

GALLUP®



# Bentley-Gallup Business in Society Report



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# Foreword

I'll come right out and say it: there's a fair amount to be pessimistic about these days. Political acrimony, persistent economic inequality, violence and injustice, stubborn global inflation, a growing international food crisis. The list goes on.

Despite these headlines, I'm hopeful about where our country is headed. My optimism is driven, in part anyway, by my interactions with the young men and women who are just beginning to realize the impact they can have on the world. As the president of a university, I am surrounded by these students every day — the leaders of tomorrow who inspire me with their talent, intelligence, compassion and desire to make this world better than how they found it.

Here is something else that gives me hope: the power and potential of business. At its best, business can provide an enabling pathway for families, communities and societies. In an era when incivility, anger and tribalism have driven many to the extreme ends of the political spectrum, businesses can provide an important alternative, bringing us together in support of the stores where we shop or the companies where we work instead of pushing us apart.

I'm far from alone in this belief. This year, more Americans — 63% — say businesses have a positive impact on society. That number has risen significantly, even as Americans' faith in other institutions has fallen. I think the reason is clear. Positive margins and profitability necessitate community investment, stakeholder engagement and commonality.

Successful businesses need to be responsive to their customers and their communities. And they are realizing it more and more. Without that engagement, even the best idea will fail. A good business plan must include generating positive value for society.

Business affects nearly every aspect of society. That is why Bentley University has partnered with Gallup to measure what Americans think about the role of business in America. In this second annual *Bentley-Gallup Business in Society Report*, we asked 5,458 U.S. adults about areas in which businesses are having a positive impact — and where they are falling short.

The survey explores topics, including artificial intelligence and flexible work, that increasingly affect our daily lives. In many areas, attitudes among the 18- to 29-year-olds, who make up our future consumers and workforce, differ radically from the older executives who run many U.S. businesses.

These results should matter to every business leader who cares about connecting with their customers and recruiting and retaining talented workers. The companies that learn about and respond to what Americans expect and want will be the ones that survive and have the most enduring impact in our society. I'm hopeful about that, too.



**E. LaBrent Chrite**

*President  
Bentley University*



# Key Findings

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**Americans believe businesses have a positive impact on their lives — but can do more.**

- Sixty-three percent of Americans say businesses have an extremely or somewhat positive impact on people's lives — an 8-percentage-point increase from 2022.
- While the majority (58%) of Americans think businesses are extremely or somewhat effective in positively impacting people's lives, they see room for businesses to do even more: 88% of U.S. adults say businesses have a "great deal" or "some" power to positively impact people's lives.
- Americans are more positive about small businesses' impact: Americans are twice as likely to say small businesses have a positive effect on people's lives (85%), compared with large businesses (42%).
- Less than half (41%) of Americans say businesses should take a public stance on current events, a decline of 7 percentage points from 2022. Americans are most supportive of businesses speaking out on climate change (55%) and mental health (52%), and least supportive of businesses taking stances on religion (15%), political candidates (19%) and abortion (26%).
- Americans aged 18 to 29 are much more likely to want businesses to take a public stance on current events (53%) than those aged 45 and over (35%). This represents a significant tension between younger consumers and the older executives who run many U.S. businesses.

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**Americans think businesses are falling short in important areas.**

- Fifty percent of Americans think businesses negatively impact the environment.
- Eighty-two percent of Americans believe avoiding a major pay gap between the salaries of CEOs and their average employees is somewhat or extremely important, but only 13% say businesses are doing an excellent or good job at doing so.
- Over 80% of Americans believe it is extremely important that businesses make money in ethical ways and compensate all workers fairly, but less than one-third think businesses are effectively doing both.
- Americans want transparency from healthcare companies: Ninety-five percent of Americans say healthcare companies should be required to tell them how much a product or service will cost before they receive it. However, only 17% say they know how much their healthcare products and services cost before they receive them.

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### Americans are wary of artificial intelligence use in business.

- Seventy-nine percent of Americans say they trust businesses “not much” or “not at all” to use AI responsibly, and 40% say AI does greater harm than it does good.
- Three-quarters of Americans believe AI will reduce the number of jobs in the U.S. over the next 10 years. Concern about the negative effects of AI on the job market is especially high among adults with less than a bachelor’s degree and those aged 45 or older.
- Americans believe AI is better than or as good as humans at customizing the content users see online (68%), recommending products or services (65%), and assisting students with their studies (60%). However, they think AI is worse than humans at providing medical advice (62%), driving cars (68%) and recommending the employees a company should hire (69%).
  - Americans aged 18 to 29 are much more likely to trust AI to perform tasks better or as well as humans, compared with older age groups.

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### Americans seek employers that have a positive impact on their employees — and the world.

- Fifty-five percent of Americans say they would move jobs to work at an organization that makes a greater positive impact on society, and one in four would do so even if it meant taking a 10% pay cut.
  - Younger Americans feel even more strongly. Seventy-one percent of workers aged 18 to 29 say they would leave their job to work for an employer that has a greater positive impact, and 29% say they would take a 10% pay cut to do so.
- More than 70% of Americans believe offering a four-day, 40-hour workweek, limiting the amount of work employees are expected to perform outside the workday, and offering mental health days, would increase employee wellbeing.
- When considering taking a new job, 87% of Americans say it is extremely or somewhat important that a company offers flexible work arrangements, and 68% find it important that the company provides free mental health support services.





# Introduction

There is perhaps no institution more powerful in America today than business. Whether a multinational conglomerate or mom-and-pop shop, businesses of all types form the bedrock of society by creating jobs, generating wealth, and offering innovative goods and services. They are engines of growth on the global economic stage and are the heartbeat of local communities.

While U.S. businesses have traditionally been rooted in capitalistic ideals of generating shareholder value, there is also growing interest in how these organizations can increase value for society.<sup>1</sup> Notably, in 2019, the CEOs of 181 leading multinational companies released a joint statement redefining the purpose of their corporations — to promote prosperity, not only for their shareholders, but also for their customers, employees and the communities they serve.<sup>2</sup>

Although businesses may perceive themselves as forces for good, do Americans view them in the same light? In 2022, Bentley University and Gallup partnered to quantify Americans' attitudes toward businesses and the impact they are making in their personal lives and society more generally. The 2023 Bentley-Gallup Business in Society Report builds upon insights released in 2022, identifying changes in attitudes toward businesses from 2022 to 2023, and addressing new, important issues businesses are contending with, including the use of artificial intelligence. Results show that while Americans believe businesses can make a positive impact, they feel as if these businesses are not realizing their full potential. The findings from web-based surveys with more than 5,000 Americans reveal areas where businesses are excelling and where they are falling short. In doing so, the research offers insights for how businesses can positively impact society.



- 1 Coen Gilbert, J., Houlihan, B., & Kassoy, A. (2015). *What is the role of business in society?* Aspen Institute. <https://www.aspeninstitute.org/blog-posts/what-role-business-society/>
- 2 Business Roundtable. (2019, August 19). *Business Roundtable redefines the purpose of a corporation to promote 'An economy that serves all Americans'* [Press release]. <https://www.businessroundtable.org/business-roundtable-redefines-the-purpose-of-a-corporation-to-promote-an-economy-that-serves-all-americans>



# Detailed Findings

# Americans believe businesses have a positive impact on their lives – but can do more.

## Americans’ perception of the impact of businesses is generally positive and has grown since 2022.

In 2023, 63% of U.S. adults say businesses have an extremely or somewhat positive impact on people’s lives — an 8-percentage-point increase from 2022.<sup>3</sup>

“Is doing good, good for business? The answer is a resounding ‘yes’! Businesses benefit when customers are thriving. Businesses that find concrete ways to improve the wellbeing of customers through their products, services and philanthropy will earn trust and market share.”

— **Vint Cerf**, *Chief Internet Evangelist for Google and one of the “fathers of the internet”*

Americans’ views of businesses’ impact are consistent across demographic groups, except for by age: 71% of adults aged 60 and older say businesses have a positive impact on their lives, compared with 62% of adults aged 45 to 59 and 58% of adults aged 18 to 44.

While Americans believe businesses have an overall positive influence on people, they worry about businesses’ influence on the environment.

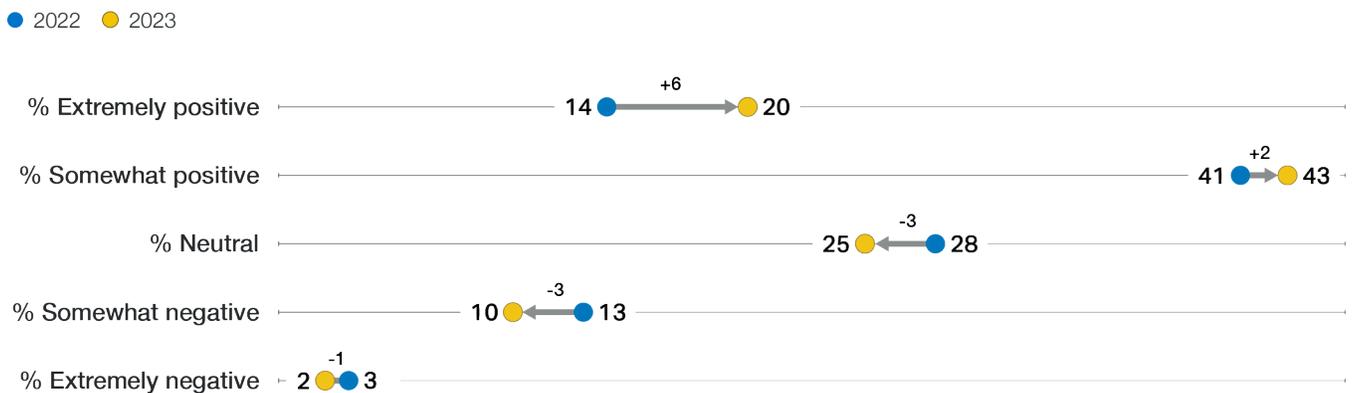
One in two Americans believe businesses are either extremely or somewhat negatively impacting the planet.

Views on environmental impact are sharply divided by age and political affiliation, with younger Americans and Democrats much more likely than older adults and Republicans to feel businesses have a negative impact on the environment.

FIGURE 1

## More Americans Today Think Businesses Have a Positive Impact on People’s Lives Than in 2022

In your opinion, which of the following best describes the impact businesses have on people’s lives?



Note: Due to rounding, percentages may not equal 100%.

<sup>3</sup> For more information about the methodology of the 2022 Bentley University-Gallup Force for Good Study, see: [bentley.edu/gallup/2022](https://bentley.edu/gallup/2022)

**Americans are more positive about the impact small businesses make, compared with big businesses.**

Twice as many Americans say small businesses have a positive impact on people’s lives (85%) as say the same of large businesses (42%). These findings align with prior Gallup research showing that small business is the U.S. institution adults trust most (65%) and big business one of the institutions they trust least (14%).<sup>4</sup>

While roughly eight in 10 Americans of all genders, races, ages and political parties believe small businesses have a positive impact, some demographic subgroups — including adults younger than 45, and those who identify as LGBTQ+ — are far less likely than their peers to believe large businesses have a positive impact on people’s lives.

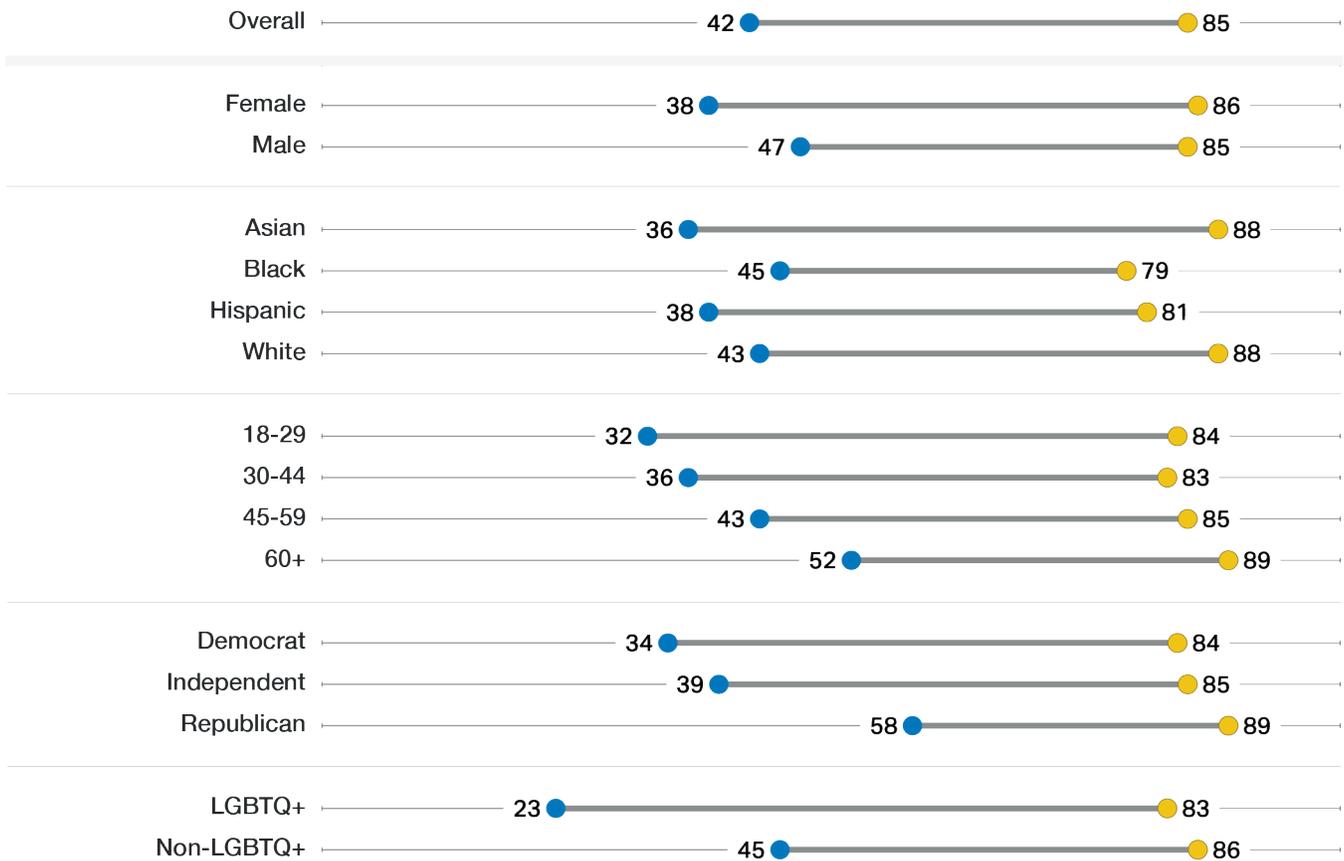
FIGURE 2

**Americans Believe Small Businesses Have a More Positive Impact on People’s Lives Than Big Businesses**

In your opinion, which of the following best describes the impact [small/large] businesses have on people’s lives?

% Extremely or somewhat positive

● % Large business ● % Small business



<sup>4</sup> Saad, L. (2023, July 6). *Historically low faith in U.S. institutions continues*. Gallup. <https://news.gallup.com/poll/508169/historically-low-faith-institutions-continues.aspx>

**Americans believe businesses have the power to enact change but are not realizing their full potential.**

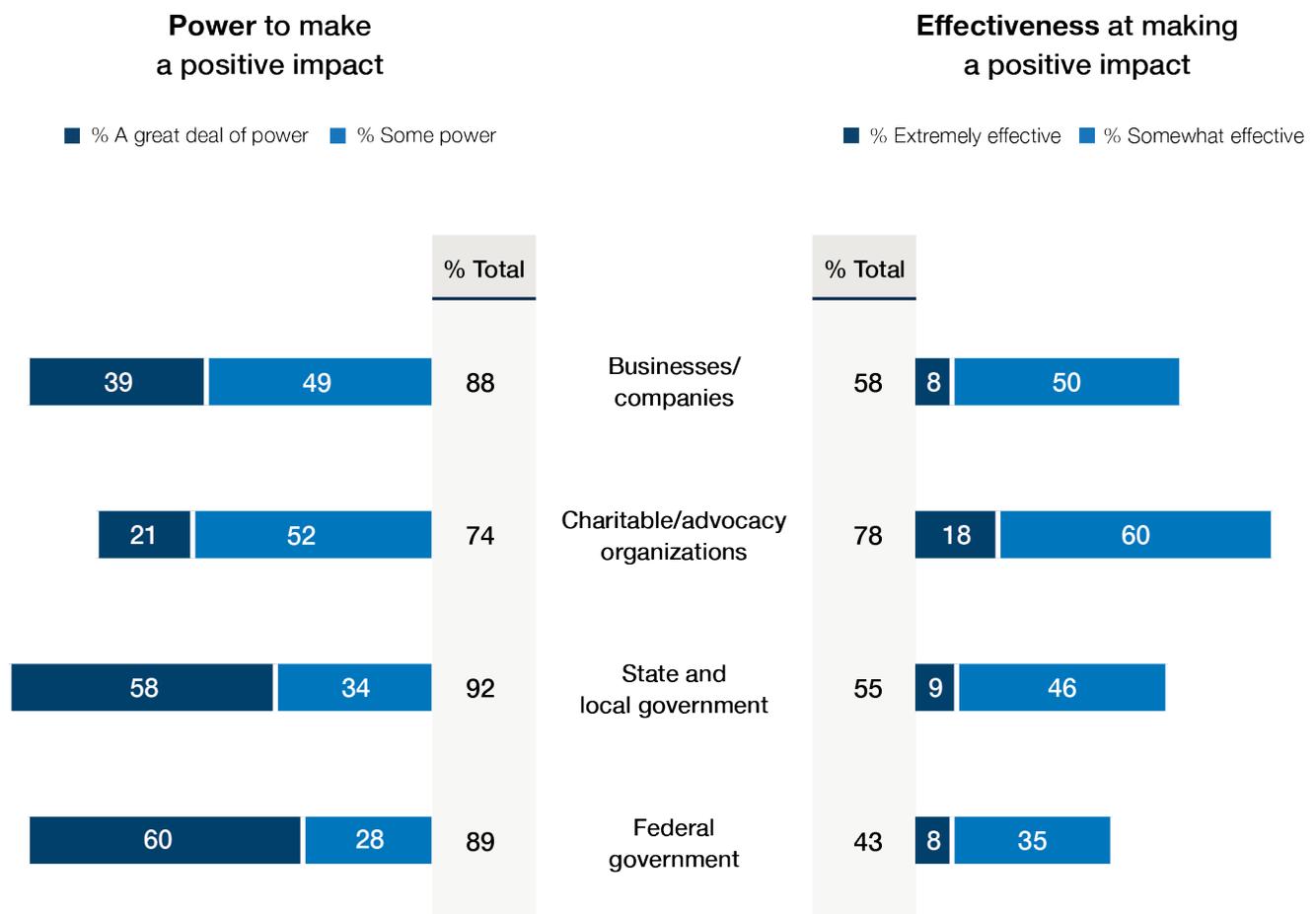
Eighty-eight percent of Americans believe businesses have a “great deal” or “some” power to positively impact people’s lives; however, only 58% say these organizations are very or somewhat effective in doing so.

Although Americans see businesses as having less power to impact people’s lives than federal, state and local governments, they consider businesses as marginally more effective than state and local government entities, and notably more effective than the federal government. Both the public and private sectors, however, are far outpaced in perceived effectiveness by charitable organizations, although Americans believe these nonprofit institutions wield less power.

FIGURE 3

**Americans Think Businesses Are Not Maximizing Their Power to Make a Positive Impact**

How much power does each of the following groups have to make a positive impact on people’s lives?  
How effective are the following groups at making a positive impact on people’s lives?



Note: Due to rounding, percentages may not equal 100%.

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**Fewer Americans think businesses should speak out on current events.**

Less than half (41%) of Americans say businesses should take a public stance on current events, a decline of 7 percentage points from 2022.

Waning support among Democrats on this issue is a main driver of the decrease — in 2022, 75% of Democrats said businesses should adopt public stances, but that figure drops to 62% in 2023.

Few Americans are in favor of businesses taking stances on major sociopolitical issues, such as religion (15%), political candidates (19%) and abortion (26%).

Of the 11 issues surveyed, climate change (55%) and mental health (52%) are the only two that a majority of Americans — albeit a slim majority — favor corporations wading into publicly.



These two topic areas — the environment and mental health — are also those that businesses’ behaviors and attitudes likely affect the most; while the public might perceive businesses as having to comply with regulations related to other policy areas (e.g., promoting equitable hiring practices, providing healthcare for employees), they are less likely to feel businesses should be influencing those policies.



Corporate activism is an important part of living into your purpose or living into a purpose that your employees can connect to. We have chosen to be very focused on changing the course of women’s health. We have chosen to do that so our words around women’s health and championing access to healthcare for women are as authentic and strong as they can be.”

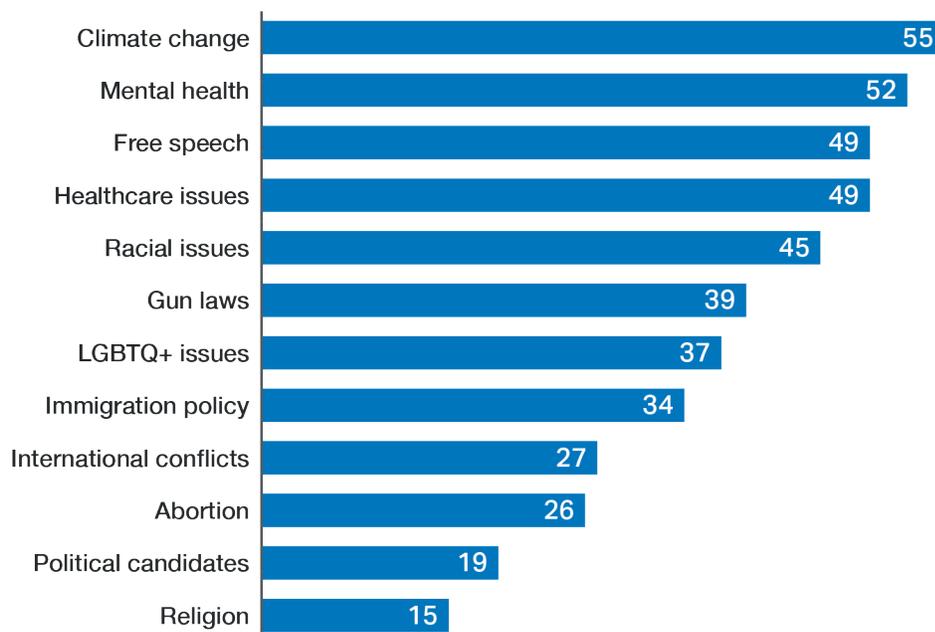
— **Lisa Hellmann**, *Senior Vice President of Global Human Resources and Corporate Communications at Hologic*

FIGURE 4

### A Slim Majority of Americans Say Companies Should Speak Out on Climate Change and Mental Health

Do you think that business, in general, should take a public stance on subjects that have to do with the following?

% Yes



Overall, younger Americans are more supportive of businesses speaking out: Whereas only 35% of Americans aged 45 and over believe businesses should speak out on current events, 47% of 30- to 44-year-olds think they should, and an even higher percentage of 18- to 29-year-olds (53%) want businesses to take a public stance.

This represents a **large divide** between younger consumers and the older executives who run many U.S. businesses.

This division by age group persists when Americans are asked about specific issues as well.

Younger Americans are much more likely than adults over 60 to support businesses taking public stances on LGBTQ+ issues, climate change, racial concerns and abortion.

Besides younger Americans, Black Americans (61%), Asian Americans (61%) and individuals identifying as LGBTQ+ (57%) are particularly likely to say businesses should comment on current events.

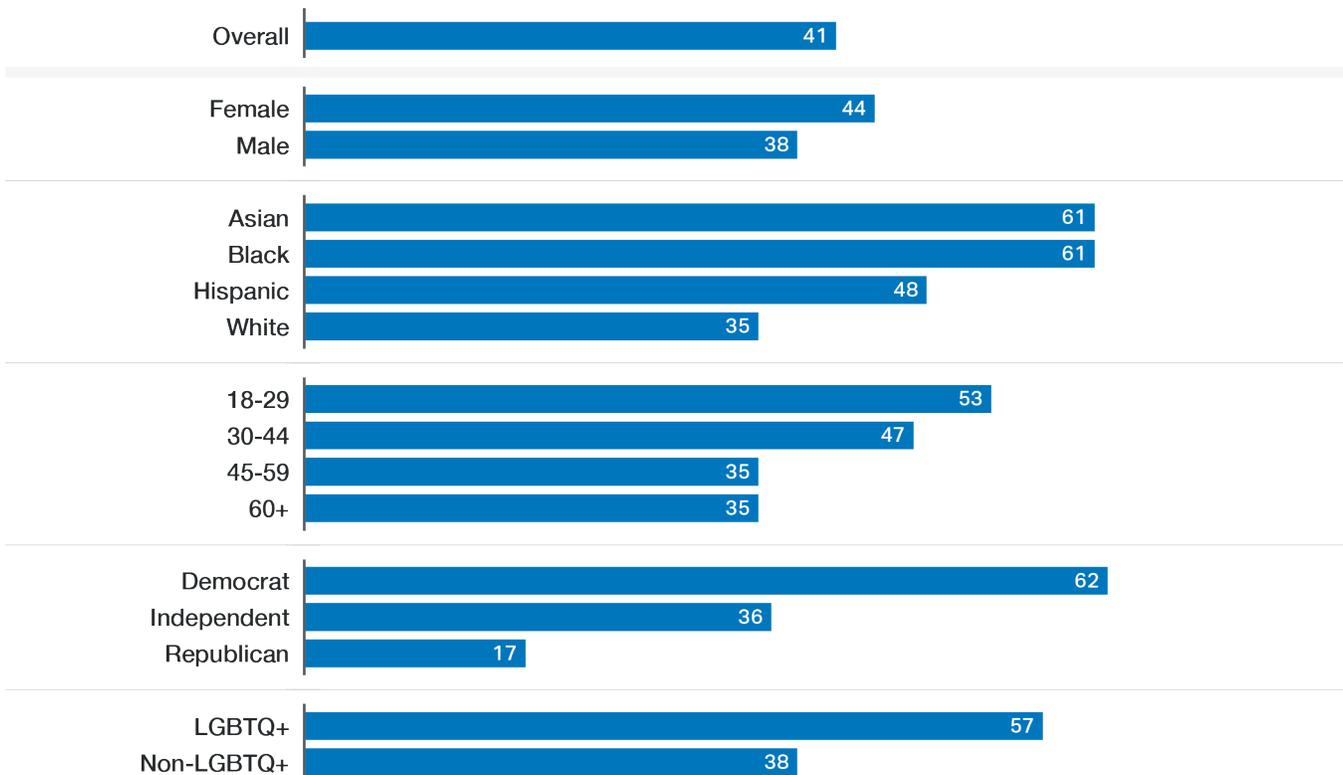
Of all observed demographic characteristics, political party affiliation has the strongest association with support for businesses taking public stances on current events. Democrats are more than three times as likely as Republicans and nearly twice as likely as independents to support businesses speaking out. While this gap between Democrats and Republicans is large, it has decreased 13 percentage points since 2022, largely due to a decline in Democrats' support for the practice.

FIGURE 5

**Young, Black, Asian and LGBTQ+ Americans Are Most Likely to Say Businesses Should Take a Public Stance**

Do you think businesses, in general, should take a public stance on current events?

% Yes



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## Americans think businesses are still falling short in important areas.

While Americans generally think businesses are making a positive impact on people's lives, they feel businesses are not fully leveraging practices that promote environmental, social and corporate responsibility.

### Americans believe businesses should prioritize fair compensation and ethical profitmaking.

Americans prioritize business practices relating to profit and compensation. Over 80% consider making money in ethical ways and compensating all workers fairly as extremely important. Americans believe it is extremely important for businesses to prioritize other practices, too, such as providing employees high-quality healthcare benefits (67%) and operating in an environmentally sustainable way (59%), though support in those areas is lower than for fair compensation and ethical profits.

Notably, 74% of U.S. adults say promoting diversity, equity and inclusion (DEI) is somewhat or extremely important, a decrease of 4 percentage points from 2022. This decrease may reflect the recent national backlash against DEI initiatives, especially in the workforce.<sup>5</sup>

Partisanship especially influences how Americans perceive the role of business implementing practices that can make a positive impact. On every business priority, Democrats assign the greatest level of importance and Republicans the least. However, there are areas of agreement, as Americans across both parties are less divided over whether businesses should make money ethically, offer fair wages and improve the communities they serve.

### Few Americans think businesses are excelling in practices that can make an impact.

Most Americans say businesses are not excelling in any of the 12 practice areas surveyed. More than two in three Americans believe that businesses are doing just a fair or poor job in offering fair wages to all workers (70%) and making money in ethical ways (68%) — the two practices that adults most want businesses to prioritize.

Notably, Americans who identify a business practice as “extremely important” are often significantly less likely to believe businesses are performing that practice well, compared with their peers who state the practice is less important. In other words, Americans who assign the greatest responsibility to businesses to do good are the least likely to believe they are doing so.



Creating an ‘ownership culture’ requires much more than just sharing stock. For example, employees need to be given key information on business performance and a voice in how the company operates and invests. When done well, these efforts create an environment where employees feel included, respected and trusted. This translates into lower employee quit rates and higher levels of engagement — and, consequently, stronger corporate performance.”

— **Pete Stavros**, *co-head of Global Private Equity at KKR and founder of the nonprofit Ownership Works*

<sup>5</sup> Alfonseca, K., & Zahn, M. (2023, July 7). *How corporate America is slashing DEI workers amid backlash to diversity programs*. ABC News. <https://abcnews.go.com/US/corporate-america-slashing-dei-workers-amid-backlash-diversity/story?id=100477952>

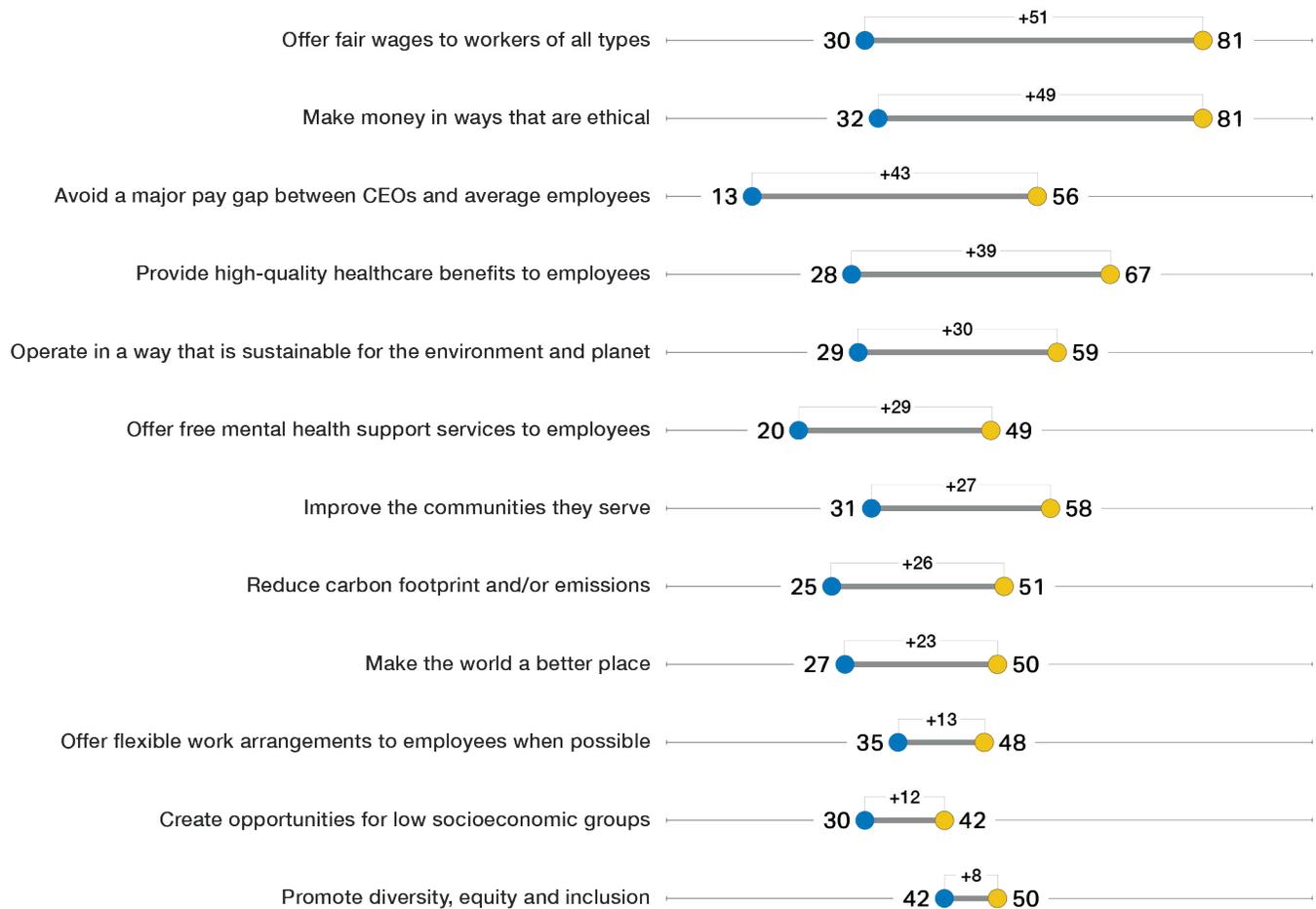
FIGURE 6

**Percentage of Americans Saying Each Action Is Extremely Important for Businesses to Do, Compared With the Percentage Who Believe Businesses Are Excellent or Good at It**

In your opinion, how important is it that businesses, in general, do the following?

In your opinion, how do you think businesses, in general, are doing in the following areas?

● % Excellent or good at it ● % Extremely important



**Americans think businesses can do more to lessen the pay gap between executives and employees.**

One of the biggest gaps between how important Americans believe a business practice is and how they perceive the efficacy of companies' implementation of that practice relates to executive compensation.

Eighty-two percent of Americans believe avoiding a major pay gap between CEOs and average employees is somewhat or extremely important, but only 13% say businesses are doing an excellent or good job minimizing that gap.

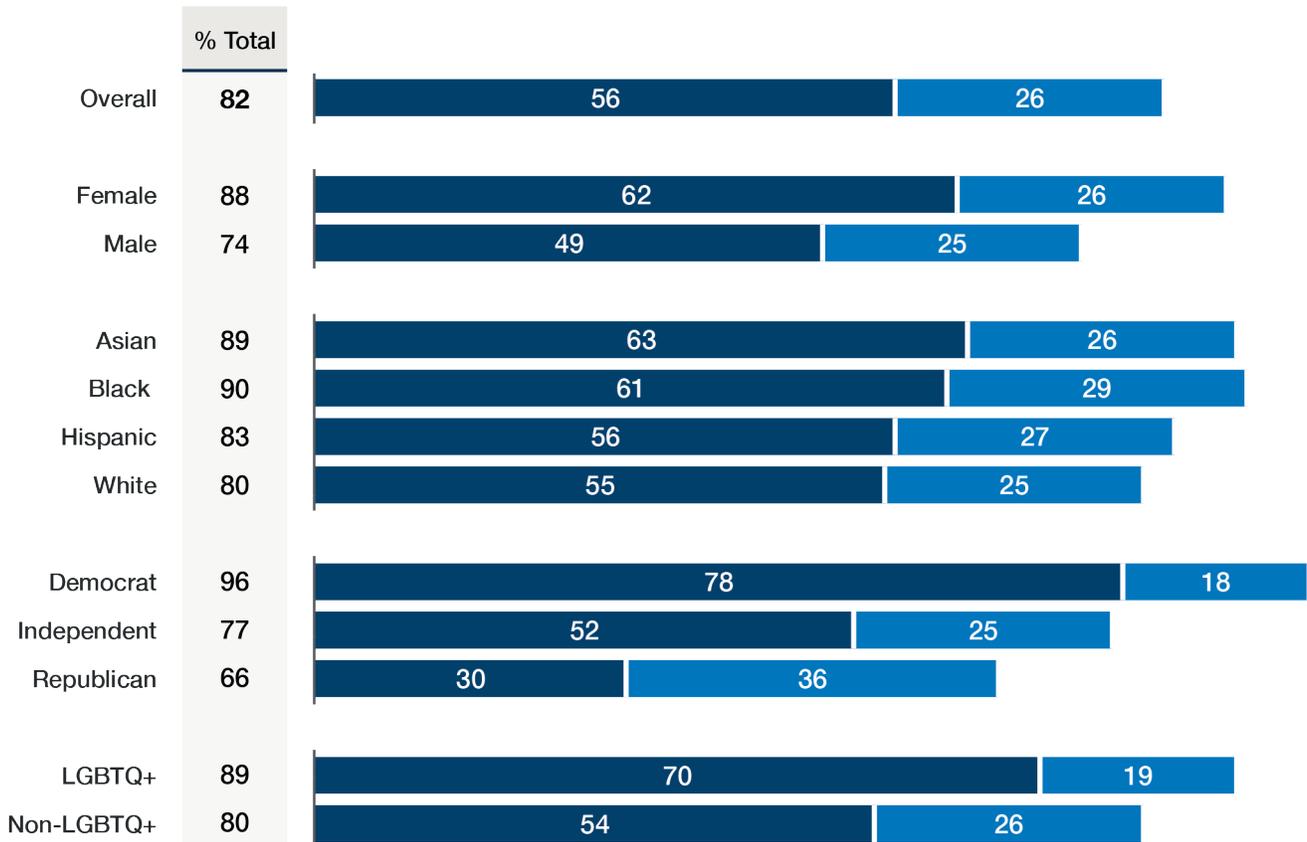
This sentiment aligns with recent reports, which estimate that CEO compensation grew 1,322% between 1978 and 2020, compared with just 18% wage growth for the typical worker; as a result, CEOs of top firms earned 351 times more than their average employee in 2020.<sup>6</sup> Large majorities of Americans across age and demographic groups believe it is important that companies reduce this growing gap between CEO and worker salaries.

FIGURE 7

**Majority of Americans Say It Is Important for Businesses to Reduce Pay Gap Between CEO and Employees**

How important is it that businesses avoid a major pay gap between CEOs and average employees?

■ % Extremely important ■ % Somewhat important



6 Mishel, L., & Kandra, J. (2021). *CEO pay has skyrocketed 1,322% since 1978*. Economic Policy Institute. <https://www.epi.org/publication/ceo-pay-in-2020/>

“

Companies can do more to educate people on what goes into healthcare cost and what they can expect in terms of quality. So often, healthcare providers in particular undercommunicate what a patient or person should expect.”

— **Lisa Hellmann**, *Senior Vice President of Global Human Resources and Corporate Communications at Hologic*

**Americans want healthcare companies to be more transparent.**

Another area where Americans say businesses are falling short is transparency — particularly among healthcare companies. When many people see a doctor or visit the hospital, they don't know the cost of the care they receive until much later. Ninety-five percent of Americans say healthcare organizations should be required to tell them how much a product or service will cost before they receive it. However, only 17% say they know how much their healthcare products and services cost before they receive them.



## Americans are wary of artificial intelligence use in business.

Artificial intelligence (AI) is revolutionizing the world of work, fundamentally transforming how companies do business. Companies big and small are eagerly turning to AI to increase efficiency and cut costs in the workplace,<sup>7</sup> but do Americans believe that embracing AI is at odds with businesses' pursuit to be forces for good? The 2023 Bentley-Gallup Business in Society study finds evidence that businesses have work to do to affirm their commitment to using these tools to promote positive change in society.

### Americans do not trust businesses to use AI responsibly.

An overwhelming majority of Americans — 79% — report trusting businesses “not much” or “not at all” to adopt AI responsibly. Trust levels are consistently low among all subgroups of the U.S. adult population, including gender, race, age, education level and political party affiliation.



Responsible use of software, in general, and AI/machine learning in particular, has a lot to do with risk and who experiences it. If the customers of products and services experience risk in their use, the company should bear some responsibility.”

— **Vint Cerf**, *Chief Internet Evangelist for Google and one of the “fathers of the internet”*



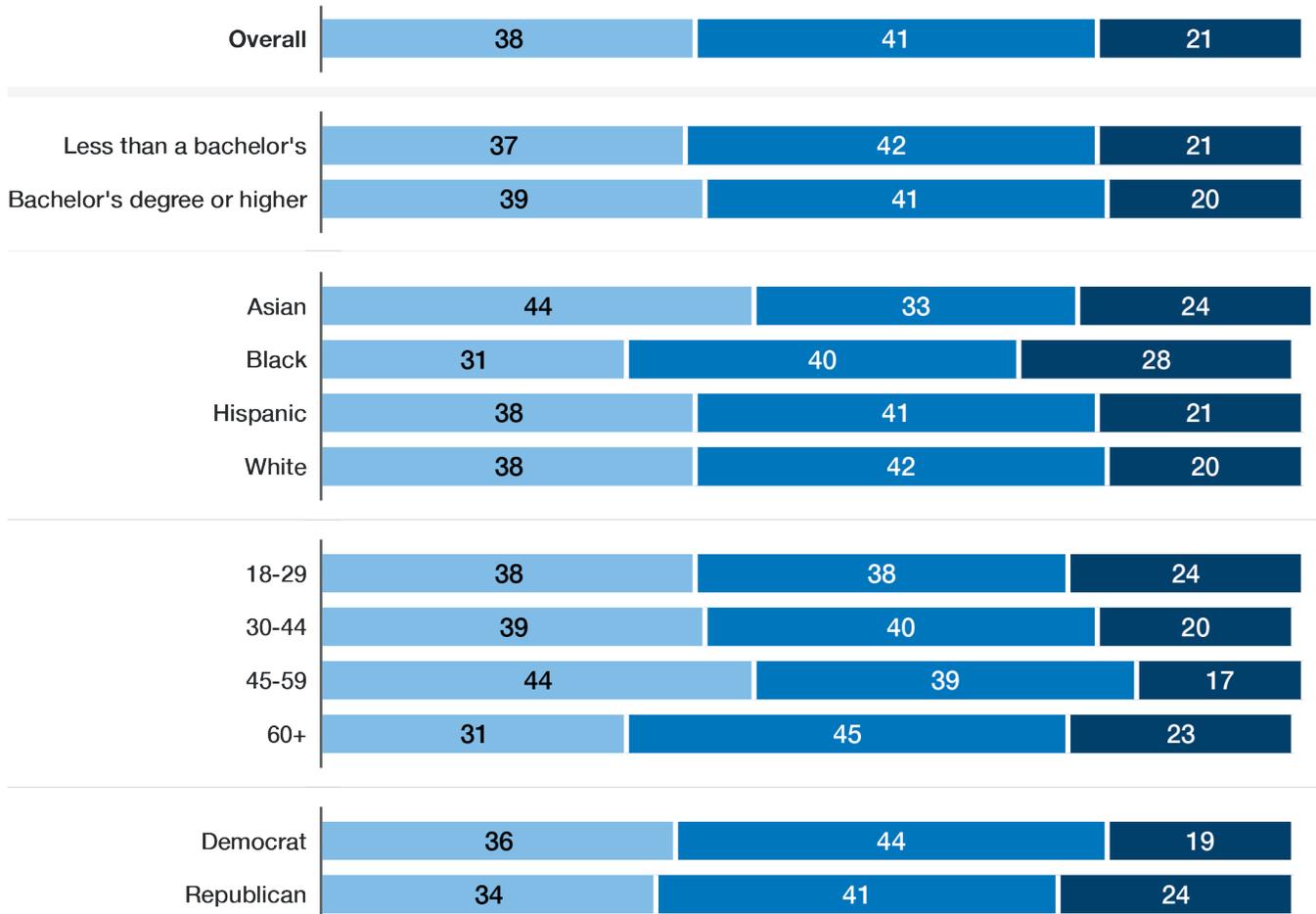
7 Haan, K. (2023). *How businesses are using artificial intelligence in 2023*. Forbes. <https://www.forbes.com/advisor/business/software/ai-in-business/>

FIGURE 8

### Mistrust of Businesses' Use of AI Is Widespread

In general, how much do you trust businesses to use artificial intelligence responsibly?

■ % Not at all ■ % Not much ■ % A lot/some



**Most Americans believe AI will eliminate jobs.**

Lack of trust in businesses using AI responsibly may be partly due to concerns about AI shrinking the size of the workforce. Three in four Americans believe artificial intelligence will decrease the number of jobs in the U.S. over the next 10 years. This concern is especially high among those without a bachelor's degree and those aged 45 or older.

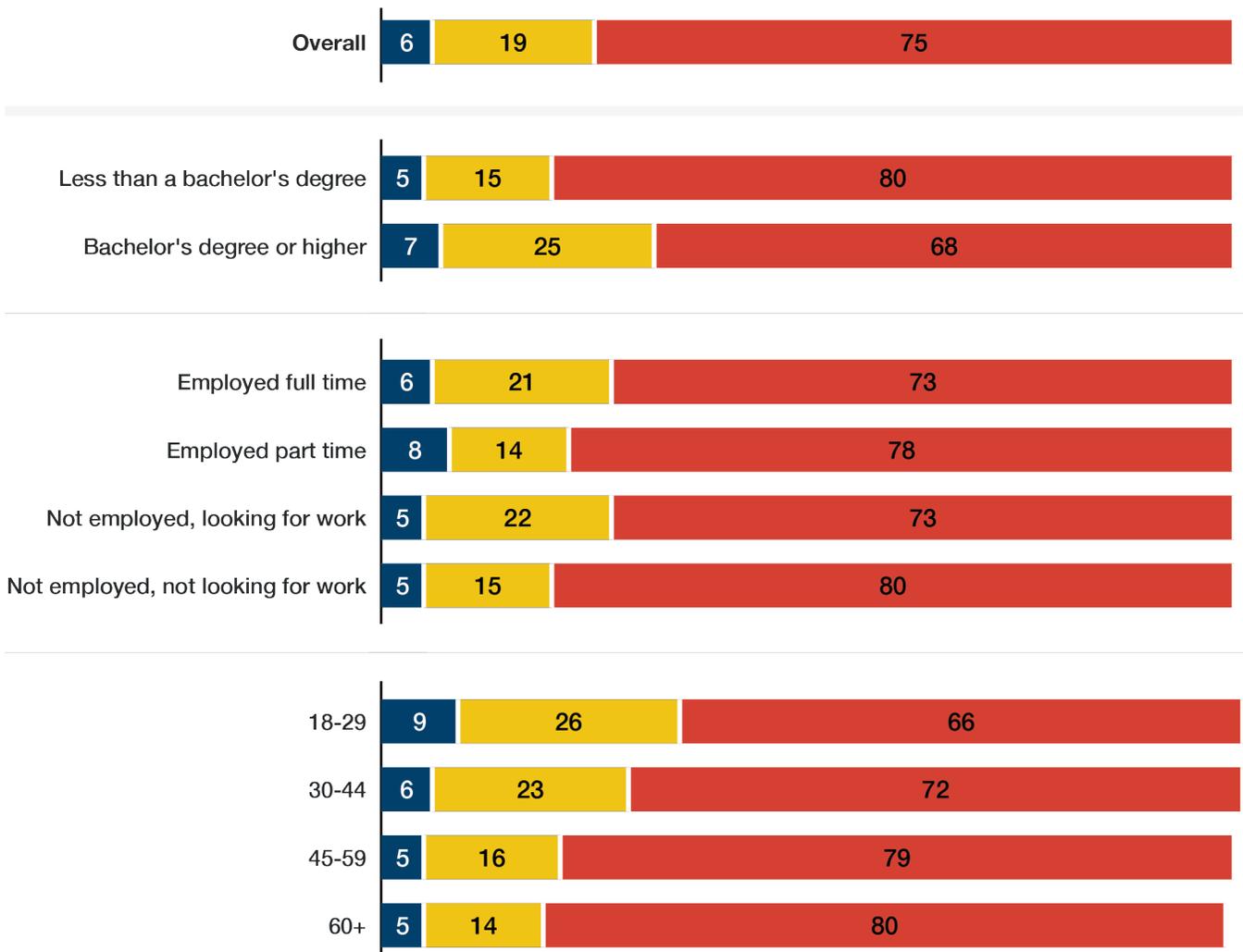
The future of the American workforce — 18- to 29-year-olds — is the least concerned about the projected effects of AI on the job market. Sixty-six percent of these young Americans believe AI will decrease the number of jobs in the U.S., compared with 72% of adults aged 30 to 44, 79% of adults aged 45 to 59, and 80% of adults 60 or older.

FIGURE 9

**Most Americans Think AI Will Decrease Number of Jobs in the U.S.**

In your opinion, what type of effect will artificial intelligence have on the total number of jobs in the United States over the next 10 years?

■ % Increase the number of jobs   ■ % No effect on the number of jobs   ■ % Decrease the number of jobs



Note: Due to rounding, percentages may not equal 100%.

**Americans are skeptical about AI's benefit to society.**

Just one in 10 Americans believe AI does more good than harm. Fifty percent of U.S. adults believe AI does equal amounts of harm and good and 40% say AI does more harm than good. This wariness about the effect of AI on society permeates all subgroups of the adult U.S. population.

Interestingly, Black and Asian Americans have a more positive view of AI's benefits to society: Seventy percent of Asian and 67% of Black adults say AI does more good than harm, or equal amounts of harm and good, compared to 60% of Hispanic and 59% of white adults.

“

So, if we look at AI as a tool, it all depends on how we use it. And what I'm spending a lot of time analyzing is how can we use it to make human beings better. I really believe that human beings are meant to keep evolving. We are all a work in progress.”

— **Arianna Huffington**, *founder and CEO of Thrive Global and founder of The Huffington Post*



**People think AI performs as well as or better than humans at some tasks.**

Although a minority of U.S. adults think AI does more good than harm, Americans believe AI can perform certain tasks as well as — or even better than— humans, including: customizing the content they see online (68%), recommending products or services (65%), and assisting students with their homework (60%).

But Americans are more skeptical of AI performing other tasks. Sixty-two percent believe AI would do worse than a person at recommending medical advice (62%), driving cars (68%) and recommending the employees a company should hire (69%).

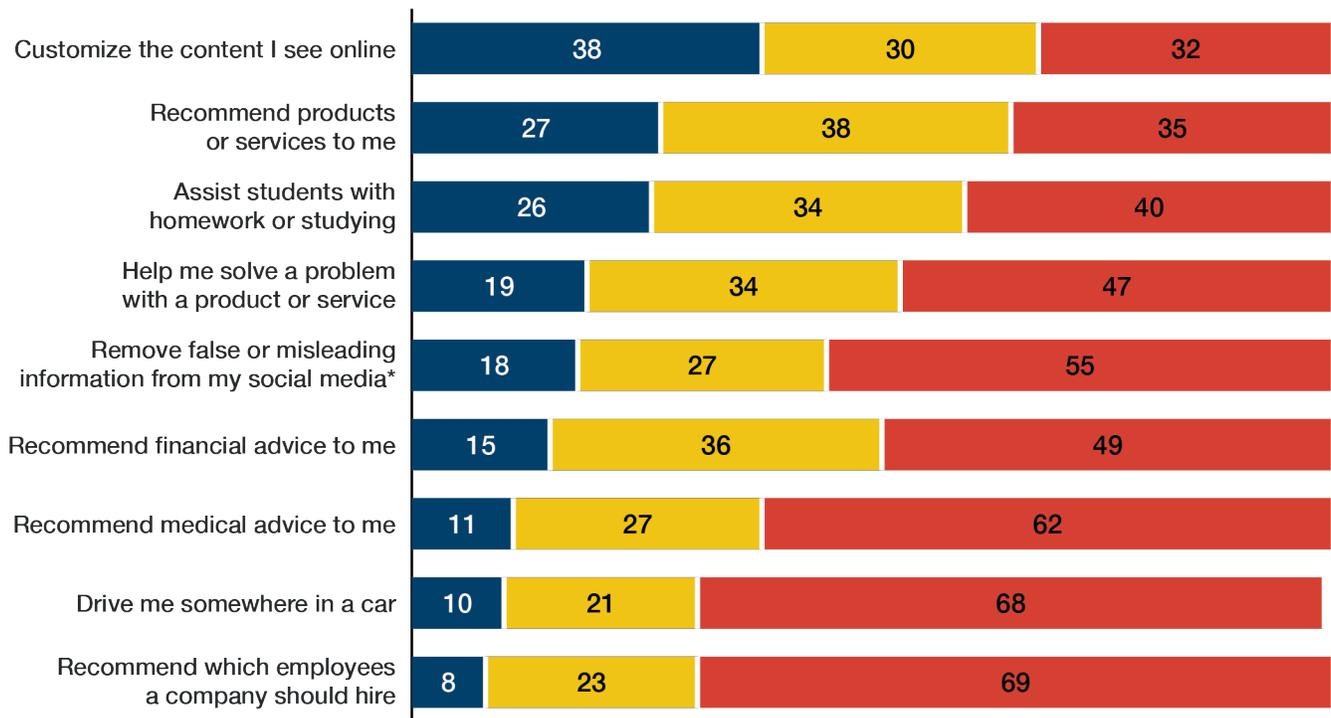
In general, however, young Americans are more optimistic about AI's capabilities than older adults. They think AI can especially enhance their online experiences: For example, 82% of Americans aged 18 to 29 say AI is as good or better than people at customizing the content they see online, the highest of any age group.

FIGURE 10

**Americans Think AI Performs Better or as Well as People at Select Tasks**

In your opinion, how well does artificial intelligence do the following compared with a person?

■ % Performs better than a human   ■ % Performs the same as a human   ■ % Performs worse than a human



Note: Due to rounding, percentages may not equal 100%.

\*Asked of respondents with social media

## Americans seek employers that have a positive impact on their workers — and the world.

In 2023, an unprecedented 50.5 million adults quit their jobs, surpassing the previous year's record of 47.8 million.<sup>8</sup> Gallup research indicates that at least 50% of U.S. workers are also “quietly quitting” — becoming increasingly disengaged, minimally productive and psychologically disconnected from their work.<sup>9</sup> This challenging landscape is leading employers to re-examine their business practices to retain current employees and recruit new employees. The 2023 Bentley-Gallup Business in Society study specifically asked Americans to rate business practices that would be most important to them when deciding whether to take a new job.

Fair wages for workers and high-quality healthcare are the top priorities of Americans when searching for a new job. But, Americans also place high importance on whether a potential employer promotes their individual wellbeing. Eighty-seven percent of Americans say flexible work arrangements are extremely or somewhat important when considering where to work and 68% say the same about free mental health support services offered by an employer. Overall, Americans place less focus on societal benefits like promoting DEI, operating sustainably and making the world a better place.

“

One of the things I tried to do as a U.S. Ambassador and career diplomat was to think in terms of individualism — be that for a person or respect for the uniqueness of a culture or nation. Linking this to business, what I hear the most from millennials, Gen Zers and the ‘Born Globals’ is one of these things: people do not always see me, hear me or address issues important to me (e.g., quality of life, sustainability, community, wage fairness). This data underscores what is top-of-mind to today's workforce. To which, business leaders need to reply, ‘I see you, I hear you and I am responding.’”

— **Ambassador Dr. Robin Sanders**, former U.S. Ambassador to Nigeria, Republic of the Congo, entrepreneur, scholar and author

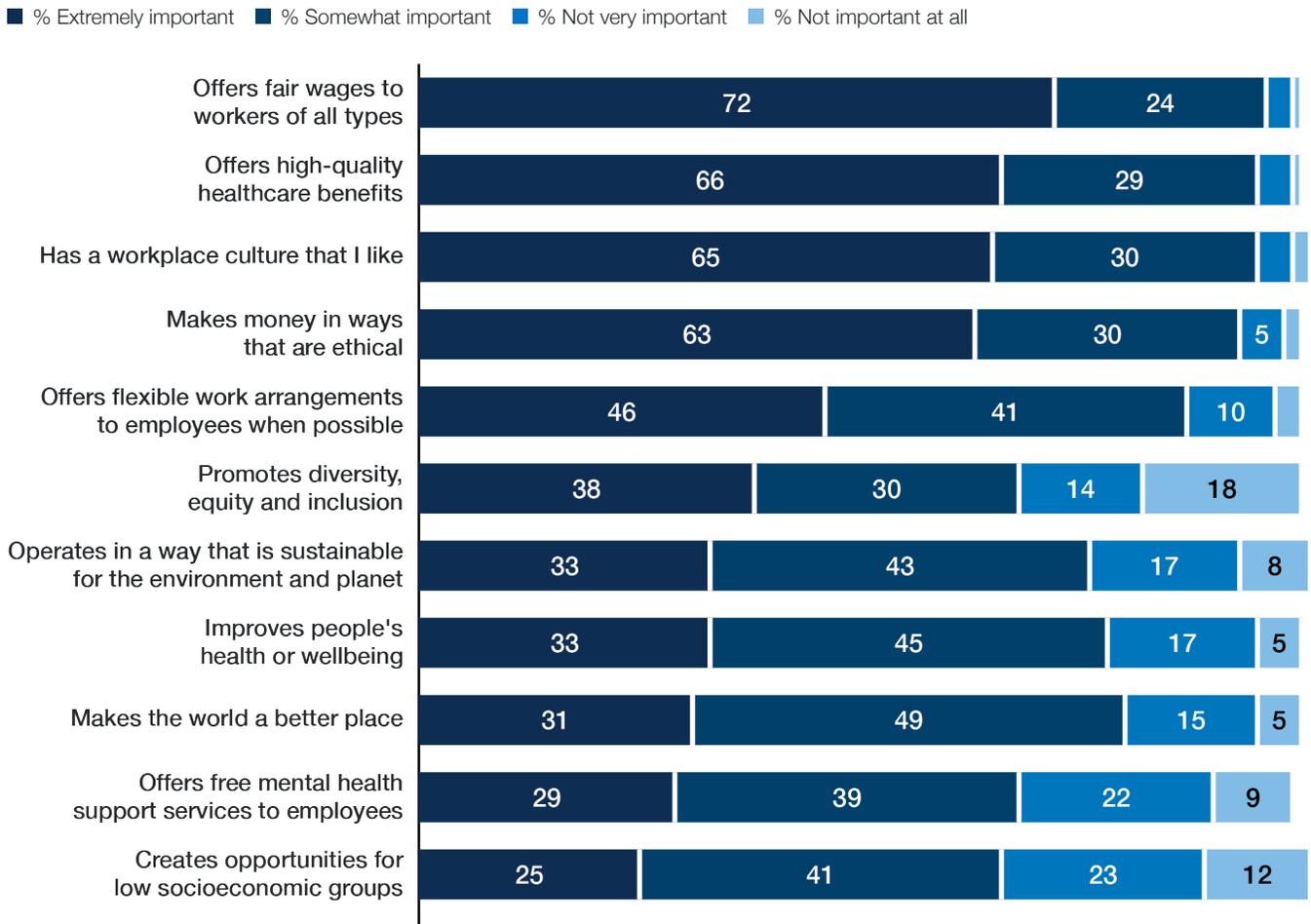
8 Iacurci, G. (2023, February 1). 2022 was the ‘real year of the Great Resignation’ says economist. CNBC. <https://www.cnbc.com/2023/02/01/why-2022-was-the-real-year-of-the-great-resignation.html>

9 Harter, J. (2023). Is quiet quitting real? Gallup. <https://www.gallup.com/workplace/398306/quiet-quitting-real.aspx>

FIGURE 11

**Fair Wages and High-Quality Healthcare Are Top Priorities for Potential Job Seekers**

Hypothetically, when searching for a new job, how important would each of the following factors be when deciding which company or workplace to apply for?



Note: Due to rounding, percentages may not equal 100%; numerals shown when ≥5%.

**Americans want to work for employers that change the world.**

Americans say they would leave their current job for one that has a more positive impact on the world — even if it affects their paycheck.

Most employed Americans (55%) say they would move jobs to make a greater positive impact. One in four Americans would leave their job even if it meant taking a 10% pay cut.

Young Americans are more willing than those in any other age group to take a lower paying job to achieve greater impact. Seventy-one percent of workers under 30 would move jobs to make a greater positive impact on the world, and 29% of such workers would take a 10% pay cut to do so. By contrast, 29% of workers 60 and older would leave their current job to work at a company that has a greater impact on the world, and 15% of that group of older Americans would still leave if switching jobs required a 10% pay cut.

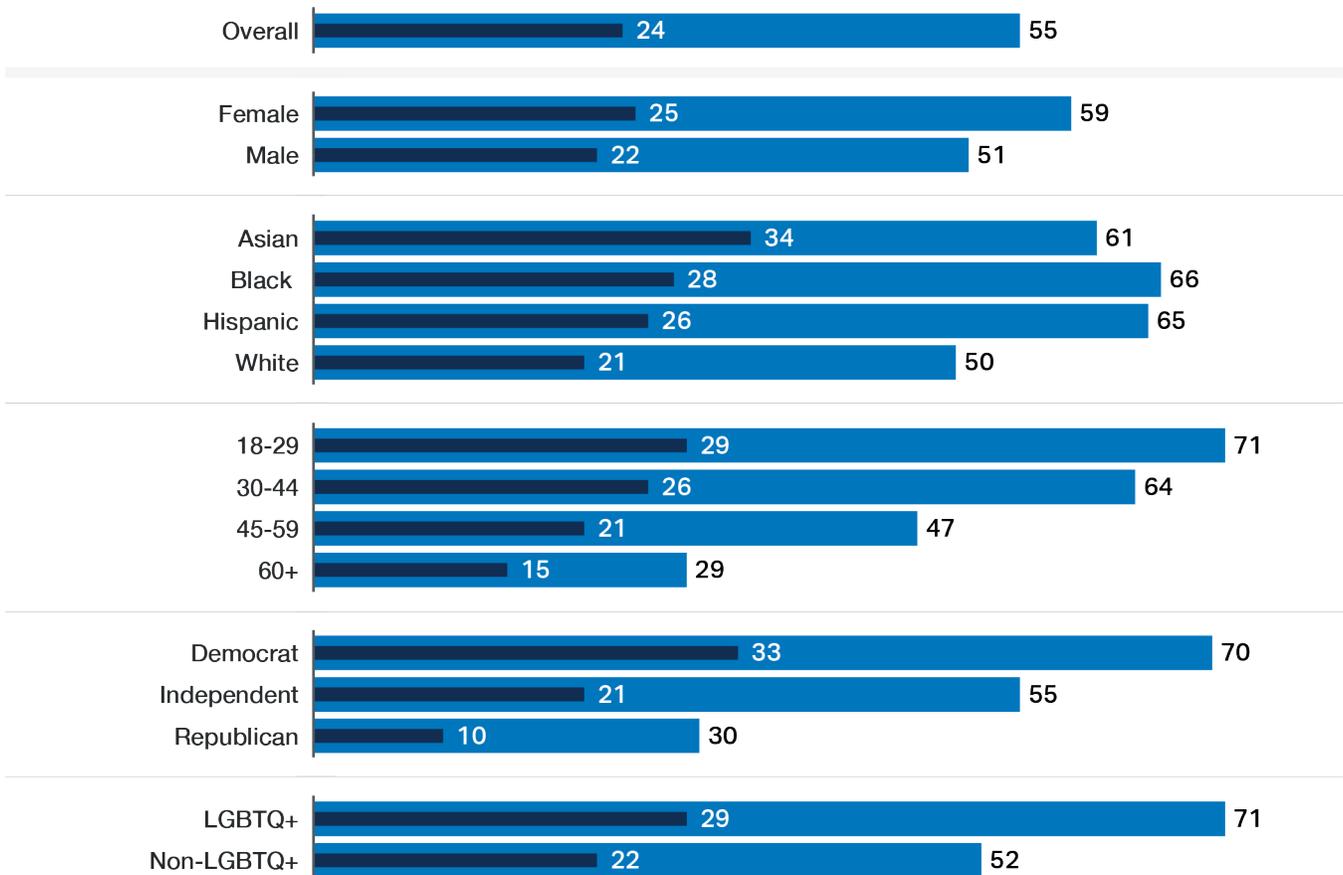
FIGURE 12

**Young Adults, Democrats and Those Identifying as LGBTQ+ Are Most Likely to Switch Jobs to Achieve Greater Impact**

Would you be willing to leave your current job to work at an organization that has a greater positive impact on the world?

Among employed Americans

■ % Yes ■ % Yes, with 10% pay cut



**Americans say workplace changes would improve their wellbeing.**

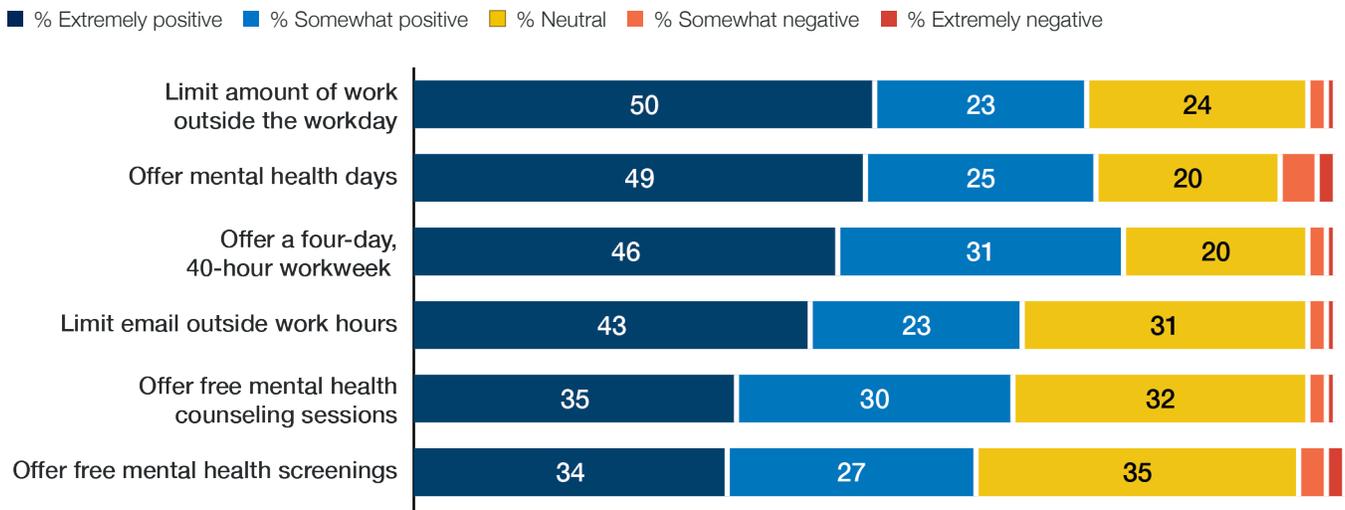
Just 52% of Americans believe businesses make an overall positive impact on people’s wellbeing — which encompasses career, financial, social, physical and community wellbeing.<sup>10</sup> And many Americans feel their employers are not promoting the wellbeing of their employees.<sup>11</sup> Indeed, Gallup research finds that 50% of U.S. employees today are looking to leave their current organization — and that dissatisfaction with their wellbeing and work-life balance is one of the main reasons for departing.<sup>12</sup> Embracing practices that improve wellbeing is thus a potential avenue businesses can explore to improve their overall impact on society, as well as increase employee retention.

When asked to rate actions that employers could take to increase employees’ wellbeing, 77% of Americans say offering a four-day, 40-hour workweek for employees who typically work five-day, 40-hour workweeks would improve their wellbeing. The perceived positive impact of a condensed workweek is greater among younger workers, with 82% of 18- to 29-year-olds saying it would positively affect their wellbeing — the highest of any age group. Similarly, 66% of Americans say limiting the amount of time they are expected to spend on work emails outside of the workday would improve their wellbeing. A large majority (74%) also say offering paid “mental health days” to employees, like paid sick days or vacation days that many employers already offer, would have an extremely or somewhat positive impact on their wellbeing.

FIGURE 13

**Americans Are Optimistic About the Impact of Employer Wellbeing Initiatives**

If your employer did the following, what type of effect would it have on your wellbeing?



Note: Due to rounding, percentages may not equal 100%; numerals shown when ≥5%.

10 Gallup. (2023). *What is employee wellbeing? And why does it matter?* <https://www.gallup.com/workplace/404105/importance-of-employee-wellbeing.aspx>.

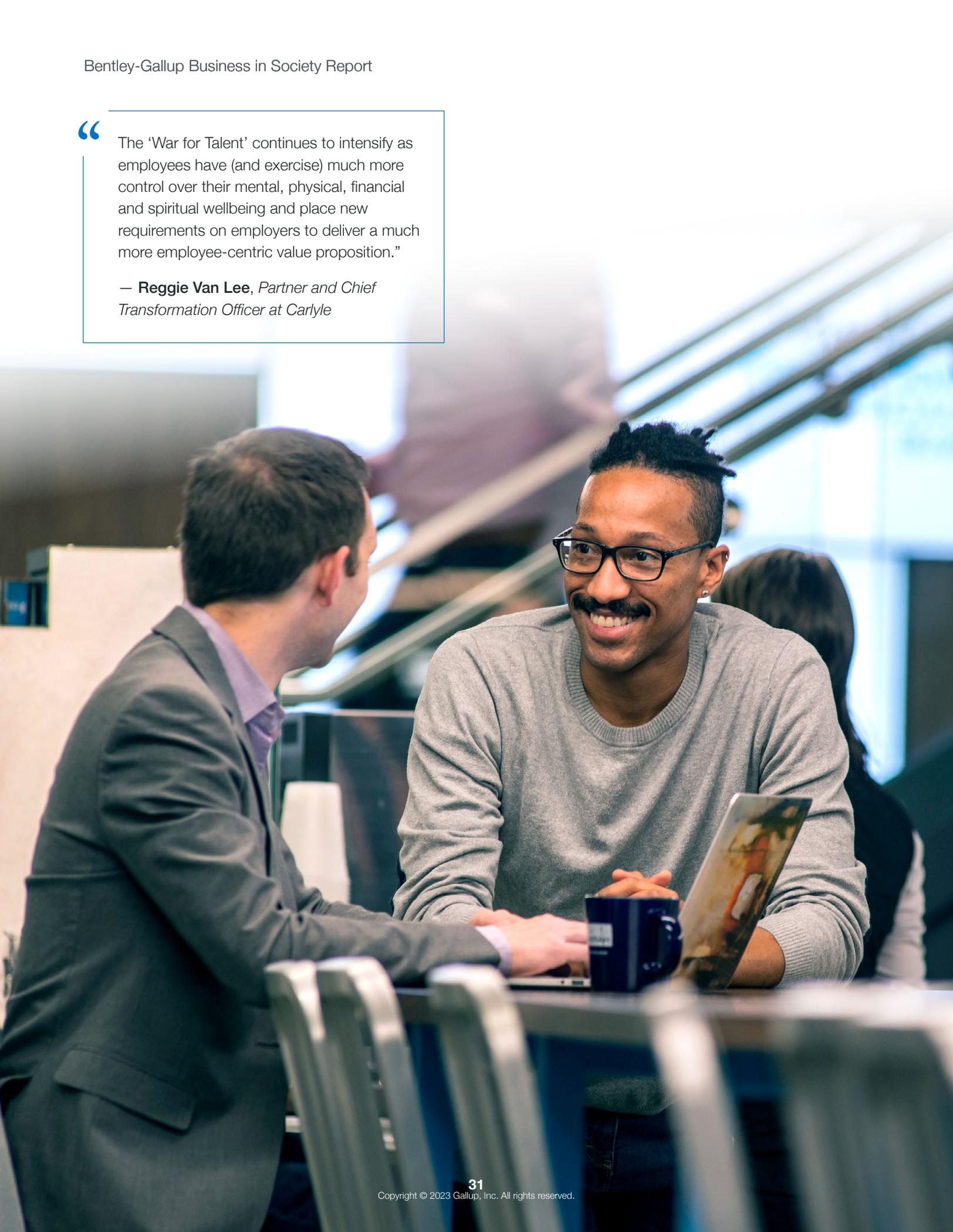
11 Harter, J. (2023). *Percent who feel employer cares about their wellbeing plummets*. Gallup. <https://www.gallup.com/workplace/390776/percent-feel-employer-cares-wellbeing-plummets.aspx>

12 Gallup. (2023). *Employee retention and attraction*. <https://www.gallup.com/467702/indicator-employee-retention-attraction.aspx>

“

The ‘War for Talent’ continues to intensify as employees have (and exercise) much more control over their mental, physical, financial and spiritual wellbeing and place new requirements on employers to deliver a much more employee-centric value proposition.”

— **Reggie Van Lee**, *Partner and Chief Transformation Officer at Carlyle*





# Methodology

The 2023 Bentley-Gallup Business in Society study is based on a Gallup Panel web survey completed by 5,458 adults in the U.S., aged 18 and older, conducted May 8-15, 2023. The Gallup Panel is a probability-based longitudinal panel of U.S. adults whom Gallup selects using random-digit-dial phone interviews that cover landlines and cellphones. Gallup also uses address-based sampling methods to recruit Panel members. The Gallup Panel is not an opt-in panel.

The sample for this study was weighted to be demographically representative of the U.S. adult population, using the most recent Current Population Survey figures.

For results based on this sample, one can say that the maximum margin of sampling error is  $\pm 1.8$  percentage points at the 95% confidence level for response percentages around 50% and  $\pm 1.1$  percentage points for response percentages around 10% or 90%, design effect included. Margins of error are higher for subsamples.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.



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