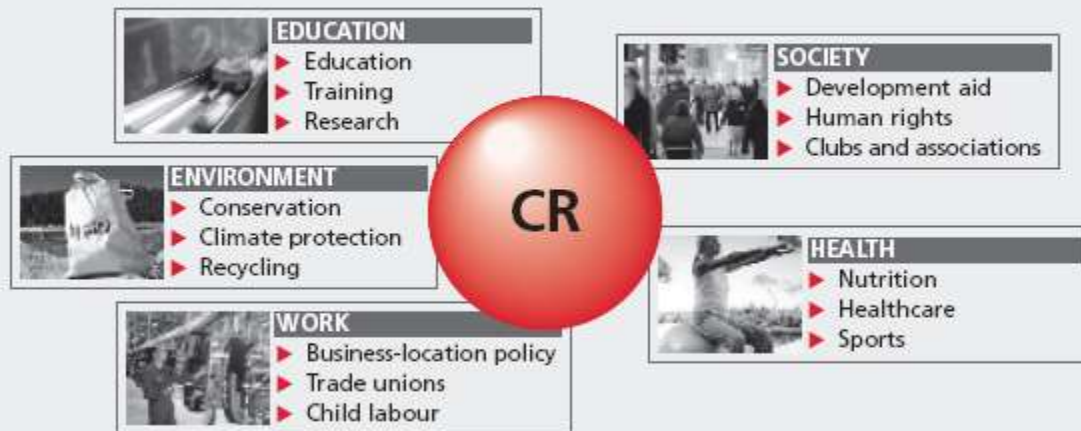


## The dimensions of CR

Corporate responsibility — a holistic view (exemplary aspects)



© GfK Panel Services / Roland Berger Strategy Consultants

## The five CR consumer types

Proportion of the total population (Germany), 2009

Traditional self-centrics	Self-responsible family people	Believers in hard work and progress	Critical consumers	Dedicated volunteers
21.2%	19.9%	18.2%	19.5%	21.2%
				
"I think the government and companies should support culture, sports and health."	"It's important to me to help those closest to me."	"Taking new approaches to demonstrate CR is important to me."	"I want to know if companies violate ethical standards."	"I do my bit for people and the environment."

© GfK Panel Services / Roland Berger Strategy Consultants

## CR profile: Traditional self-centrics

Great importance attached to personal well-being



Proportion of the total population

21.2%

- ▶ Belief in state/company support, low social commitment
- ▶ Greatly interested in topics affecting themselves, e.g. nutrition, work-life balance and culture
- ▶ "Cerebral" types — education and science as sources of progress

Agreement: ■ above average ■ below average

© GfK Panel Services / Roland Berger Strategy Consultants

## CR profile: Self-responsible family people

A committed life in a personal universe



Proportion of the total population

19.9%

- ▶ A committed life in a personal universe with family and friends — high degree of personal responsibility
- ▶ High awareness of nutritional and health issues
- ▶ Below-average interest in "global" topics

Agreement: ■ above average ■ below average

© GfK Panel Services / Roland Berger Strategy Consultants

## CR profile: Believers in hard work and progress

Competent, committed and active for others



Agreement: ■ above average ■ below average



Proportion of the total population

18.2%

- ▶ Above-average social commitment
- ▶ Focus of commitment on topics within the personal social sphere (e.g. politics, science, education)
- ▶ Responsible consumption

© GfK Panel Services / Roland Berger Strategy Consultants

## CR profile: Critical consumers

Ethical principles affect consumption



Agreement: ■ above average ■ below average



Proportion of the total population

19.5%

- ▶ Critical consumption, readiness to boycott companies that offend against ethical standards
- ▶ Resource-efficient behaviour
- ▶ Regional products, domestic production

© GfK Panel Services / Roland Berger Strategy Consultants

## CR profile: Dedicated volunteers

Active for others



Agreement: ■ above average

■ below average



Proportion of the total population

21.2%

- ▶ Responsible consumption, active supporter of human rights and development aid
- ▶ Supports nature conservation and climate protection
- ▶ Above-average social commitment

© GfK Panel Services / Roland Berger Strategy Consultants