

THE CORPORATE SOCIAL MIND

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Majority of U.S. Consumers Expect Companies to Engage in Social Issues

- *New research finds that more than half of the public wants companies to weigh in on racial equity and discrimination*
- *Research affirms findings in the new book, [The Corporate Social Mind](#), regarding what constitutes meaningful corporate involvement on social issues*

Indianapolis, IN - As the U.S. continues to reel from the ongoing effects of the COVID-19 pandemic and as the Black Lives Matter movement grows, new research released today from [Cause and Social Influence](#) shows the majority of consumers expect companies to take a stance on social issues.

The new research, compiled in [The Corporate Social Mind Report](#), shows that almost 60% of the public wants companies to give an opinion specifically on racial equity, social justice and anti-discrimination, and almost half of the respondents want the same for the environment.

The study surveyed 1,004 respondents from a nationally representative sample of the American public (Census projected) on June 20, 2020.

The findings show that companies speaking out on social issues is having an effect on American consumers. In response to requests or encouragement from a business or brand, a quarter of survey respondents posted or shared content about an issue, a fifth signed a petition on social media and a fifth increased their local purchases and charitable donations.

The new research reveals that consumers expect and prefer companies that lead with their values and step up with actions, not just words -- whether that's through practices, policies or sustained financial commitments. The new book, [The Corporate Social Mind: How Companies Lead Social Change From the Inside Out](#),

also published today, defines this posture as a corporate social mindset -- a perspective that approaches decisions and actions with their impact on society at the forefront. Through extensive research and interviews with C-suites, lead researcher Derrick Feldmann and co-author Michael Alberg Seberich explore the eight traits companies must develop to have a corporate social mindset.

"This research shows the importance of companies committing to make long-term social change on the issues society cares about," **said Derrick Feldmann, lead researcher, speaker and author.** "Additionally, these new findings support what Michael and I uncovered in writing *The Corporate Social Mind*: that adopting and implementing that perspective is as critical to a company's success as any other business decision -- whether it be about budgets, hiring or more. As we face a widespread cultural reckoning and fundamental economic shift around the world we hope that this book will be a valuable asset for business leaders as they navigate this moment -- and beyond."

More information about *The Corporate Social Mind* and the Corporate Social Mind Report is available [here](#).

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The Cause & Social Influence Initiative delivers insights into how the public is moved to action for social change. Our multi-method strategy of research and a peer network for ongoing dialogue includes the Influence Nation Summit. The summit brings together subject matter experts, activists and organizers, and marketing/communications experts to discuss with attendees the drivers and levers for social movements, along with unique networking opportunities. You can find more information at causeandsocialinfluence.com and @causeinfluence.