ESG Impact on Purchase



These insights were collected Friday, September 16 - Sunday, September 18, 2022, among a general population of n=1004 U.S. consumers age 21+.

Consumers look to companies for environmental responsibility.

ESG "Environmental, Social and Governance" matters encompass corporate issues ranging from environmental issues, to company ethics and structure, to diversity, equity and inclusion efforts. Consumers initially indicate the environment and social issues are the most important of the three ESG bands. However, consumers cite the governance issues of "protecting personal data/privacy policies" as having the topmost importance. Protecting human rights and labor standards are also among the topmost important. "Made in America/Sourcing materials locally" is also impactful as it is not only important to consumers/influences behavior but also spans across the ESG categories.

More than half of consumers are likely to be influenced by brand/product behaviors that align (or don't align) with their personal beliefs.

Most Important For Companies

% Total Respondents







Top 3 Environmental Issues

% Total Respondents "Extremely/Very Important"

Making changes in processes to preserve air and water quality

63

Adherence to government standards for environmental issues

61

Waste management and reducing pollution

61



Top 3 Social Issues

% Total Respondents "Extremely/Very Important"

Protecting human rights, including child labor and slavery

Enforcing labor standards (min. wage, overtime, record keeping, youth employment and hours worked)

Having a positive impact on local communities in which it operates and serves



Top 3 Governance Issues

% Total Respondents "Extremely/Very Important"

Protecting personal data with strong privacy policies

Ensuring the highest customer satisfaction

67

Prevention/elimination/punishment of corruption and bribery

61



Made in/Sourced in America % Total Respondents "Extremely/Very Important"

63

Has products that are made in America/uses local sourcing of materials

Impact of Support (or lack of) on Usage % Total Respondents "Agree Strongly/Somewhat"

I would choose a product/service that supports issues aligned with my personal values even if their costs were higher

I am likely to stop using a brand or product that supports issues that do not align with my personal values

I am highly likely to start or increase usage of a product or service if the company supports an ESG causes I believe in

I am highly likely to stop using a product or service if the company is not aligned with ESG causes I believe in

their support/adherence to each set of issues? Which is least important?

Q2 Which of the three initiatives (detailed below), is most important to you when you think about the companies who produce the products/services you purchase and

Q3 How important is it that a company address this as part of their corporate strategy or principals, including putting corporate funds towards it? Q8 How much do you agree or disagree with the following statements?