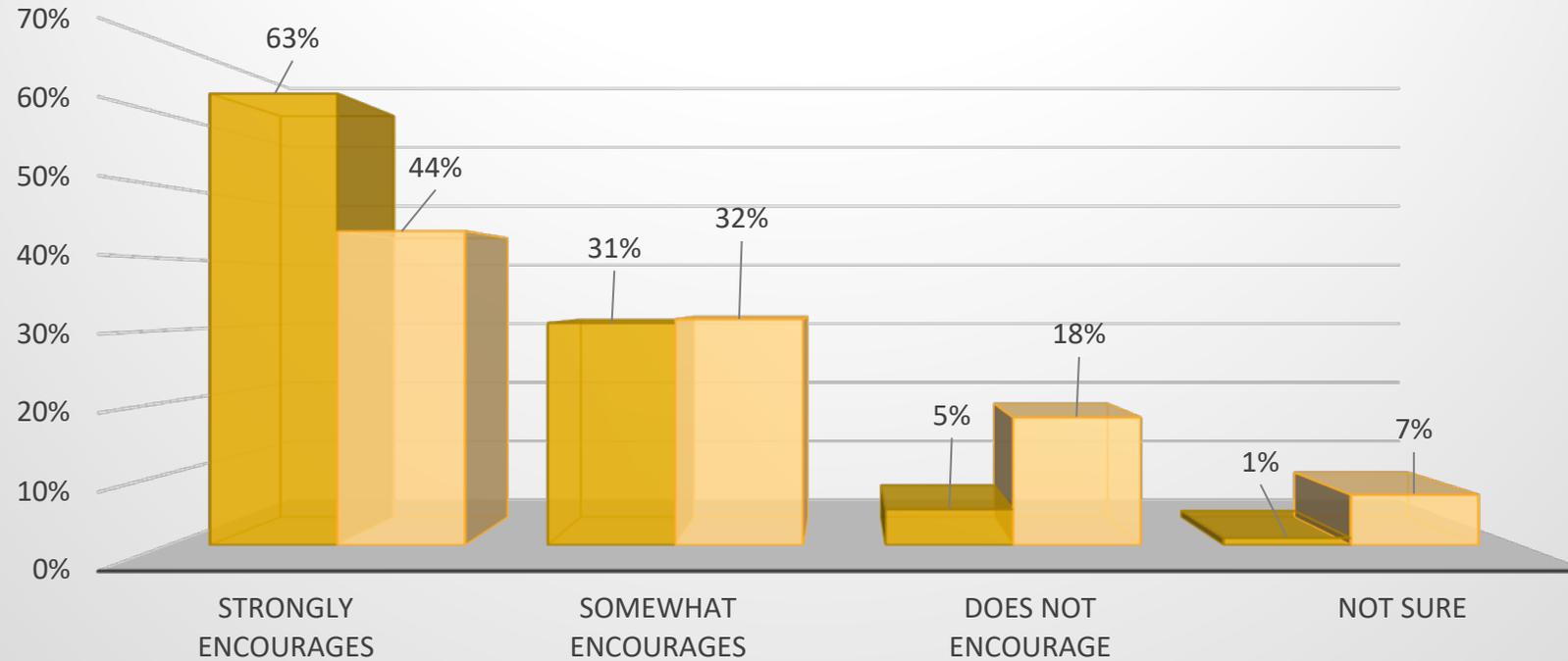
	Highly values	Somewhat values	Not valued much	Not sure
ESOP Employees	79%	19%	2%	1%
Non-ESOP Employees	51%	36%	10%	4%

■ ESOP Employees   ■ Non-ESOP Employees

## Q4/6: How important to you is it for your company to invest in the local community?



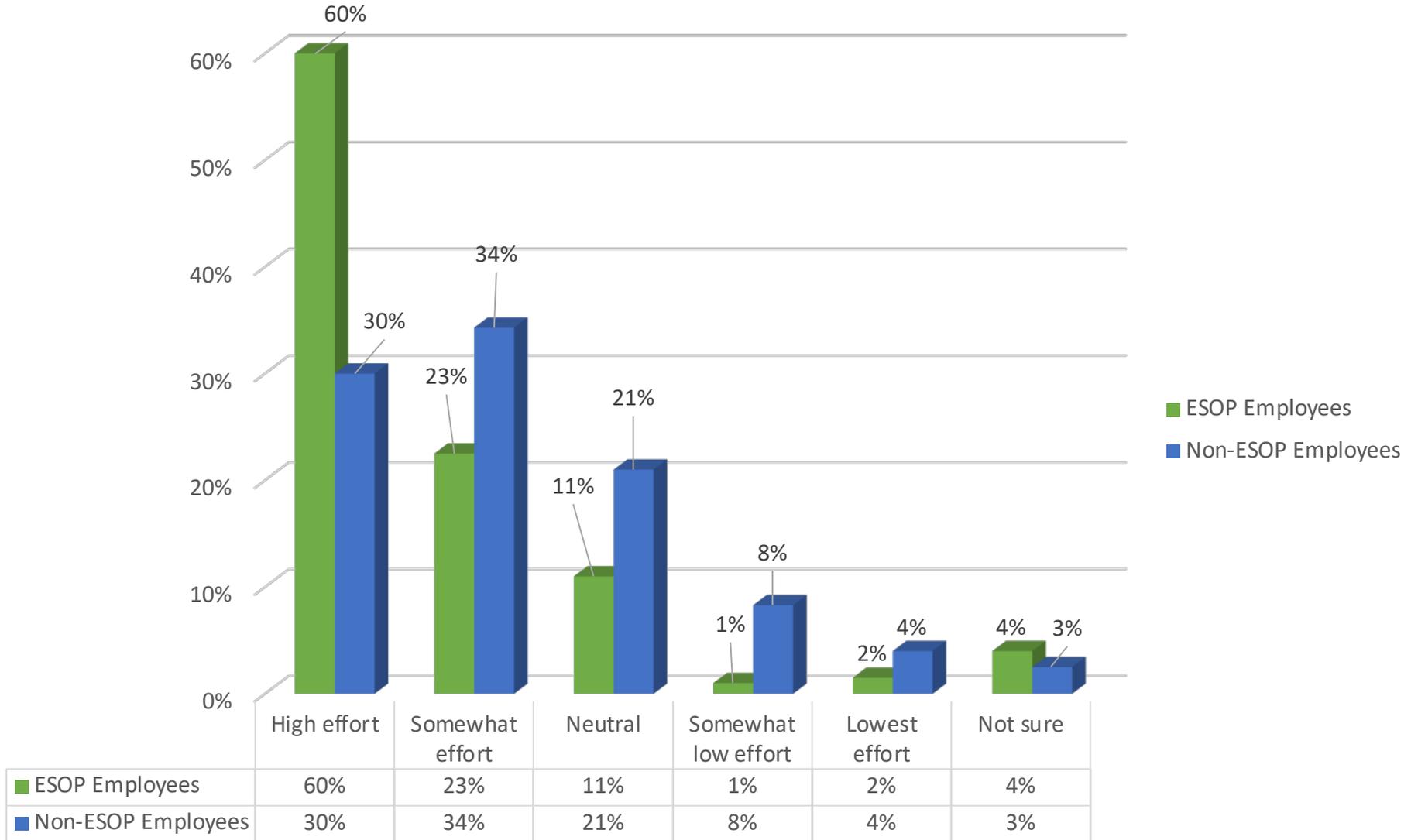
## Q5/7: How much do you feel your company encourages you to volunteer in the local community?



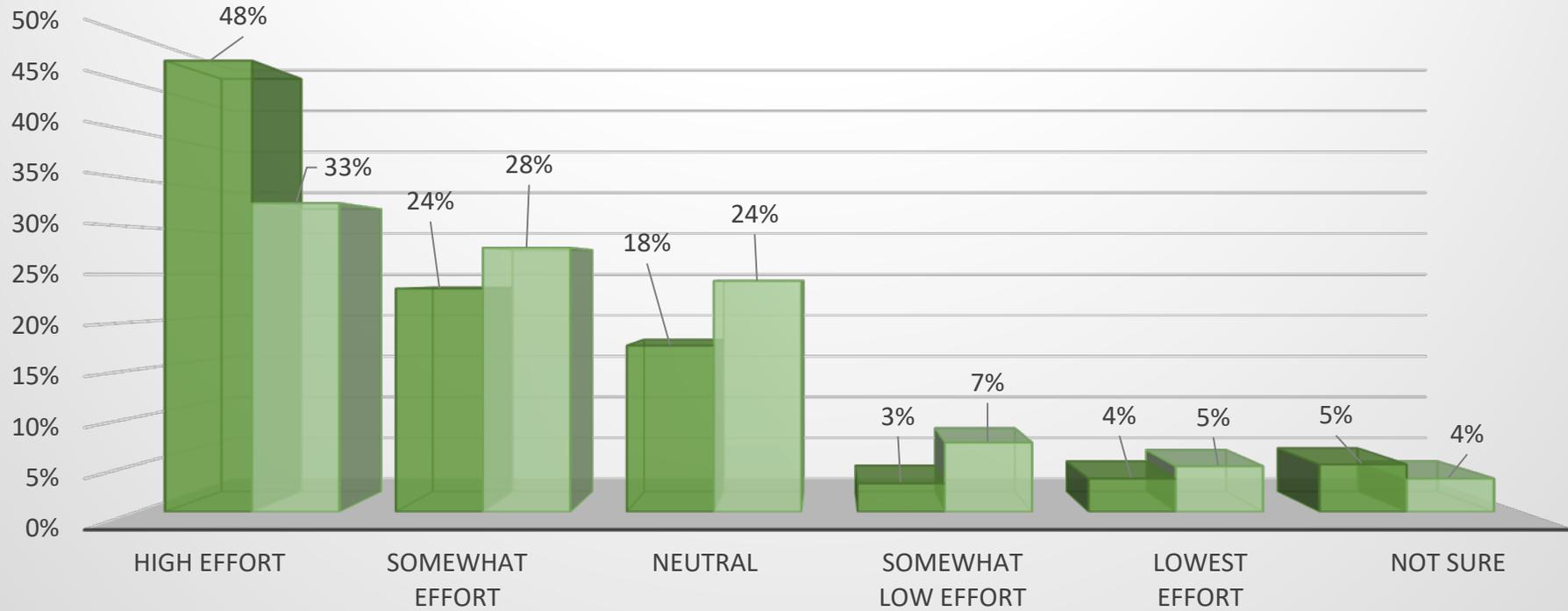
	Strongly encourages	Somewhat encourages	Does not encourage	Not sure
ESOP Employees	63%	31%	5%	1%
Non-ESOP Employees	44%	32%	18%	7%

■ ESOP Employees
 ■ Non-ESOP Employees

## Q7/9: Company's Effort in Providing Opportunity in Its Community



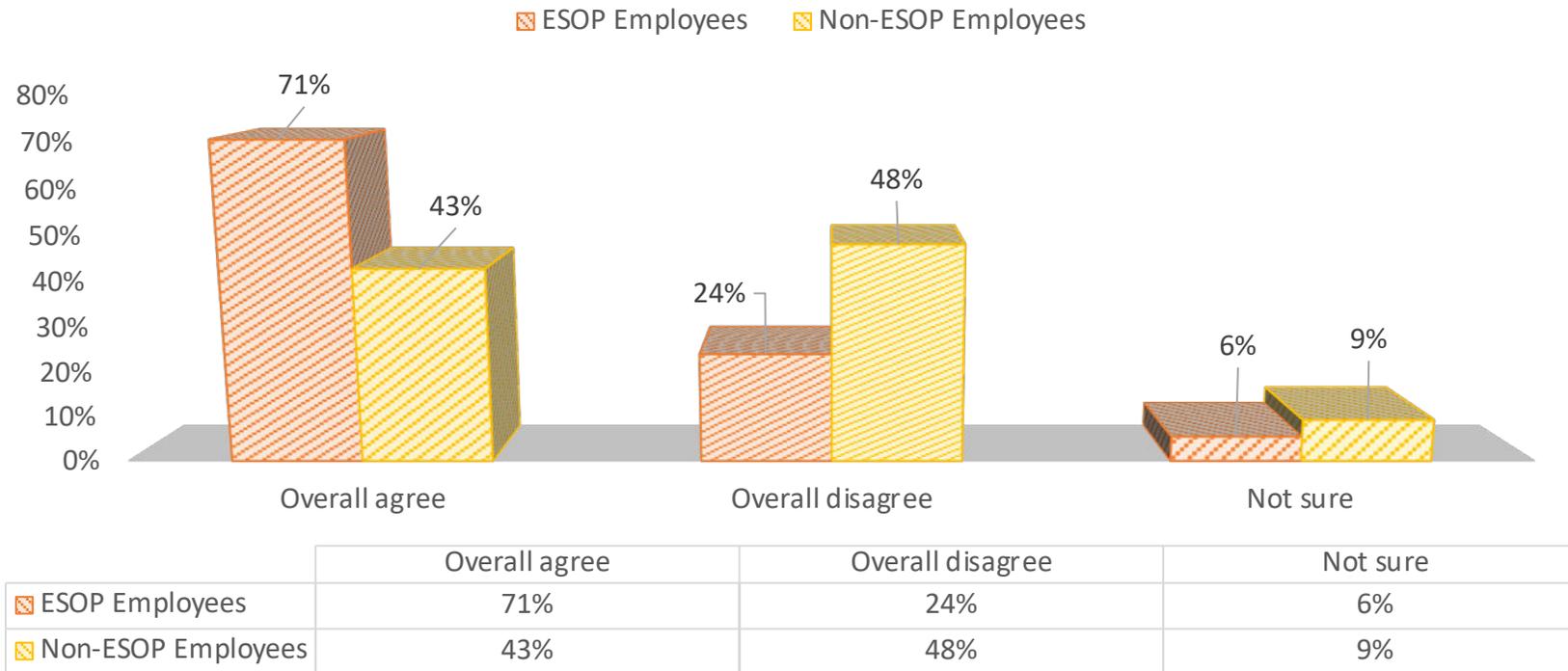
## Q8/10: Company's Commitment to Social Justice/Inclusion/Diversity



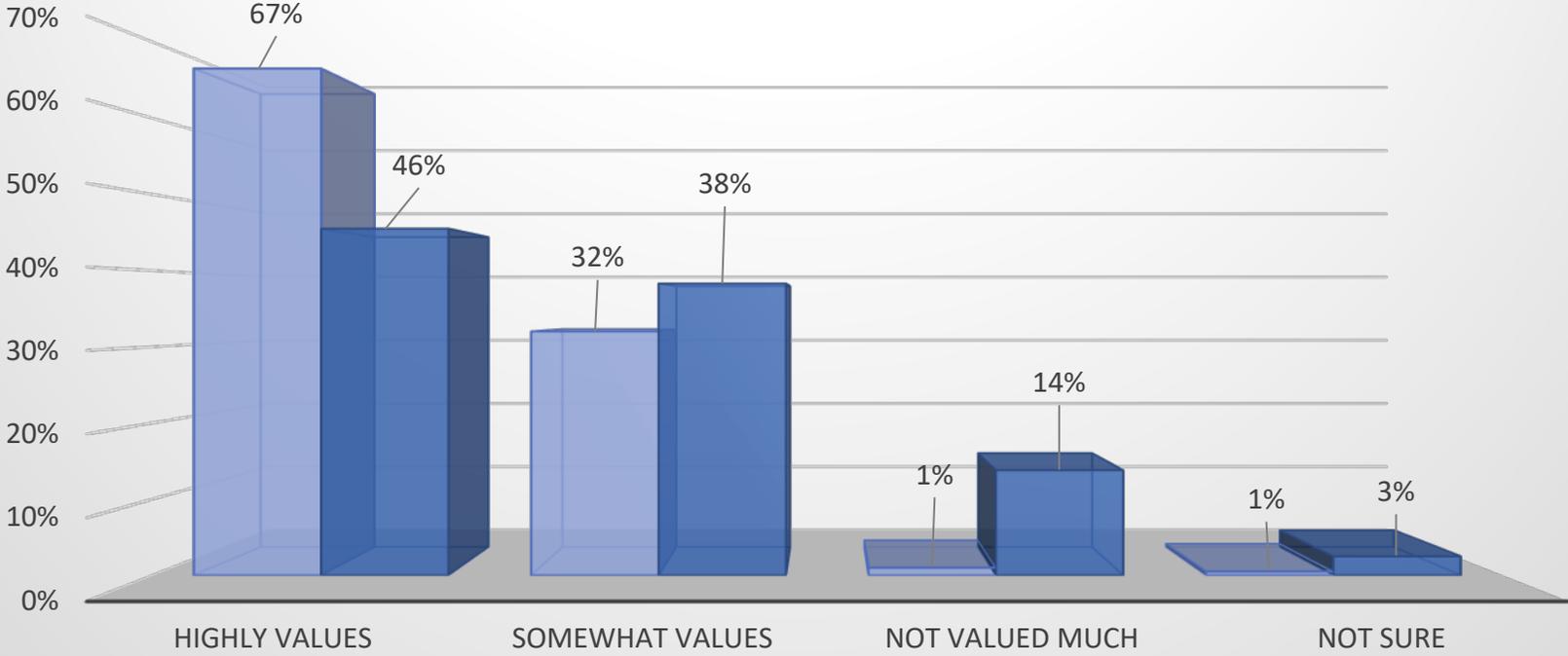
	High effort	Somewhat effort	Neutral	Somewhat low effort	Lowest effort	Not sure
■ ESOP Employees	48%	24%	18%	3%	4%	5%
■ Non-ESOP Employees	33%	28%	24%	7%	5%	4%

■ ESOP Employees    ■ Non-ESOP Employees

# Q10/12: YOU WOULD NOT ACCEPT A JOB OFFER FROM A PROSPECTIVE EMPLOYER IF THE EMPLOYER DOES NOT HAVE A STRONG COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY



# Q12/14: How Much Do You Feel Your Company Values You as an Employee?



	Highly values	Somewhat values	Not valued much	Not sure
ESOP Employees	67%	32%	1%	1%
Non-ESOP Employees	46%	38%	14%	3%

ESOP Employees    Non-ESOP Employees

Q14(ESOP): Do you see any difference in the way an ESOP company and a non-ESOP company invest or engage in the community/society?

