

Corporations have become vast and their influence is growing.

Expansion of the global economy has resulted in rapid growth of private, transnational corporations (TNCs). The practices of these massive entities have broad impacts on our lives whether we have any interaction or affiliation with the TNCs or not.

The number of powerful TNCs is growing exponentially. According to the United Nations Conference on Trade and Development, 82,000 TNCs operated worldwide in 2009, versus 35,000 in 1990.

The value of capital assets owned by the world's 50 largest corporations increased by 686% between 1983 and 2001.

According to a recent Gallup poll, 67% of Americans believe that corporations have too much power.

Consumers want to know about corporate behavior.

Increasingly, people want to know the goings on of companies both locally and globally. A well-publicized 2011 poll of 1000 Americans showed that the purchasing decisions of 91% of respondents were influenced by the way a company behaved towards its customers and communities. 74% wanted to know more about the behavior of a company before buying and 60% said awareness of a company's ethics affected their decision-making.

A November 2011 survey by CorporateRegister.com revealed that the American public thinks companies should be legally required to report on issues of corporate responsibility.

The tremendous increase in demand for responsibly produced goods and services is evidence that consumers are interested in a company's behavior, and not merely the cost and quality of the products it produces. A 2011 poll published by Do Well Do Good, LLC, and reported in *Forbes* magazine, shows that more than 88% of consumers think companies should achieve their business goals while improving society and the environment.

Dependable information on corporate behavior is not readily available to us.

Information on corporate behavior and policies is available, but it is scattered across the internet and the media, with no central place to access it. Even the most diligent attempts to uncover factual information about corporate behavior can leave any well meaning consumer frustrated. Though numerous journals, nonprofits, and other agencies report on specific examples of corporate behavior, none give a comprehensive picture of the activities and policies of a wide range of corporations across disparate industries.

Corporate Report Card is on the job.

With its online presence at corporatereportcard.org, CRC will provide free, organized, and neutral information pertaining to an established spectrum of corporate policy and behavior. CRC will also serve as a public forum for evaluation, analysis and user grading of corporate behavior. Our innovative crowd-sourcing model will insure that the evaluations will work like polls that reflect the demographics of the entire U.S. population.

Sources

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