

CORPORATE CITIZENSHIP AND LOBBYING SURVEY QUESTIONNAIRE

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9 September 2015

University of Stuttgart

Notes

Borderless Politics project has been supported by the Economic and Social Research Council (grant ID ES/I036974/1). For more information, visit www.abdn.ac.uk/research/borderlesspolitics/

Question [1] serves as the filter to select one of three versions of this questionnaire: Corporate Social Responsibility (CSR), Public Affairs and Corporate Political Activity (CPA) and Public Relations (PR). This document contains all three version in that order:

Corporate Social Responsibility (CSR)	3
Public Affairs and Corporate Political Activity (CPA)	9
Public Relations (PR)	16

How to cite this codebook:

Bernhagen, Patrick, Alvis Favotto, Kelly Kollman, David Marshall. 2015. CORPORATE CITIZENSHIP AND LOBBYING SURVEY QUESTIONNAIRE. Stuttgart: University of Stuttgart.

Corporate Social Responsibility (CSR)

Welcome!

Thank you very much for participating in our survey. All your answers will be treated confidentially and the data will be used for academic purposes only. Completing the survey will take approximately 15 to 20 minutes. If possible, please complete the survey in one sitting. However, if you need to pause and continue later using the same computer or mobile device, you will automatically be returned to the point where you paused the survey.

Kind regards,

Professor Patrick Bernhagen
Dr Alvis Favotto
Dr Kelly Kollman
Dr David Marshall
Professor Kathleen Rehbein

I. Background Information: In the first section, we would like to ask you some basic information concerning your unit or department and its main tasks.

[1] Which of the following best describe your area of work within your company?

Please tick one box only

- Corporate social responsibility (CSR), sustainability, community relations, or citizenship
- Government affairs, public affairs, public policy or corporate affairs
- Public relations, media relations, corporate communications
- Other (please specify below):

[2] Which of the following areas is your unit (e.g. your department) responsible for?

Please tick all boxes that apply.

- Community relations / giving
- Compliance
- Employee relations
- Environment
- Human rights
- Supply chain
- Other (please specify below):

[3] When was your unit established?

- Less than 5 years ago
- Between 5 and 10 years ago
- Between 10 and 15 years ago
- Between 15 and 20 years ago
- More than 20 years ago

[6a] How many staff work in your unit?

Please write down the total number:

[New 6ab] In your company as a whole, how many staff work on related CSR / sustainability activities (e.g. environment, health and safety, community / giving, human rights)?

If you're not sure of the exact number, please type in your best estimate.

Please write down the total number:

II. Corporate Social Responsibility / Sustainability: in this section we would like to ask you about your company's CSR / sustainability policies and activities.

[20] When was your company's first CSR or sustainability report published?

- Before 1995
- Between 1995 and 2000
- Between 2001 and 2005
- Between 2006 and 2010
- After 2010
- We don't publish one

[21] Is your CSR or sustainability report validated by a third party?

- Yes
- We validate certain sections
- No
- Don't know

[21b] When did your company first include a CSR or sustainability section in your company's annual report?

- Before 1995
- Between 1995 and 2000
- Between 2001 and 2005
- Between 2006 and 2010
- Between 2011 and 2015
- We don't include this in our annual report

[21c New]. Is the CSR or sustainability section in your annual report validated by a third party?

- Yes
- We validate certain sections
- No
- Don't know

[18a] Thinking about the way your company develops its CSR / sustainability policies, how would you rate the influence of the following *people or bodies*?

-
- **Very influential**
 - **Somewhat influential**
 - **Not very influential**
 - **Not at all influential**
 - **Not applicable**
-
- Board of directors
 - CEO / executive director
 - Senior manager responsible for corporate communications
 - Senior manager responsible for CSR, sustainability, or community affairs
 - Senior manager responsible for finance
 - Senior manager responsible for legal affairs
 - Senior manager responsible for public / government affairs
 - Shareholders
 - Other (please specify):

[18b NEW] Thinking about the way your company develops its CSR policies, how would you rate the influence of the following *stakeholders*?

-
- **Very influential**
 - **Somewhat influential**
 - **Not very influential**
 - **Not at all influential**
 - **Not applicable**
-
- Business partners
 - Community
 - Customers
 - Employees
 - Government regulators
 - Intergovernmental organizations, e.g. The United Nations
 - NGOs / civil society groups
 - Shareholders
 - Suppliers
 - Trade unions

[19] Companies vary in the amount of time they spend on different areas of CSR / sustainability. Looking at the list below, please select the five areas on which your company spends the most time.

- Anti-fraud / anti-corruption
- Community and giving
- Employee welfare / labour rights
- Environment
- Human rights
- Product stewardship
- Responsible lobbying
- Supply chain

[19b] Please rank the CSR / sustainability areas that you selected from the previous question in order of importance by clicking on each category, where one means your company spends the most time, two means the second most time, and so on.

- One
 - Two
 - Three
 - Four
 - Five
-

[New X1. CSR] In which of the following CSR / sustainability areas does your company have formal policies in place?

Please tick all boxes that apply.

- Anti-fraud / anti-corruption
- Community and giving
- Employee welfare / labour rights
- Environmental
- Human rights
- Product stewardship
- Responsible lobbying
- Supply chain
- Other (please specify):

[23. CSR] You have indicated that your company has formal policies in place in the following CSR / sustainability areas.

How effective do you think these have been in influencing your company's practices?

-
- Very effective
 - Somewhat effective
 - Not very effective
 - Not at all effective
-

[New x2] When thinking about the reasons why your company engages in corporate social responsibility / sustainability activities, how important are the following?

-
- Very important
 - Somewhat important
 - Not very important
 - Not at all important
-
- Ensuring legal compliance
 - Ethical commitment to CSR / sustainability issues
 - Improving / maintaining good stakeholder relations
 - Market pressure
 - Shaping the regulatory environment
 - Other (please specify):

[27] Within a company there is likely to be considerable variation in how often one unit coordinates with another unit or manager. Please indicate, how often colleagues in the following units coordinate with colleagues in your unit, e.g. by exchanging email, speaking on the phone or meeting face-to-face to work on common tasks.

Please note that the unit titles we have proposed are indicative and that their precise wording may differ from those your company uses.

- **We do not coordinate**
 - **We coordinate at least once every three months**
 - **We coordinate at least once a month**
 - **We coordinate at least once a week**
-

- Board
- CEO / executive director
- CSR / sustainability
- Human resources
- Legal affairs
- Operations / production
- Procurement / supply
- Sales and marketing

[29] In general, how would you characterize the relationship between your company and public authorities at the national and regional (e.g. the European Union or NAFTA) levels?

Please tick one box in each row.

- **Very co-operative**
 - **Moderately co-operative**
 - **Neither co-operative nor conflictual**
 - **Moderately conflictual**
 - **Very conflictual**
 - **Not applicable**
-

- National government of country where your company is headquartered
- National governments of other countries in which your company has facilities, markets and / or suppliers
- International private standard-setting bodies (e.g. ISO or International Electrotechnical Commission)
- International / global organizations (e.g. WTO, UN, UNCCC)
- Regional organizations (e.g. the European Union or NAFTA)

[30] It is said that companies are sometimes required to make gifts or informal payments to public officials to "get things done", perhaps with regard to customs, taxes, licences, regulations, services etc. To your knowledge, how frequently do companies *in your sector* make such payments for these purposes?

Please select the most appropriate response from the suggestions below.

- This behaviour doesn't take place in our industry.
- This behaviour happens, but not frequently.
- This behaviour is quite common.
- This behaviour is endemic within our industry.
- Don't know.

III. Personal background and career information: In this final section, we would like to ask you about yourself and your position within your company.

[31] For how many years have you worked in the company?

Please type in the number:

[32] To whom do you directly report?

- Board of directors
- CEO / executive director
- Senior manager responsible for corporate communications
- Senior manager responsible for CSR, sustainability or community affairs
- Senior manager responsible for finance
- Senior manager responsible for legal affairs
- Senior manager responsible for public / government affairs
- Other (please specify):

[33] What is your age?

- 25 or under
- 26 to 40
- 41 to 55
- 56 or over

[34] I identify my gender as...

- Female
- Male
- Other

[35 NEW] Once we have completed analysis of the survey we would like to provide you with a short summary of the main findings. If you would like us to send this please provide your email address below:

Thank you for participating in our survey!

Your answers are important for our academic research. All your answers will be treated confidentially. Updates about the project will be regularly posted on www.abdn.ac.uk/research/borderlesspolitics/ . As a small token of our gratitude we will donate €5 to SOS Children's Villages (<http://www.sos-childrensvillages.org/>) You can now close this browser tab.

Public Affairs and Corporate Political Activity (CPA)

Welcome!

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I. Background Information: In the first section, we would like to ask you some basic information concerning your unit or department and its main tasks.

[Q1] Which of the following best describe your area of work within your company?

Please tick one box only

- Corporate social responsibility (CSR), sustainability, community relations, or citizenship
- Government affairs, public affairs, public policy or corporate affairs
- Public relations, media relations, corporate communications
- Other (please specify below):

[3] When was your unit established?

- Less than 5 years ago
- Between 5 and 10 years ago
- Between 10 and 15 years ago
- Between 15 and 20 years ago
- More than 20 years ago

[6b] How many staff work in your unit?

Please write down the total number:

II. Public Policy and Advocacy: In this section we would like to ask you how government regulation affects your company and how your company positions itself on public policy.

[7] In a typical week over the last year, what percentage of your company's senior management time was spent on dealing with requirements imposed by public policy or regulations?

- 0 - 20%
- 21 - 40%
- 41 - 60%
- 61 - 80%
- 81 - 100%
- Don't know

[8] Over the last year, has your company secured or attempted to secure a government or public contract?

- Yes
- No
- Don't know

[9] Thinking about the way your company develops its position on public policies, how would you rate the influence of the following people / bodies?

Note: by public we mean laws and regulations produced by the state or public authorities.

-
- **Very influential**
 - **Somewhat influential**
 - **Not very influential**
 - **Not at all influential**
 - **Not applicable**
-
- Board of directors
 - CEO / executive director
 - Senior manager responsible for corporate communications
 - Senior manager responsible for CSR, sustainability, or community affairs
 - Senior manager responsible for finance
 - Senior manager responsible for legal affairs
 - Senior manager responsible for public / government affairs
 - Shareholders
 - Other (please specify):

[10] And now, thinking about the way your company develops its advocacy and government affairs *tactics*, how would you rate the influence of the following people / bodies?

-
- **Very influential**
 - **Somewhat influential**
 - **Not very influential**
 - **Not at all influential**
 - **Not applicable**
-
- Board of directors
 - CEO / executive director
 - Senior manager responsible for corporate communications
 - Senior manager responsible for CSR, sustainability, or community affairs

- Senior manager responsible for finance
- Senior manager responsible for legal affairs
- Senior manager responsible for public / government affairs
- Shareholders
- Other (please enter position):

[11] During the past twelve months, has your company participated in the policy process (e.g. by sharing expertise with policymakers or commenting on proposed legislation)? If so, in which of the following public policy areas was your company involved?

Please tick all that apply

- Agriculture
- Banking and finance
- Climate change
- Communications, science, and technology
- Consumer protection
- Defence
- Economic, fiscal, or monetary policy
- Education
- Energy
- Environment
- Equal opportunities, anti-discrimination policy, and / or human rights
- Foreign trade
- Health policy (e.g. tobacco control)
- Immigration and refugee issues
- International affairs and foreign aid
- Labour and employment
- Social welfare (including health care)
- Transport and / or infrastructure
- Workplace health and safety policy
- Sector-specific regulation (please specify)
- Other (please specify)

[12] With regard to the policy areas that you selected above, what approach to regulation best describes your company's position?

-
- Less public regulation
 - Maintaining the status quo
 - More public regulation
 - Don't know
-

[13] Companies have different preferences concerning the role of government in economic issues. Some want government to play an active role in the economy, e.g. through taxation and government spending. Others prefer a reduced economic role for government, e.g. through lower taxes and less government spending.

Thinking about the policy areas that you selected above, what kind of government actions best describes what your company favours?

-
- **Less government spending**
 - **Current approach is about right**
 - **More government spending**
 - **Don't know**
-

[14] In the policy areas that you selected above, in which of the following ways did you express your position to policymakers?

Please tick all that apply.

- **We approach policymakers directly ourselves**
 - **We enlist the services of external consultants**
 - **We work through a trade association**
 - **Other**
-

[15] Thinking generally about your company's engagement with policymakers, approximately what percentage of your company's advocacy time is spent at the national, regional or international level?

Please note that the total should add up to 100% - please try to get as close to this as possible.

- National governments of countries where your company is headquartered
- National governments of other countries in which your company has facilities, markets and / or suppliers
- Regional institutions (e.g. the European Union or NAFTA)
- International / global institutions (e.g. WTO, UN, UNCCC)
- International private standard-setting bodies (e.g. ISO or International Electrotechnical Commission)

[16] During the last 12 months, how often has your company had direct contact with the following policymakers?

Please tick one box in every row.

- **No contact**
 - **1 to 3 times**
 - **4 to 10 times**
 - **11 to 20 times**
 - **More than 20 times**
-
- Cabinet level heads in national governments (e.g. Ministers or Secretaries of State)
 - Civil servants / government employees working in national departments or ministries
 - Members of national legislature (e.g. Parliament, Congress)

[17] During the last 12 months, how often has your company been involved in any of the following activities in relation to public policy?

Please consider only activities not directly related to production or sales.

- **Frequently**
 - **Sometimes**
 - **Never**
-
- Encouraging staff, customers or members of the public to contact policymakers, participate in a letter-writing campaign or to sign petitions
 - Initiating or supporting legal proceedings relating to a specific piece of public policy
 - Approaching policymakers to providing expertise (e.g. by supplying memos or research reports, organizing an information event, etc.)
 - Providing support to politicians or candidates in their political activities (e.g. donate to an electoral campaign fund)
 - Publicize your views through the media (e.g. by organizing press conferences, issuing press releases, writing editorials or opinion letters, or placing advertisements)
 - Responding to consultations or taking part in hearings organised by policymakers (e.g. by congressional or parliamentary committees, ministerial task forces, the EU Commission, etc.)

[26] Within a company there is likely to be considerable variation in how often one unit coordinates with another unit or manager. Please indicate, how often colleagues in the following units coordinate with colleagues in your unit, e.g. by exchanging email, speaking on the phone or meeting face-to-face to work on common tasks.

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 - Human resources
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[29] In general, how would you characterize the relationship between your company and public authorities at the national and regional (e.g. the European Union or NAFTA) levels?

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III. Corporate Social Responsibility / Sustainability: In this section, we would like to ask you about your company's CSR / sustainability policies and activities.

[4b] Does your company have a unit responsible for CSR, sustainability, community relations, or corporate citizenship?

- Yes
- No

[5b] Which of these terms best describes the unit responsible for these tasks?

If more than one unit is in charge, please tick all boxes that apply.

- Corporate social responsibility (CSR)
- Sustainability
- Community relations
- Corporate citizenship
- Compliance
- Other (please specify):

[New X1. CPA/Media, but same as CSR] In which of the following CSR / sustainability areas does your company have formal policies in place?

Please tick all boxes that apply.

- Anti-fraud / anti-corruption
- Community and giving
- Employee welfare / labour rights
- Environmental
- Human rights
- Product stewardship
- Responsible lobbying
- Supply chain
- Other (please specify):

[23] You have indicated that your company has formal policies in the following CSR / sustainability areas.

How effective do you think these have been in influencing your company's practices?

-
- Very effective
 - Somewhat effective
 - Not very effective
 - Not at all effective
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[24] Some companies find that investing greater resources and time in CSR / sustainability activities (i.e., publishing a CSR report, participating in CSR codes and / or supporting community programmes) can be helpful for their stakeholder relations. How useful are your company's CSR activities for your public / government affairs work?

- Very useful
- Somewhat useful
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[30] It is said that companies are sometimes required to make gifts or informal payments to public officials to "get things done", perhaps with regard to customs, taxes, licences, regulations, services etc. To your knowledge, how frequently do companies *in your sector* make such payments for these purposes?

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Please tick all that applied.

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- Legal affairs
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-

[24] Some companies find that investing greater resources and time in CSR / sustainability activities (i.e., publishing a CSR report, participating in CSR codes and / or supporting community programmes) can be helpful for their stakeholder relations. How useful are your company's CSR activities for your public / government affairs work?

- Very useful
- Somewhat useful
- Not very useful
- Not at all useful
- Don't know

[30] It is said that companies are sometimes required to make gifts or informal payments to public officials to "get things done", perhaps with regard to customs, taxes, licences, regulations, services etc. To your knowledge, how frequently do companies *in your sector* make such payments for these purposes?

Please select the most appropriate response from the suggestions below.

- This behaviour doesn't take place in our industry.
- This behaviour happens, but not frequently.
- This behaviour is quite common.
- This behaviour is endemic within our industry.
- Don't know.

III. Personal background and career information: In this final section, we would like to ask you about yourself and your position within your company.

[31] For how many years have you worked in the company?

Please type in the number:

[32] To whom do you directly report?

- Board of directors
- CEO / executive director
- Senior manager responsible for corporate communications
- Senior manager responsible for CSR, sustainability or community affairs
- Senior manager responsible for finance
- Senior manager responsible for legal affairs
- Senior manager responsible for public / government affairs
- Other (please specify):

[33] What is your age?

- 25 or under
- 26 to 40
- 41 to 55
- 56 or over

[34] I identify my gender as...

- Female
- Male
- Other

[35 NEW] Once we have completed analysis of the survey we would like to provide you with a short summary of the main findings. If you would like us to send this please provide your email address below:

Thank you for participating in our survey!

Your answers are important for our academic research. All your answers will be treated confidentially. Updates about the project will be regularly posted on www.abdn.ac.uk/research/borderlesspolitics/ . As a small token of our gratitude we will donate €5 to SOS Children's Villages (<http://www.sos-childrensvillages.org/>) You can now close this browser tab.