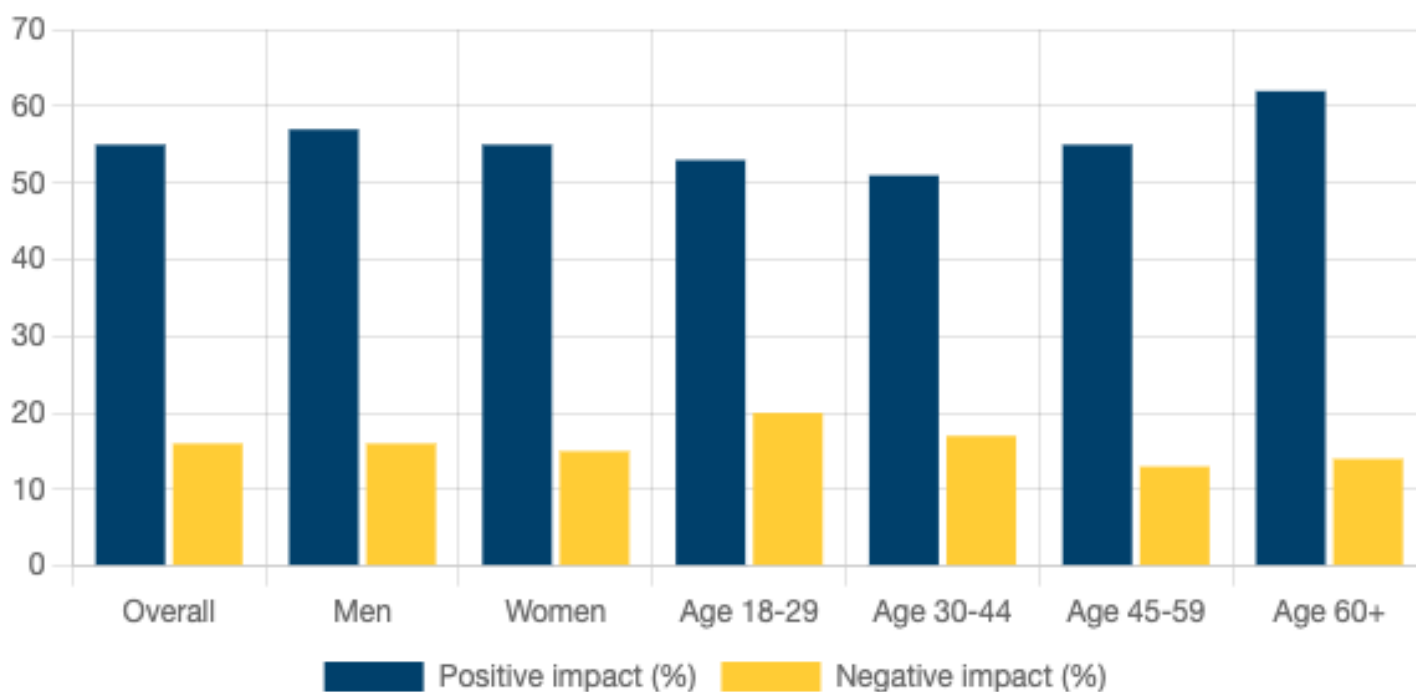


# 01 55% of Americans believe business has a positive impact on society

Which of the following best describes the impact businesses have on people's lives?



“As a business and society researcher, I am excited to see that over half of Americans we surveyed believe business has a positive impact on society, regardless of age or gender. This means that businesses are taking into consideration the impact they have on stakeholders and their issues of concern – and stakeholders are being heard.”

Cynthia Clark  
Professor, Management  
Bentley University