

Corporate Social Responsibility: Motivating Today's Employees Beyond the Paycheck

86%

of new college hires report they would consider leaving an employer whose CSR values fell short of their expectations

58%

of students would accept less pay to work for a company that shared their values

Traditionalists

Feel personal responsibility to their communities

7%

Baby Boomers

Look for personal involvement through hands-on volunteer experiences

42%

Gen X'ers

Seek out ways to make products and services greener and BETTER

29%

Millennials

Want a voice and the ability to share their opinion is crucial

21%

100%

of today's workforce sees CSR as a potential motivating factor.

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