

The impact of CSR on UAE residents

INCREASES SALES

72% More likely to purchase from a company that actively contributes to a cause



INCREASES AWARENESS

63% Agree UAE companies are socially and environmentally responsible

Company Success

High earners more likely to purchase (77%)

Emiratis agree the most (69%)



ATTRACTS THE BEST TALENT

75%

More likely to work for a company that actively contributes to a cause

INCREASES TALENT RETENTION

67%

More likely to continue working for a company that lets them volunteer more during working hours

Youth most likely to volunteer for children's causes

Emiratis most likely to volunteer for children's causes

UAE

Company Giving

Causes UAE residents care about most

● Causes residents are most likely to volunteer for.

● Causes residents are most likely to donate to.

#1



Children 44%

#2



Education 32%

Youth more likely to donate

#3



Elderly care 29%

88%

Currently volunteer



Humanitarian relief 24%



Poverty alleviation 21%

Emiratis more likely to donate

This research was commissioned by C3 and conducted online by YouGov amongst 993 UAE residents between 2 and 10 February 2015. Data is broadly representative of the online population in the UAE.