

# PROFILE OF THE PROFESSIONALS 2018 Methodology and Demographics ccc.bc.edu

## 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.



- 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.

Gender of respondents



■Women ■Men

### Age of respondents





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### 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



0%

5%

10%

15%

20%

25%

30%

 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

 5%
 10%
 15%
 20%

### Employee size



### Industry

Finance and insurance				
Professional, scientific, and technical services				
Information				
Utilities				
Health insurance				
Energy				
Consumer products				
Health care and social assistance				
Retail trade				
Pharmaceuticals/Biotechnology				
Construction and Mining				
Machine/Industrial goods				
Computers and electronics				
Arts, entertainment, and recreation				
Transportation and warehousing				
Food manufacturing				
Chemicals				
Regional banks				
Aerospace/Defense				
Real estate				
0	%	5% 10	0% 15	5% 20%

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



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### Business type





Company revenue for prior fiscal year







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### 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.

