



# PROFILE OF THE PROFESSIONALS 2018

Methodology and Demographics

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# Method

## Survey



- 932 corporate citizenship professionals
- Mostly U.S. based respondents
- Conducted June – July 2017
- The 2017 survey was distributed by the Center for Corporate Citizenship, and by CSRHub and eRevalue, which sent the survey to their subscribers. In addition, numerous regional associations related to corporate citizenship distributed the survey to their members. The Center for Corporate Citizenship appreciates the efforts of these organizations that help expand the number of corporate citizenship professionals that are part of this study.

## History



- The survey has been conducted since 1997
- This is the fourth study that covers professionals in all areas of corporate citizenship, as earlier studies focused solely on professionals in community involvement

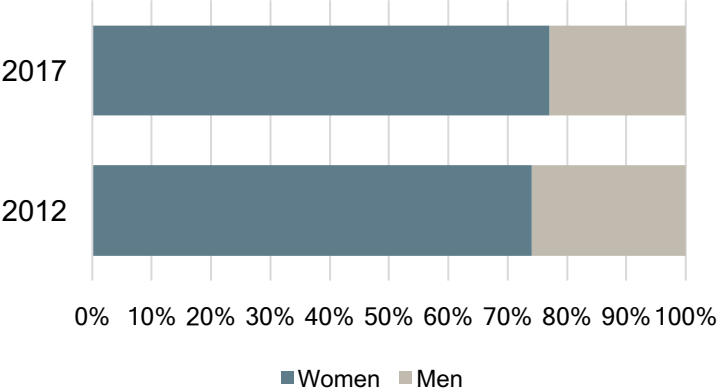
## Criteria and Specifics



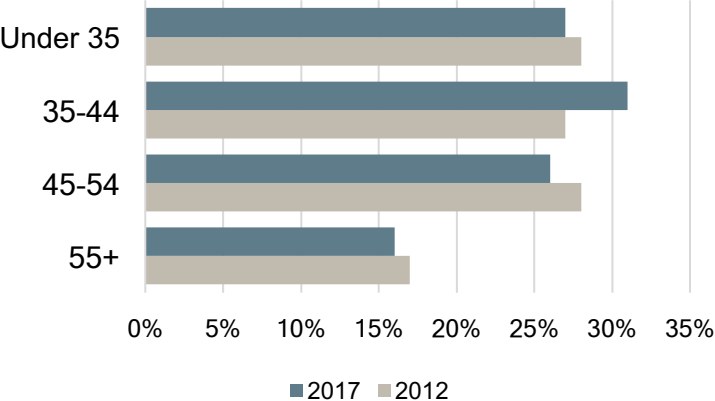
- Respondents that are part of the final sample worked for a company in a role that involves corporate citizenship related work for that company
- Salary figures provided in non-U.S. dollar currency were converted to U.S.\$ using Google Finance
- The industries provided in the survey responses were cross-referenced with North American Industry Classification System (NAICS) codes, as well as other sources of information regarding industries, including company websites.

# Demographics

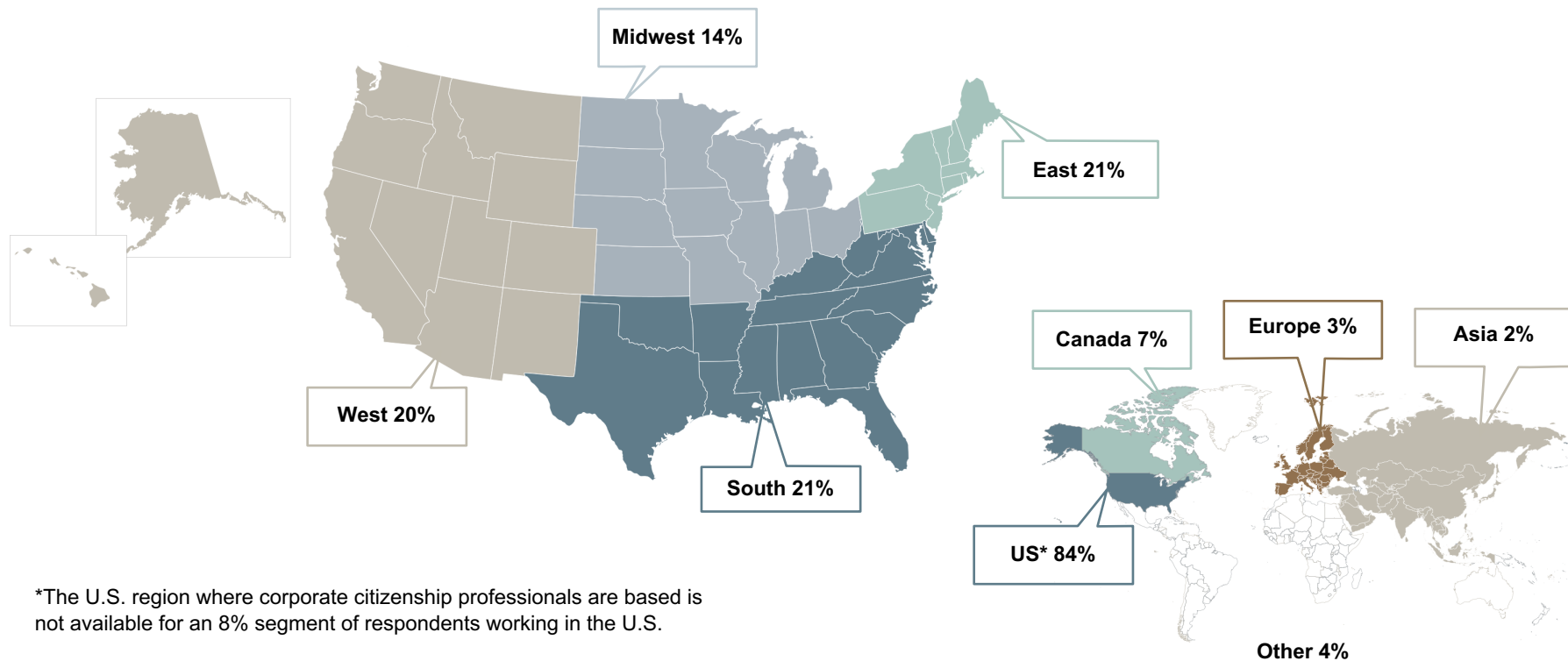
Gender of respondents



Age of respondents



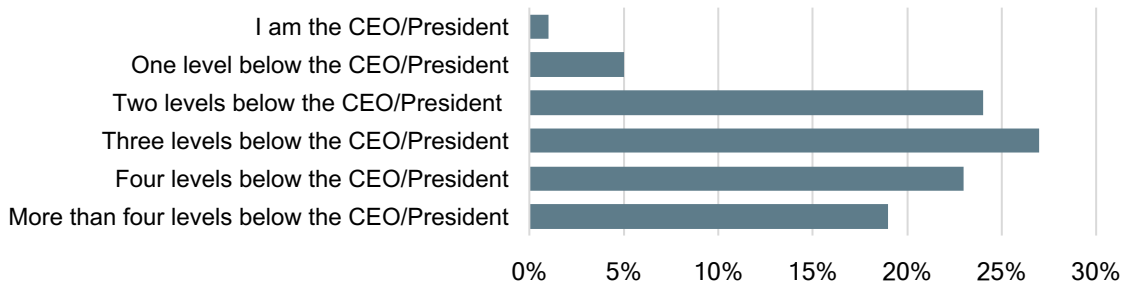
# Demographics



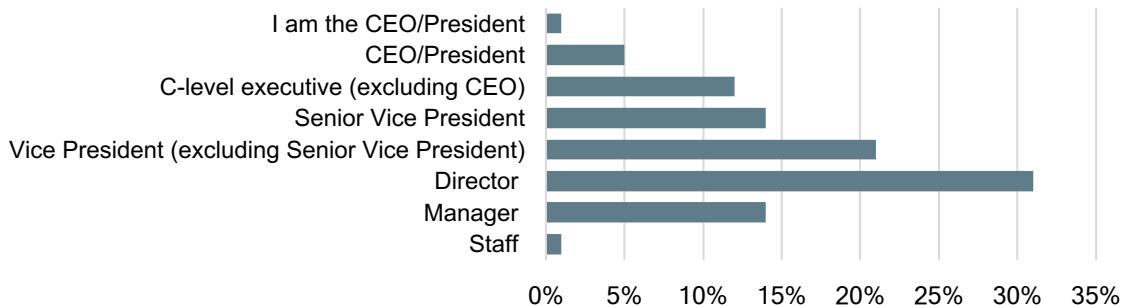
\*The U.S. region where corporate citizenship professionals are based is not available for an 8% segment of respondents working in the U.S.

# Demographics

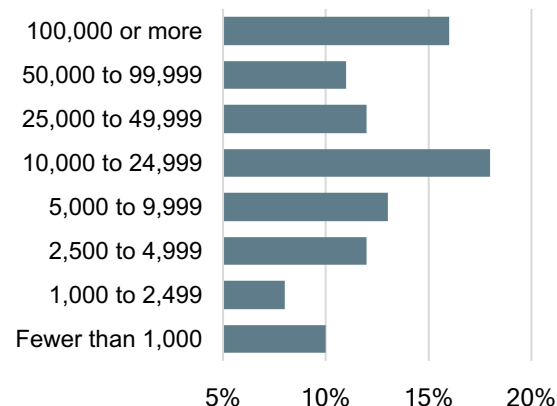
## Respondents by job level



## Who respondents report to

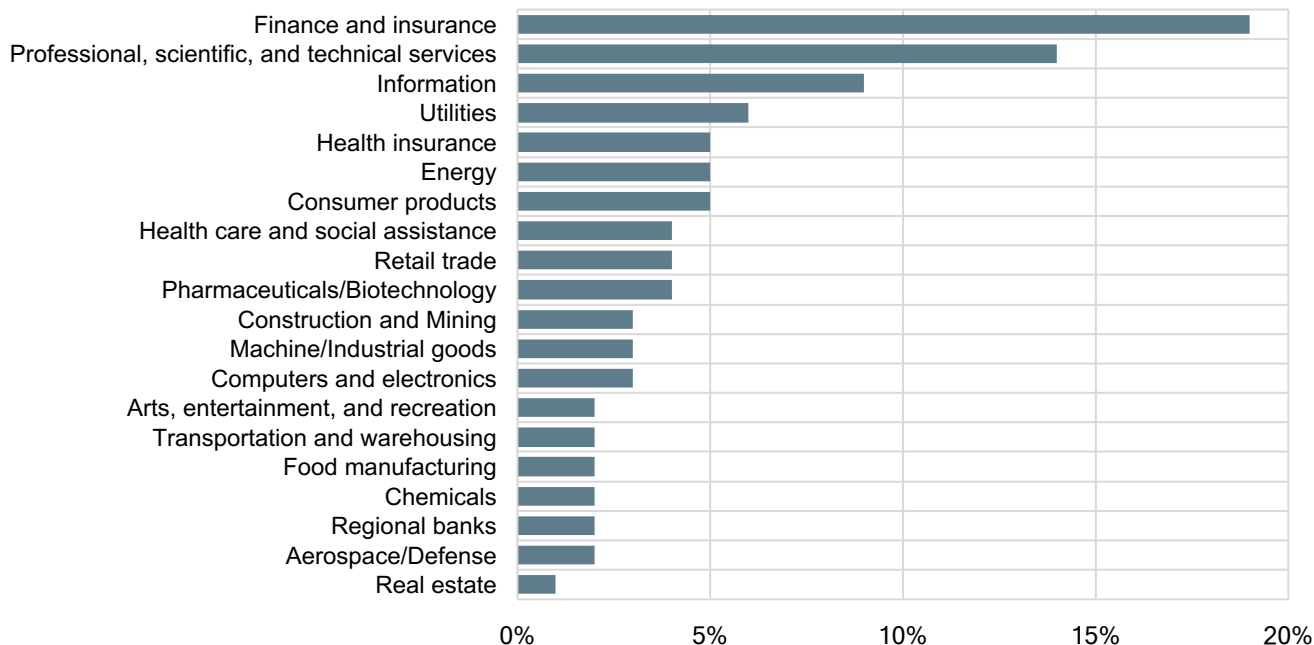


## Employee size



# Demographics

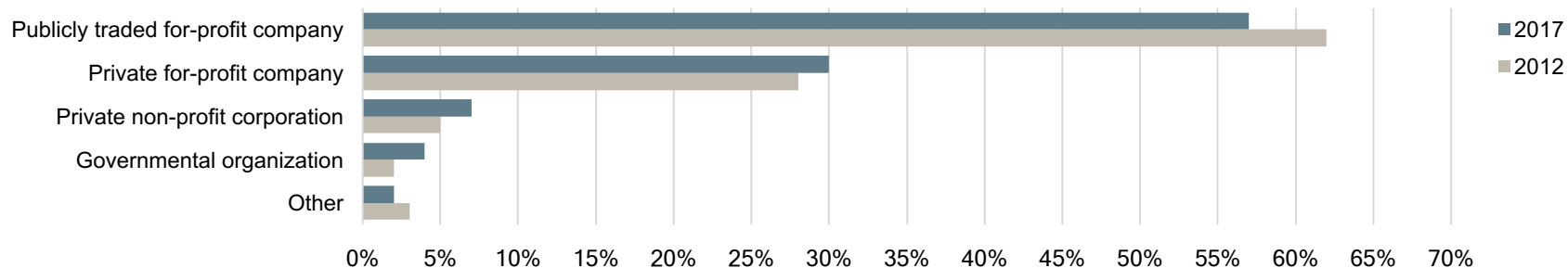
## Industry



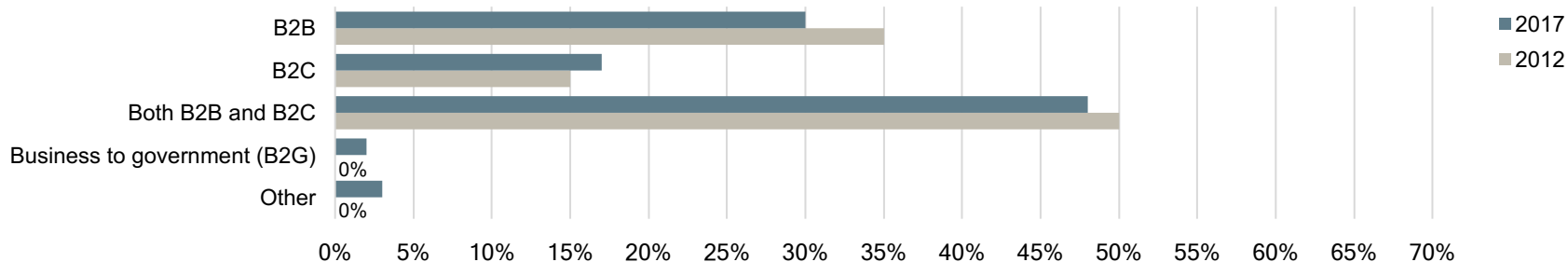
Note: Industries based on North American Industry Classification System (NAICS) and MSCI industries

# Demographics

## Company type

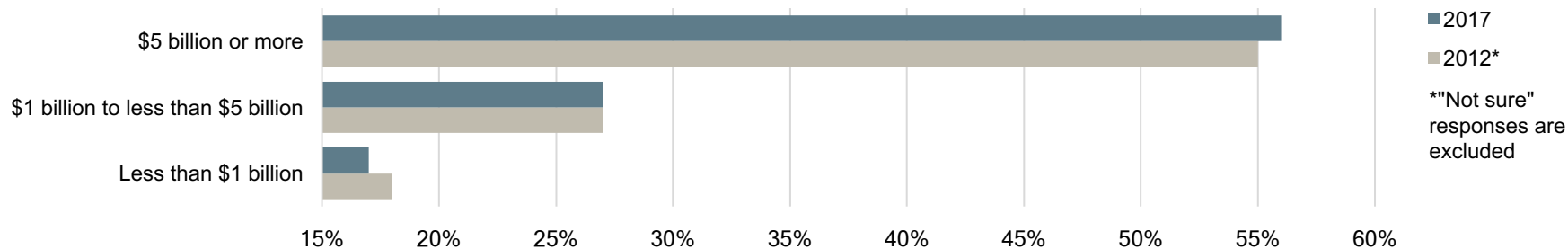


## Business type

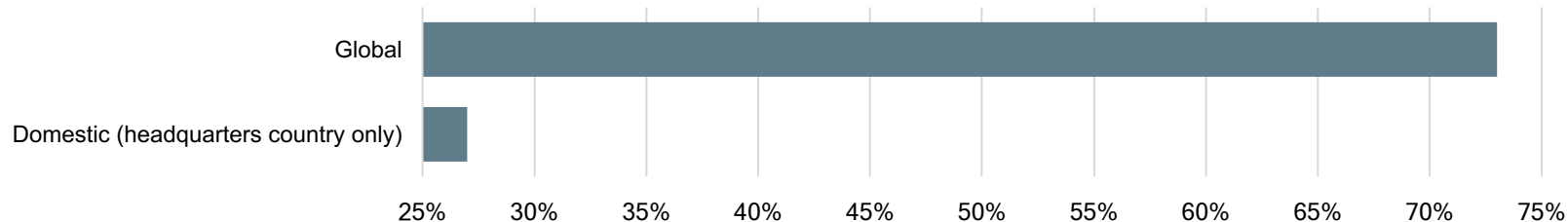


# Demographics

## Company revenue for prior fiscal year



## Company operations





# About the Center for Corporate Citizenship

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ACHIEVE MORE.

Based in the **Carroll School of Management**, the Boston College Center for Corporate Citizenship combines the most valuable aspects of a professional community and the resources of a leading academic institution for our members. We integrate the perspectives and experience of some of the leading corporate citizenship professionals in the field today with management best practices, helping you align your corporate citizenship objectives and business goals. Center resources support positive outcomes for your functional area, your organization as a whole, and for you as a leader.