

CUSTOMER as a STAKEHOLDER™

A GLOBAL STUDY IN PARTNERSHIP WITH DYNATA WAS CONDUCTED OF NEARLY 3,000 CONSUMERS THE WEEK OF JULY 1ST, 2020 TO DETERMINE THE IMPORTANCE CUSTOMERS ATTACH TO BEING SEEN AS STAKEHOLDERS BY CORPORATIONS.

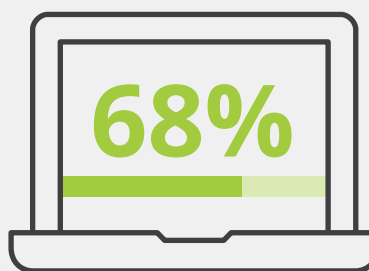
81%

Of global consumers believe that businesses see **customers as stakeholders**.

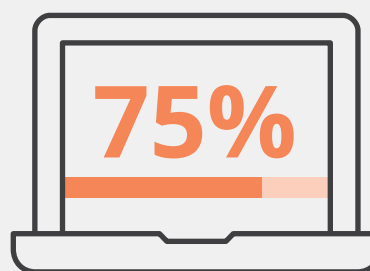
Also believe businesses see **employees as stakeholders**.



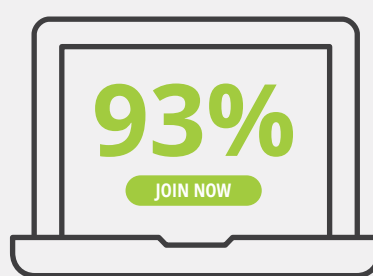
GLOBAL



U.S. ONLY

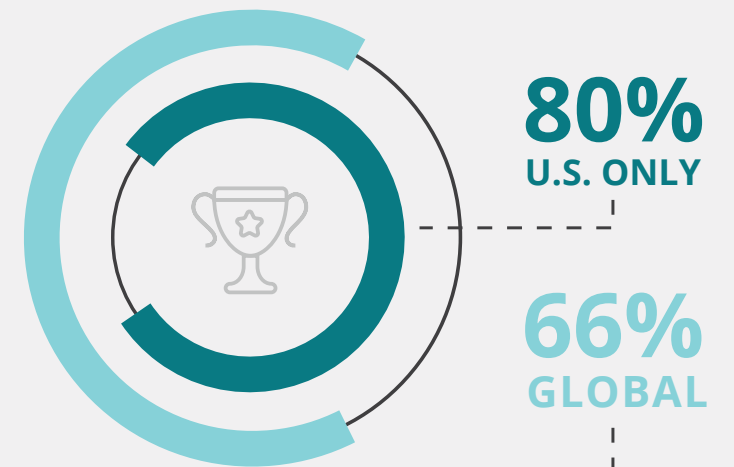


of consumers **would prefer to have companies ask them directly for their feedback** rather than gather information about them without their knowledge.



of global consumers would be willing to **join an online research community**.

Percentage of consumers who agree that providing their input in an online research community can truly make a **difference in the success of that business**.



71%



of U.S. consumers feel like participating in an online community means they have a **reciprocal relationship** with the business.

GONGOS SURVEYED 1,000 U.S. CONSUMERS IN ITS CONSUMER VILLAGE PROPRIETARY ONLINE PLATFORM, AND PARTNERED WITH DYNATA TO SURVEY ANOTHER 1,655 CONSUMERS ACROSS CHINA, INDIA, SOUTH KOREA, BRAZIL, GERMANY AND THE U.K.

U.S.

BRAZIL

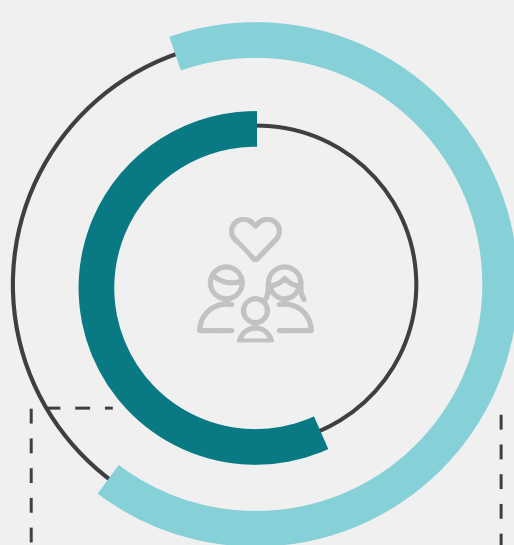
U.K

GERMANY

INDIA

CHINA

SOUTH KOREA

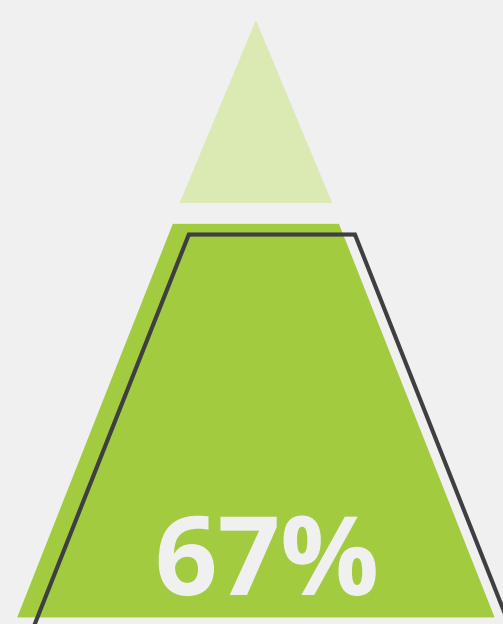


58%

of global consumers trust that by **participating in research in general** they would influence the business to **improve life** for themselves and their families.

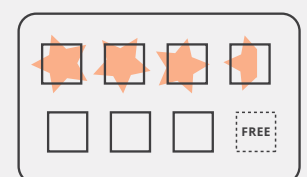
70%

of global consumers who are **interested in participating in an online research community** trust that they would influence the business to **improve life** for themselves and their families.

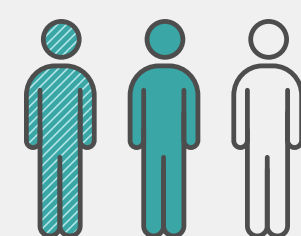


of U.S. consumers feel like participating in an online community would give them a **greater sense of purpose**.

46%



of global consumers who participate in an ongoing online research community agree that being part of that community makes them feel like a **stakeholder** in the business, as much as being a member of a **brand's loyalty program**.



In the U.S., while **over 2 in 3 consumers** that currently participate in online research communities feel like they are treated as an equal, **only half** of them also **feel like a stakeholder in the success of the business**.

ADDRESSING THE OPPORTUNITY GAP FOR ORGANIZATIONS WHERE THEY'RE SEEN AS STAKEHOLDERS IN THE COMPANY, GLOBAL MEMBERS OF ONLINE RESEARCH COMMUNITIES EXPECT



67%

to know that they are **interacting with people**—not machines—who truly listen to them.



58%

to be among the first to know about **new innovations, products and features**.



38%

that the company would share **"inside" information** with them.