



MOST AMERICANS EXPECT BUSINESS TO DO MORE TO SOLVE SOCIAL PROBLEMS, NEW SURVEY REPORTS

October 7, 2009 – Most Americans believe that business is not doing enough to help solve the nation's social problems, reports a national survey released by Context Marketing. The survey found, however, that Americans believe business is primarily responsible for addressing only certain social issues.

According to the survey, 59 percent of Americans believe companies do not do enough to solve social problems. That compares with 11 percent who believe companies do enough and 22 percent who believe it is not the responsibility of business to help solve social problems. (Eight percent had no opinion.)

The survey identified 28 social issues currently in the news, ranging from the environment, healthcare and unemployment to identity theft and texting while driving, and asked respondents to identify the issues that most concern them, and if they think business has "primary," "partial" or "no responsibility" for helping society address each issue.

The top 10 issues that respondents identified as a "primary responsibility" for business to address include offshoring of US jobs (63%), pay inequality (63%), sweatshop labor (60%), unemployment (46%), safety of imported food and products (45%), safety of U.S. food supply (42%), recycling and waste management (35%), protecting the environment (35%), healthcare access and affordability (31%), and privacy and identity theft (31%).

"Many Americans say that they want business to help solve social problems, but ask them to identify the issues they expect business to take the lead in addressing and the real priorities emerge," said Bob Kenney, Context Marketing principal.

Kenney pointed to environmental issues as an example, noting that while 94 percent of survey respondents cited "protecting the environment" as an issue that business needs to help society address, only 35 percent identified the environment as primarily a responsibility of business.

"Most people are realistic about social problems and realize we all share responsibility for tackling many issues, including the environment, but they also believe that business has to take the lead in dealing with some issues, like offshoring of jobs," Kenney said.

The survey was conducted online during September 2009 and included 600 adults living in major U.S. markets, the majority of whom are married or live with a partner, and hold at least a college degree. Half have a household income of \$75,000 or more.

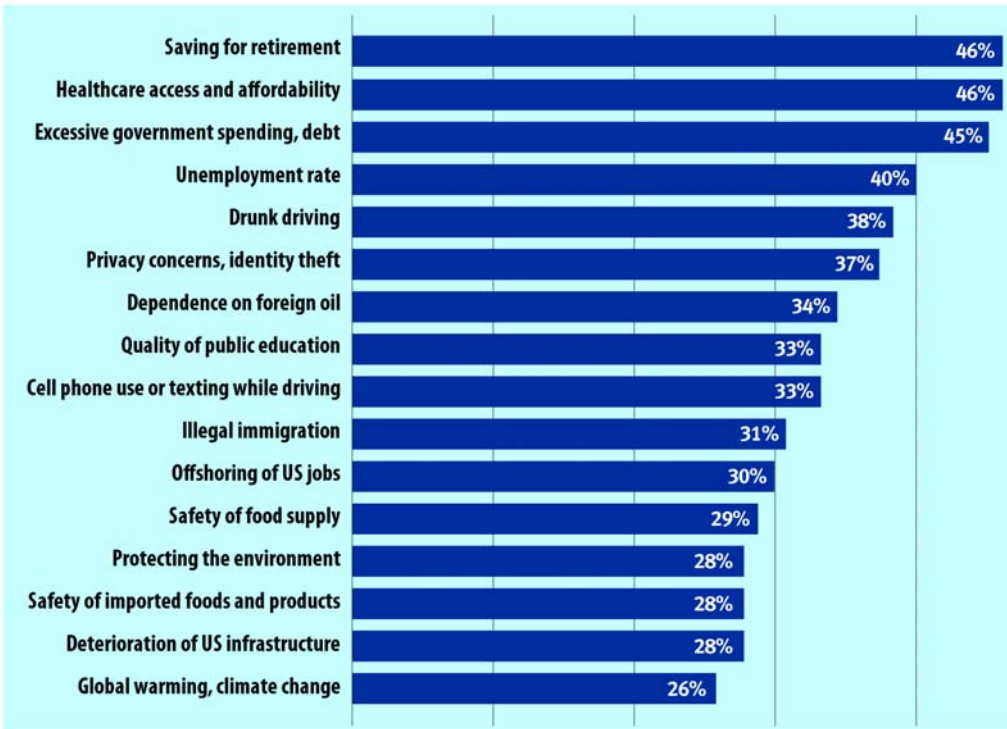
Context Marketing is a San Francisco Bay Area firm that helps companies develop communications strategy and initiatives addressing the societal issues and trends that affect corporate reputation and brand purchase. For more information: www.contextmarketing.com

Highlights from Context Marketing Social Issues Survey September 2009

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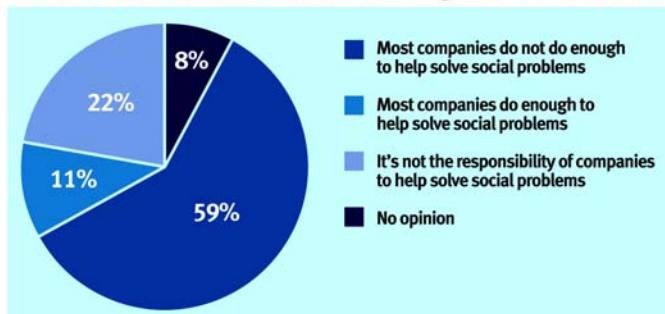
The Social Issues That Most Concern Americans

More than 25% of survey respondents reported they are “very concerned” about these issues



Context Marketing Social Issues Survey, September 2009

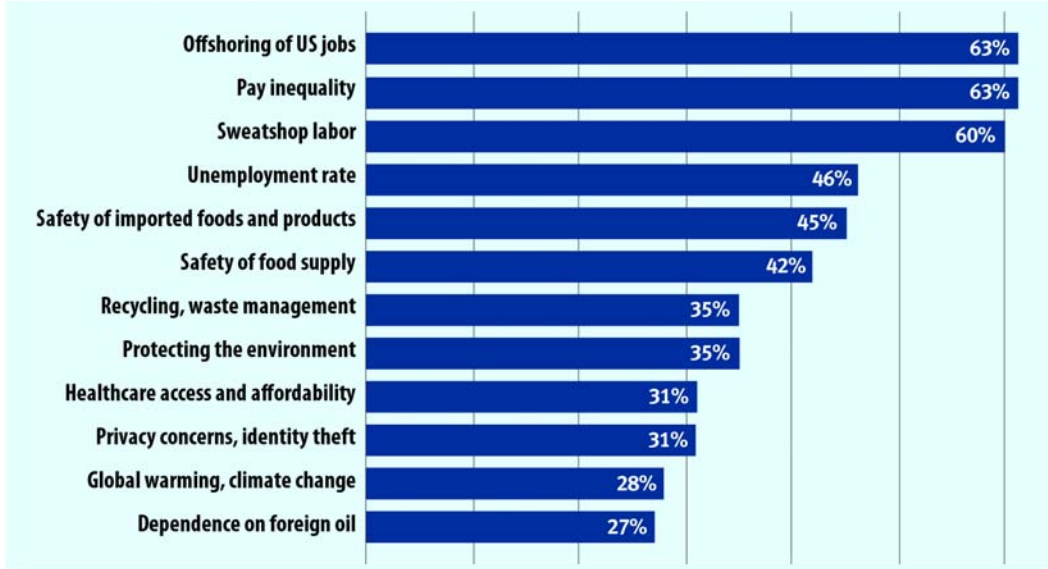
“Does Business Have A Role In Solving Social Problems?”



Context Marketing Social Issues Survey, September 2009

The Social Issues Americans See As A Primary Responsibility For Business To Address

More than 25% of survey respondents believe that business has a “primary responsibility” to help society address these issues



Context Marketing Social Issues Survey, September 2009