

# Sustainability Today: Employee Welfare

Consumers know that businesses must focus on the bottom line, but this is not what ultimately makes a company responsible in their eyes.

The Hartman Group's *Sustainability*

2019: *Beyond Business as Usual* report finds that consumers continue to desire that companies balance quality and value with behaving responsibly toward workers, communities, and environment.



Despite their doubt around corporate motivations, consumers are relatively clear about what a responsible company looks like:



36% of consumers say that **how a company treats its employees** is a most important thing to know to determine whether a company is a responsible company.

Strong social connections related to employee welfare are powerful purchase drivers:



65% of consumers say that when deciding on a product or service to purchase, it is **important that a company provide good wages and benefits to its employees.**



24% of consumers say that **creating jobs with good pay and benefits** is a most important sustainability issue for companies and businesses to focus on right now.

Source: *Sustainability 2019: Beyond Business as Usual* report

**Hartman POV:** Most consumers desire transparency around corporate sustainability efforts and will look at companies as a source for that information. There is a widely felt misalignment between how consumers conceive of corporate responsibility and the status quo's focus on the bottom line. From consumers' view, customers, the environment, future generations, communities, and employees should come first for a company to be truly responsible.