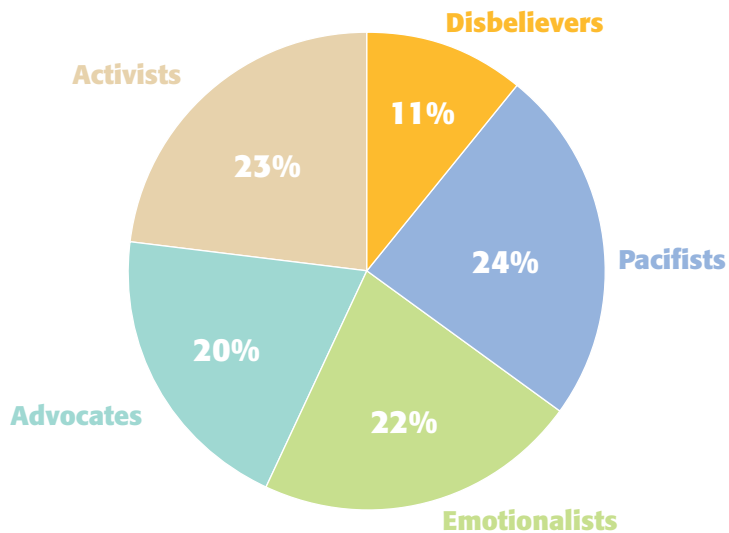


Americans' beliefs about the role of business in society:



Disbelievers: Businesses exist to make money for shareholders and are not responsible for supporting social or environmental issues

Pacifists: Businesses may play a limited role in the community in which they are based, but are not necessarily responsible for supporting social or environmental issues

Emotionalists: Businesses should support larger social or environmental issues by donating products or services, money or volunteering

Advocates: Businesses should not only support but advocate for change in larger social or environmental issues by increasing awareness of the issue and donating products or services, money or volunteering

Activists: Businesses should change the way they operate to align with greater social and environmental needs