
| <u>PÚBLICO</u> | <u>MUESTRA</u> |
|---|----------------|
| Directivos..... | 1.141 |
| Expertos en RSC | 84 |
| Miembros de ONG | 88 |
| Miembros de sindicatos..... | 71 |
| Asociaciones de consumidores | 79 |
| Merco Consumo | 8.300 |
| Periodistas de información económica..... | 82 |
| Analistas Financieros..... | 72 |
| Miembros de 'Gobierno' | 32 |
| Social Media Managers | 63 |
| Evaluación de Méritos | 70 |

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|------------------------|---------------|
| TOTAL ENCUESTAS | 10.082 |
|------------------------|---------------|

| <u>STAKEHOLDER</u> | <u>SAMPLE</u> |
|---------------------------------------|---------------|
| Steering Committee..... | 1.141 |
| RSC Experts..... | 84 |
| Members of NGO..... | 88 |
| Members of Trade Unions..... | 71 |
| Members of Costumer Associations..... | 79 |
| Merco Consumo..... | 8.300 |
| Economic Information Journalists..... | 82 |
| Financial Analysts..... | 72 |
| Members of the Government..... | 32 |
| Social Media Managers..... | 63 |
| Merit Evaluation..... | 70 |

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|-------|----------------|
| TOTAL | 10.082 SURVEYS |
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