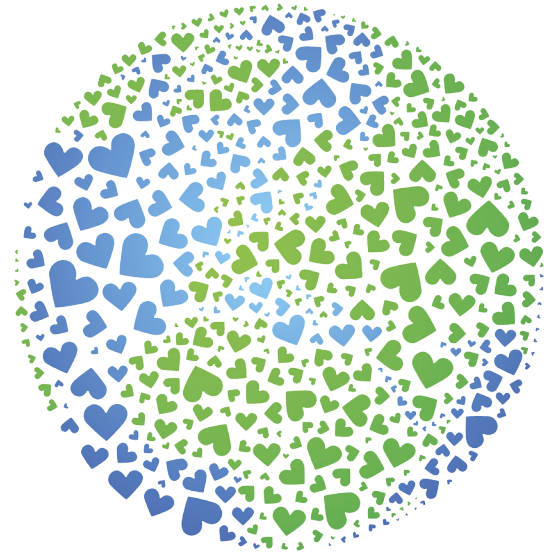




# Aflac Corporate Social Responsibility

## Survey Fact Sheet

When one purchases an insurance policy, they are purchasing a promise: a promise that your insurer will be there for you in your time of need. Trust is a primary concern for customers and would-be customers. To that end, Corporate Social Responsibility (CSR) is at the core of how Aflac operates – it is crucial to the company's overall success. Aflac recently partnered with LightSpeed GMI to conduct its first CSR national survey to determine consumers' thoughts about companies' social responsibility and philanthropic efforts.



### Key findings:

- Philanthropy is more top of mind for millennials than those 35 and older.
- According to consumers, social media platforms are best utilized for raising awareness for a cause, rather than donations.
- People with children are more inclined to give back and take company ethics/CSR programs into account when purchasing, job searching and investing.
- Men are more likely to take CSR and ethics into account when searching for a prospective employer than women.

## Detailed findings:

### Consumer investing:

- **69%** of consumers are likely to purchase stock in a company well-known for its ethical standards.
- **69%** of consumers with children are likely to invest in a company well-known for its corporate social responsibility program, whereas only 40% of consumers without children would.
- **66%** of millennials are likely to invest in a company well-known for its corporate social responsibility program, whereas only 48% of those 35 and older would.

### Purchase drivers:

- **79%** of consumers believe companies that stay true to their ethics/values outperform others in their field.
- **81%** of consumers are more likely to purchase from corporations that are active in philanthropic efforts year-round as opposed to only in times of need.
- **82%** of millennials believe companies that stay true to their ethics/values outperform others in their field.
- **92%** of millennials are more likely to purchase from an ethical company.
- Millennials and people with children are more likely to believe that corporations are genuine in their CSR efforts.

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### Workplace:

- Consumers rate salary as their No. 1 priority when it comes to a prospective employer, but company ethics and CSR are rated second highest.
- People with children are more likely to take company ethics and CSR into account when looking for a prospective employer than those without.
- Men are more likely to take company ethics and CSR into account when looking for a prospective employer than women.
- **65%** of people link diversity with a company's ethical standards.
- **75%** of consumers said they would be happier to work for a company with a strong CSR program.
- **44%** of consumers feel that salary is most important when it comes to a prospective employer, but 74% of consumers are likely to seek out employment at a company that has been awarded publicly for its ethics.
- **82%** of millennials are likely to seek employment at a company that has been publicly awarded for its ethics, whereas 68% of people over 35 would.
- People with children are more likely to donate 10% of their salary to charity than those without children.
- **49%** of millennials would rather live modestly and donate a large portion of their yearly income to a cause that has impacted them, whereas only 36% of people 35 and older would.

**74%**  
of consumers are likely to seek out employment at a company that has been awarded publicly for its ethics.

### Entertainment:

- **28%** of consumers think of Oprah Winfrey first when it comes to philanthropic work.
  - » Only 3% of consumers think of Madonna when it comes to philanthropic work.
- **30%** of consumers would enlist Angelina Jolie to help them raise funds for a charity they cared about.
  - » Only 2% of consumers would enlist Kim Kardashian to help them raise funds for a charity they cared about.

### Giving back:

- When it comes to important philanthropic causes, consumers rank children’s health at No. 1.
- Consumers in the U.S. ranked the Northeast as the most generous region and Southwest as the least generous.

### Social media:

- Consumers are more likely to just LIKE friends’ social posts in regard to a charitable donation, rather than to actually donate.
- **67%** of consumers believe social media is more effective for raising awareness about a cause, rather than donations.
- The majority of consumers’ charitable giving does NOT take place on social media channels.
- **61%** of consumers with children would be more likely to LIKE a friend’s social post in regard to a charitable donation, whereas only 39% of consumers without children would.
- **73%** of millennials say that they are more likely to donate to a company charity on Facebook over Instagram and Twitter.
- When a company is looking to raise donations on social media, millennials are more likely to engage with video content.

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### About the survey:

Research findings are based on a survey fielded in the United States between Aug. 18 and Sept. 2, 2015. For this survey, 6,000 respondents (2,000 nationally representative and 400 within each of the top-10 DMAs) were asked about their thoughts regarding various aspects of corporate social responsibility. The study also surveyed 355 investment professionals about how corporate social responsibility impacts their decisions. The survey was completed through GMI’s Global Test Market double opted-in panelists who have registered to participate in online surveys.



## About Aflac:

When a policyholder gets sick or hurt, Aflac pays cash benefits fast. For nearly six decades, Aflac insurance policies have given policyholders the opportunity to focus on recovery, not financial stress. In the United States, Aflac is the leading provider of voluntary insurance at the work site. Through its trailblazing One Day Pay<sup>SM</sup> initiative, Aflac U.S. can receive, process, approve and disburse payment for eligible claims in one business day. In Japan, Aflac is the leading provider of medical and cancer insurance and insures 1 in 4 households. Aflac individual and group insurance products help provide protection to more than 50 million people worldwide. For nine consecutive years, Aflac has been recognized by Ethisphere magazine as one of the World's Most Ethical Companies. In 2015, Fortune magazine recognized Aflac as one of the 100 Best Companies to Work For in America for the 17th consecutive year. Also, in 2015, Fortune magazine included Aflac on its list of Most Admired Companies for the 14th time, ranking the company No. 1 in innovation for the insurance, life and health category. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac and One Day Pay<sup>SM</sup>, visit [aflac.com](http://aflac.com) or [espanol.aflac.com](http://espanol.aflac.com).

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