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## **Many Companies More Conscious of CSR, But Not Devoting More Resources**

A little more than a third of Fortune 1000 companies (36 percent) say they are more conscious of corporate social responsibility issues since the terrorist attacks of September 11 last year, but few of them are devoting more money or resources to the issue, according to a recent survey conducted by New York public relations firm **Jericho Communications**.

Only 12 percent of respondents said they are allocating more resources to CSR issues, while just 9 percent said they are spending more money on CSR.

The survey found that 52 percent of Fortune 1000 CEOs think corporations acting responsibly to communities around the world can ebb the support of terrorist groups. And 42 percent agreed that a company's responsibility for communities around the world should equal a company's commitment to communities in the U.S.

When it comes to the environment, 82 percent of Fortune 1000 CEOs believe global warming is occurring, with 24 percent saying business practices have had a "major impact" on global warming. An additional 48 percent feel that business practices have had "some impact" on global warming.

"There are definitely some mixed messages in the results," said Jericho president Eric Yaverbaum. "On the one hand, CEOs are in agreement that big business can have an impact on helping the world's communities and stemming support of terrorism, yet despite that, very few are devoting more resources to corporate social responsibility. It was also surprising how many CEOs feel that business contributes to global warming; perhaps it's an indication that this issue will become more of a focus from business leaders in the future."

About two-thirds (64 percent) think the media has been fair in its coverage of company's responsibilities to communities around the world, while 21 percent said the media has been too harsh. Nine percent said the media has been too lenient.

When asked which company's they feel have been unfairly maligned by the media for corporate social responsibility issues, Starbucks (30 percent), McDonald's (30 percent), Nike (24 percent) and Wal-Mart (24 percent) were the companies most often cited.