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

2017

2012

Age of respondents

Under 35

35-44

45-54

55+

Women  Men

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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

- I am the CEO/President
- One level below the CEO/President
- Two levels below the CEO/President
- Three levels below the CEO/President
- Four levels below the CEO/President
- More than four levels below the CEO/President

Who respondents report to

- I am the CEO/President
- CEO/President
- C-level executive (excluding CEO)
- Senior Vice President
- Vice President (excluding Senior Vice President)
- Director
- Manager
- Staff

Employee size

- 100,000 or more
- 50,000 to 99,999
- 25,000 to 49,999
- 10,000 to 24,999
- 5,000 to 9,999
- 2,500 to 4,999
- 1,000 to 2,499
- Fewer than 1,000
Demographics

Industry

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

Company type

- Publicly traded for-profit company
- Private for-profit company
- Private non-profit corporation
- Governmental organization
- Other

Business type

- B2B
- B2C
- Both B2B and B2C
- Business to government (B2G)
- Other
Demographics

Company revenue for prior fiscal year

- $5 billion or more
- $1 billion to less than $5 billion
- Less than $1 billion

Company operations

- Global
- Domestic (headquarters country only)
About the Center for Corporate Citizenship

KNOW MORE.

DO MORE.

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.