In the last 12 month, have you donated funds to a SOCIAL PURPOSE ORGANIZATIONS?

CEE
N=2400
Poland
N=600
Hungary
N=600
Czech Republic
N=600
Slovakia
N=600

46%
51%
36%
40%
42%

I appreciate companies that run foundations to which they allocate part of their profit
Companies’ activities should be coherent and the company should be fair to its employees and clients
It is important to me that more and more companies get involved in socially responsible activities
A socially committed company should act in accordance with its profile
Companies have a responsibility to act for the benefit of their local environment
Business is more likely to solve social problems than the government and politicians
I prefer to buy products and services from socially committed brands
Large companies are responsible for tackling social issues
I am willing to pay a little more for the products and services of socially responsible companies

To what extent do you agree with the following statements?
I rather + definitely agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total CEE N=1101</th>
<th>Poland N=304</th>
<th>Hungary N=212</th>
<th>Czech Republic N=241</th>
<th>Slovakia N=251</th>
</tr>
</thead>
<tbody>
<tr>
<td>I appreciate companies that run foundations to which they allocate part of their profit</td>
<td>73%</td>
<td>76%</td>
<td>76%</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td>Companies’ activities should be coherent and the company should be fair to its employees and clients</td>
<td>70%</td>
<td>70%</td>
<td>76%</td>
<td>65%</td>
<td>67%</td>
</tr>
<tr>
<td>It is important to me that more and more companies get involved in socially responsible activities</td>
<td>66%</td>
<td>69%</td>
<td>72%</td>
<td>51%</td>
<td>62%</td>
</tr>
<tr>
<td>A socially committed company should act in accordance with its profile</td>
<td>62%</td>
<td>61%</td>
<td>69%</td>
<td>57%</td>
<td>61%</td>
</tr>
<tr>
<td>Companies have a responsibility to act for the benefit of their local environment</td>
<td>58%</td>
<td>54%</td>
<td>66%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Business is more likely to solve social problems than the government and politicians</td>
<td>50%</td>
<td>55%</td>
<td>47%</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>I prefer to buy products and services from socially committed brands</td>
<td>48%</td>
<td>56%</td>
<td>46%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Large companies are responsible for tackling social issues</td>
<td>45%</td>
<td>47%</td>
<td>52%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>I am willing to pay a little more for the products and services of socially responsible companies</td>
<td>44%</td>
<td>47%</td>
<td>38%</td>
<td>39%</td>
<td>39%</td>
</tr>
</tbody>
</table>