

# go BeyondProfit

RESEARCH REPORT:

## **Corporate Generosity in Georgia**

APRIL, 2019

PRESENTED IN  
PARTNERSHIP WITH



# GEORGIANS - ESPECIALLY YOUNGER ADULTS - VALUE AND REWARD CORPORATE GENEROSITY EVEN MORE HIGHLY THAN NATIONAL PEERS;

## PERCEPTION GAPS EXIST BETWEEN GEORGIA BUSINESS LEADERS AND THEIR EMPLOYEES

### SUMMARY:

According to recent surveys of business leaders and working adults in Georgia as well as the rest of the U.S., Georgia business leaders have good reason to celebrate. They also face opportunities and threats when it comes to positioning their companies for greater growth and success.

#### **Key Takeaway #1: Employees and consumers value corporate generosity, especially in Georgia. (Pages 2-7)**

Georgia businesses are seen as doing well by those in the state – 10 percentage points better than other states. But the stakes are consistently higher here, too. In every age group, on every metric, Georgia adults are more likely to factor generosity into employment and purchasing preferences than the U.S. average for their age group.

#### **Key Takeaway #2: Perception gaps exist between Georgia business leaders and their employees, especially younger adults. (Pages 3-6)**

Georgia business leaders have a more robust view of their own company's generosity than their employees do. Likely contributing to this perception gap is a clear tide of higher interest and value for community giving among people aged 18-34.

#### **Key Takeaway #3: Corporate generosity positively impacts recruiting, retention and brand. (Pages 4-7)**

Employees and consumers – especially younger adults – value and reward corporate generosity more highly than leaders expect, demonstrating significant recruiting and retention benefits and purchase preferences. Younger Georgians consistently value generosity more highly than older ones and are more likely to be aware of their employers' charitable activities. The majority say they reward it with employment and purchase behaviors.

#### **Next Steps for Georgia Business Leaders**

In order to compete in Georgia, businesses need to contribute wisely to the community, communicate what they're doing more effectively, and engage their younger stakeholders to ensure giving, engagement and awareness are aligned. Given that 60 percent of Georgia businesses expect to increase charitable efforts somewhat or much more in the future (Page 8), any business lagging now is likely to fall farther behind.

# GEORGIA BUSINESSES RATED HIGHER THAN NATIONAL AVERAGE AT COMMUNITY OUTREACH

A majority of both Georgia audiences (>66%) rated state businesses as Good or Excellent at outreach efforts, bringing the state's numbers in higher than the national average of 56%.

Both Georgia audiences rated their own employer/company as doing better than others, with executives giving their own company significantly higher scores.

FIGURE A:

Overall, how would you rate companies in your state on charitable giving/supporting the community?

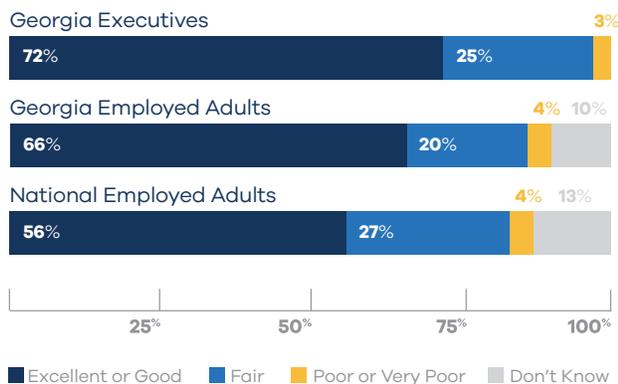
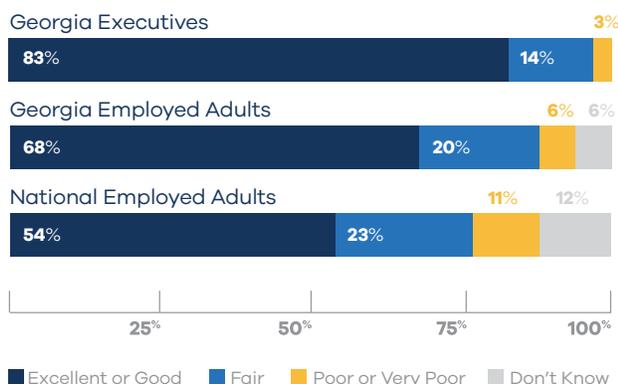


FIGURE B:

Overall, how would you rate your company/employer in your state on charitable giving/support the community?



- **66% of the general population rate Georgia companies as Good (41%) or Excellent (25%) on community giving/supporting the community.** Slightly more (68%) gave their own employers these high marks at Good (37%) or Excellent (31%).
- **72% of business leaders characterized Georgia companies highly (Good 52%, Excellent 20%)** while significantly more (83%) rated their own company this highly (Good 35%, Excellent 48%).
- **National adults (56%) were less likely to rate their state's companies as good or excellent on charitable giving/supporting the community, a 10 percentage point difference from Georgia at 66%.** They also are less likely to rate their own company as good or excellent (54% vs. 68% among Georgians).

**GEORGIA EXECUTIVES  
PERCEIVE THEIR  
OUTREACH AS MORE  
ROBUST THAN  
EMPLOYEES DO**

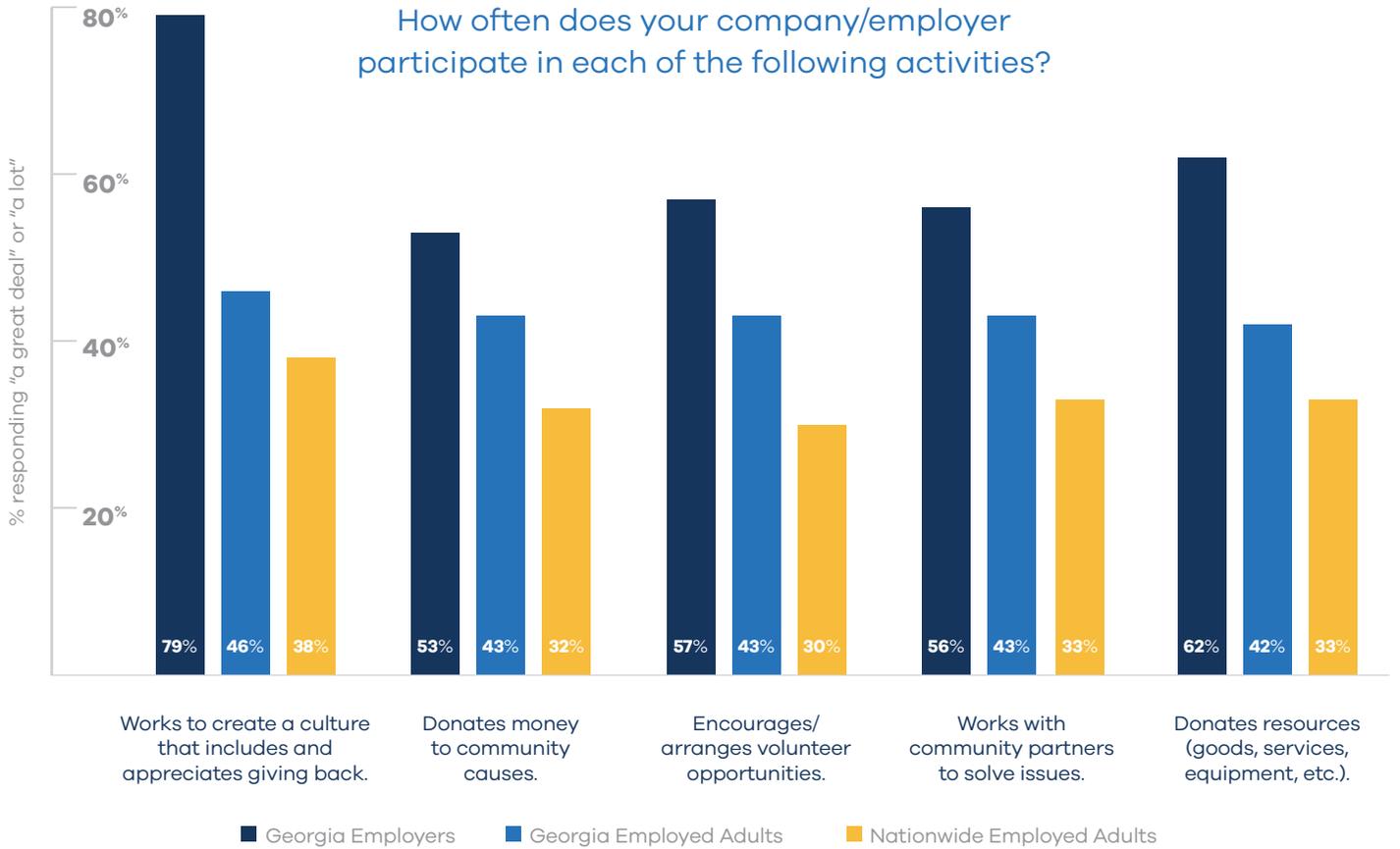
There is a statistically significant gap between what employees believe their employers are doing, and how senior leaders characterize their activities.

A majority of Georgia employers report their company demonstrates five behaviors “a great deal” or “a lot” (between 53% and 79%) but less than half of Georgia employed adults have that same perception (between 42% and 46%).

While no behavior was seen “a lot” or “a great deal” by a majority of employed adults in Georgia, the numbers were significantly higher than nationally.

**FIGURE C:**

How often does your company/employer participate in each of the following activities?



# CORPORATE GENEROSITY BENEFITS RECRUITING AND RETENTION EVEN MORE THAN EXECUTIVES REALIZE

About half of the business leaders felt generosity benefits the business a lot/a great deal in recruiting (50%) and retention of employees (51%).

But, especially among younger employees and recruits, it may be even stronger than they perceive.

A strong majority (66%) of Georgia employees 18-34 and 53% of that age group nationwide are more likely than older adults to say a company's community generosity factors into their decision to work for a company or to stay there.

Georgia Generation Xers, age 35-54 (42%) and Boomers, age 55+ (26%) say that they consider a company's generosity when deciding whether to work for them or stay with them.

FIGURE D:

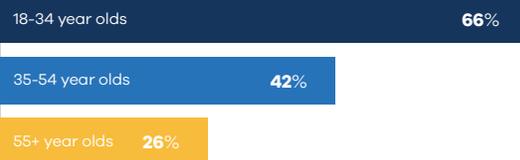
## The effect of employer's generosity on retention and recruiting

**Georgia Employers:** To what degree do you believe companies get tangible benefits from giving back to the community.

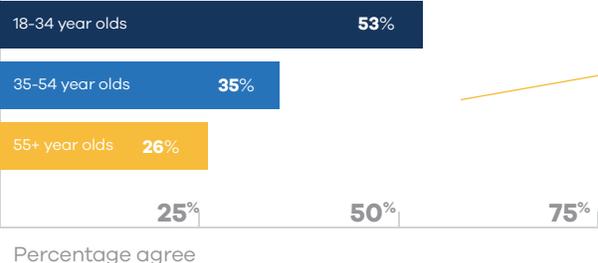


I consider my employer's generosity to the community when deciding whether to work for or stay with them.

### Georgia Employed Adults



### Nationwide Employed Adults



# EXECUTIVES UNDERSTAND BUSINESS BENEFITS

A majority of business leaders believe helping the community benefits the company a great deal/a lot with Positive Reputation (85%), Customer Loyalty and Brand Preference (58%) and Financial Health like sales, revenue or profitability impacts. (43%).

FIGURE E:

## Georgia employer's view of tangible benefits

To what degree do you believe companies get tangible benefits from giving back to the community?

■ A great deal or a lot   ■ A moderate amount   ■ A little or none at all

Financial health: sales, revenue or profitability impacts



Consumer loyalty and brand preference



Positive reputation



# CORPORATE GENEROSITY ENHANCES BRAND AND DEMAND, INCLUDING WILLINGNESS TO PAY MORE

70% of Georgians feel good about associating with brands and companies who are generous to the community. This is critical for likelihood to wear, share, work for or otherwise identify with a brand.

If price is similar, 71% of Georgians say they prefer to buy products from companies who are generous to the community.

A majority of Georgians (52%) say they will even pay more for products from companies they believe are generous to the community, this is a significant difference from national responses for which 45% make that claim.

FIGURE F:

## Consumer preference for companies who are generous to the community

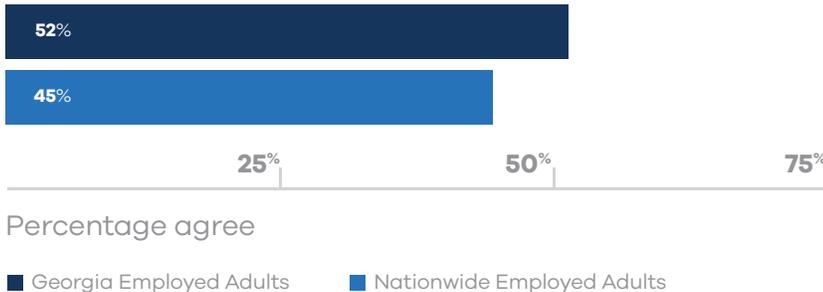
I feel good about associating with brands and companies who are generous to the community.



If the price is similar, I'd prefer to buy products from companies who are generous to the community.



I will pay more for products from companies I believe are generous to the community.



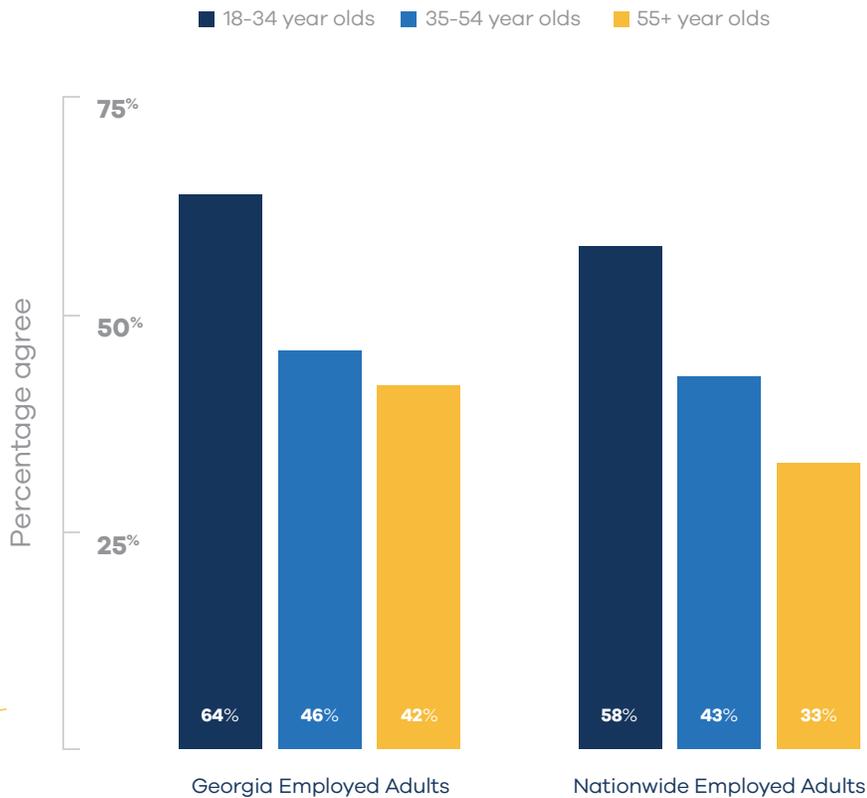
## CONSUMERS UNDER 35 ARE DRIVING CHANGE

Georgia's under-34 workforce is more likely (64%) than Xers age 35-54 (46%) and Boomers, age 55+ (42%) to agree they will pay more for products from companies they believe are generous to the community, which follows the national trend.

FIGURE G:

Younger adults more likely to say they will pay more for products from companies they believe are generous to the community

I will pay more for products from companies I believe are generous to the community.



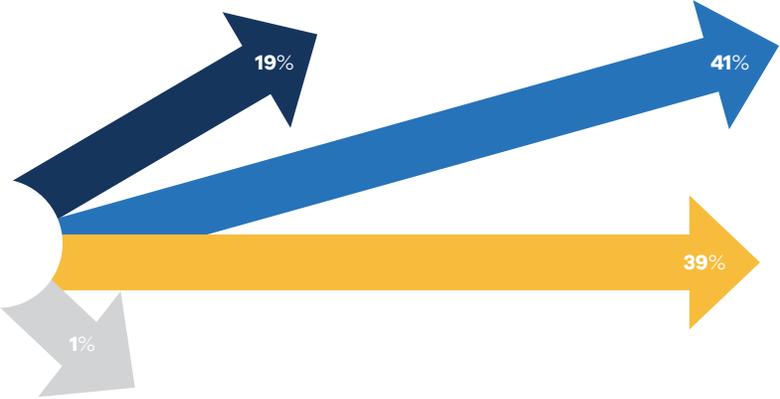
# COMMUNITY OUTREACH APPEARS TO BE ON THE UPSWING IN GEORGIA

A majority of business leaders (60%) intend or plan for their companies to conduct somewhat or much more charitable efforts. 39% plan to do about the same while only 1% expect to do less.

**FIGURE H:**  
Georgia employers intentions for charitable efforts in the future

What is your intention or plan for your company's charitable efforts in the future?

- Much more
- Somewhat more
- About the same
- Less



**In addition to previously cited purchase and employment behaviors, the survey confirms that Georgia follows the national trend of younger employees having higher awareness and placing higher value around community activities.**

**This cautionary tale encourages business leaders to check their assumptions and ensure they're offering the up-and-coming workforce the community engagement and goodwill they desire.**



goBeyondProfit is a first-of-its-kind business leader-led initiative that influences corporate generosity for healthier businesses and stronger Georgia communities. By sharing stories and insights, goBeyondProfit helps business leaders learn from and inspire one another. Every Georgia business is invited to join.

For further information, and a downloadable PDF of the survey, visit [goBeyondProfit.org](http://goBeyondProfit.org).



#### METHODOLOGY:

Three separate surveys were conducted by goBeyondProfit during the first quarter of 2019.

Georgia senior executives qualified for the survey if they were in a senior leadership position with a company that has a Georgia presence. Georgia CEO, a network of local websites focused on the state's business communities, obtained sample for this survey via email invitations to the Georgia CEO database. The survey was open from January 8-31, 2019 and drew 104 completes. At a 95 percent confidence level, this survey has an error range of +/- 7.8%.

An online survey was conducted among 500 Georgians between January 16-29, 2019. GoBeyondProfit contracted with Dynata, a provider of first-party data, contributed by people who opt-in to participate in surveys and market research, for the sample. Respondents qualified for the survey if they were 18 years of age or older and were employed by a company that has a Georgia presence or a Georgia office. The survey drew 500 completes. At a 95 percent confidence level, this survey has an error range of +/- 3.5%.

An additional online survey was conducted among respondents of the remaining 49 states between February 14 - March 6, 2019. Respondents qualified for the survey if they were 18 years of age or older and were employed within the 49 states, excluding Georgia. Dynata provided the survey sample. The survey drew 1,000 completes. At a 95 percent confidence level, this survey has an error range of +/- 2.5%.