

# Generation, Gender ESG Attitudes

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

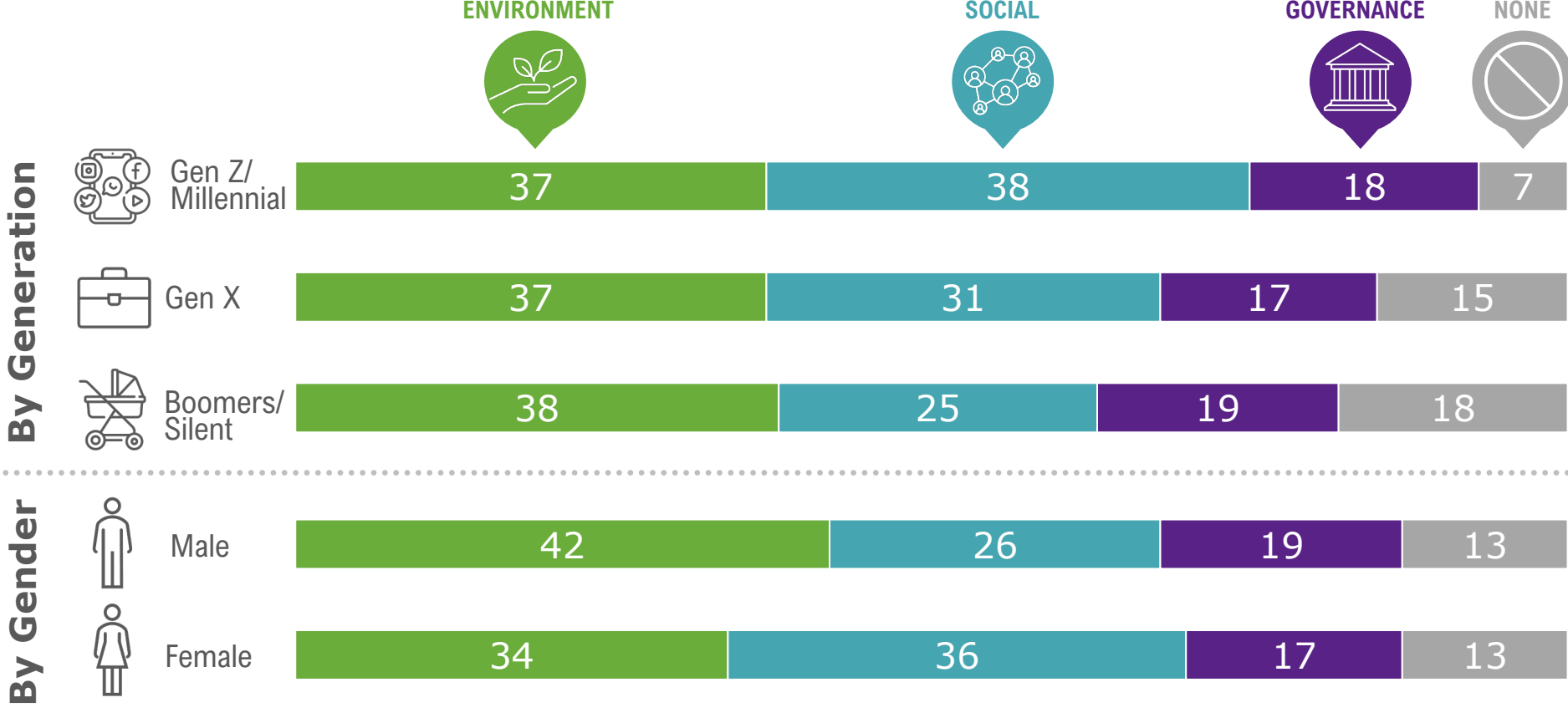
## Social aspects of ESG are most impactful among Gen Z/Millennials

Gen Z/Millennials select social issues as most important more than other generations. Further, more Gen Z/Millennials find specific social issues more important, including mental health, serving underserved communities, animal welfare, DEI, and women's reproductive rights while they are less concerned with protecting personal data and customer satisfaction. They are also more likely to be influenced by brand/product behaviors that align (or don't) with their personal beliefs.

Overall, men find the environment leads in importance, namely that companies adhere to government standards. On the other hand, more women find a wide variety of social issues to be more important than men. More men are likely to stop using a brand or product if it does not align with their personal values.

## Most Important For Companies

% Total Respondents



## Specific Environmental Issues

% Total Respondents "Extremely/Very Important"



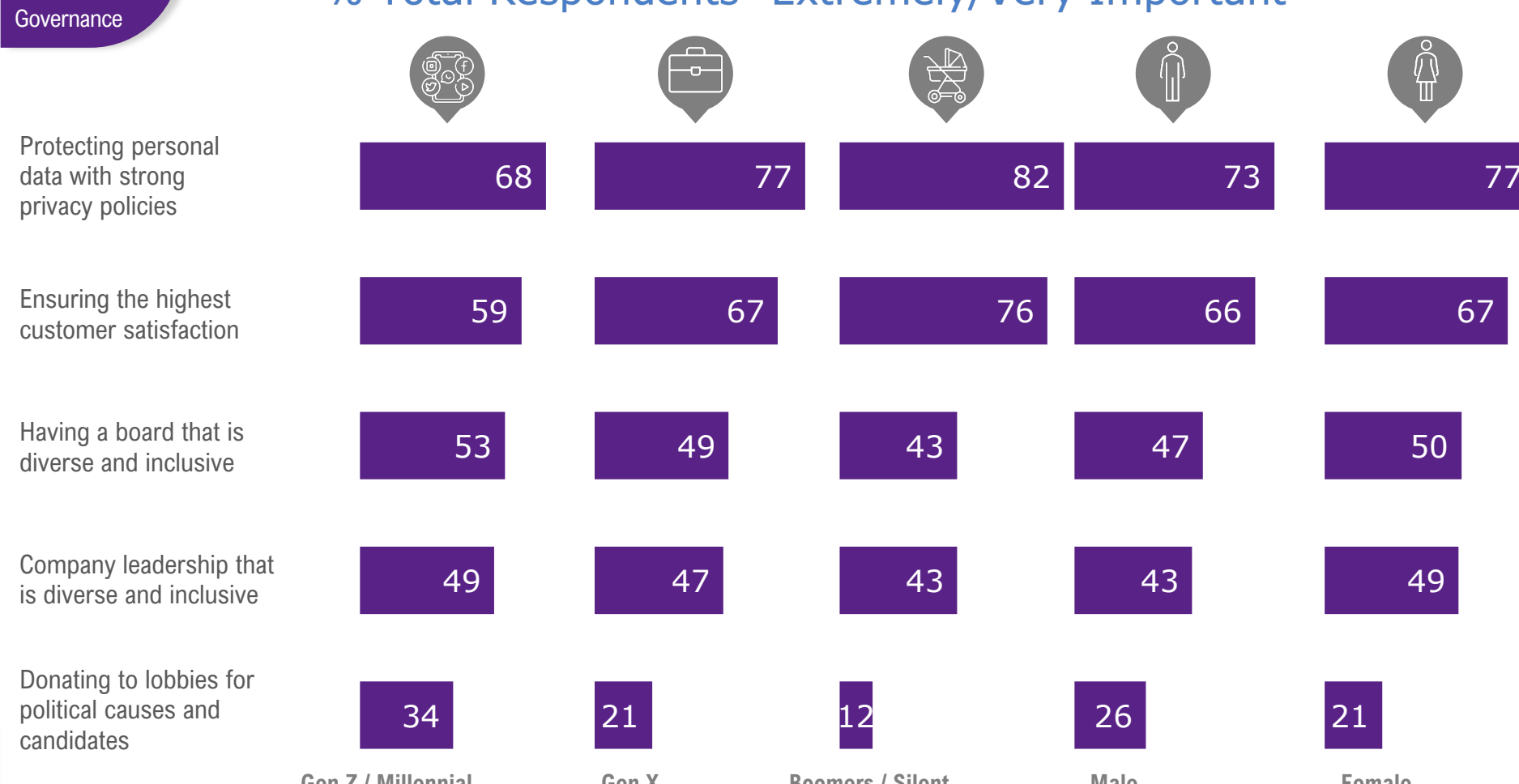
## Specific Social Issues

% Total Respondents "Extremely/Very Important"



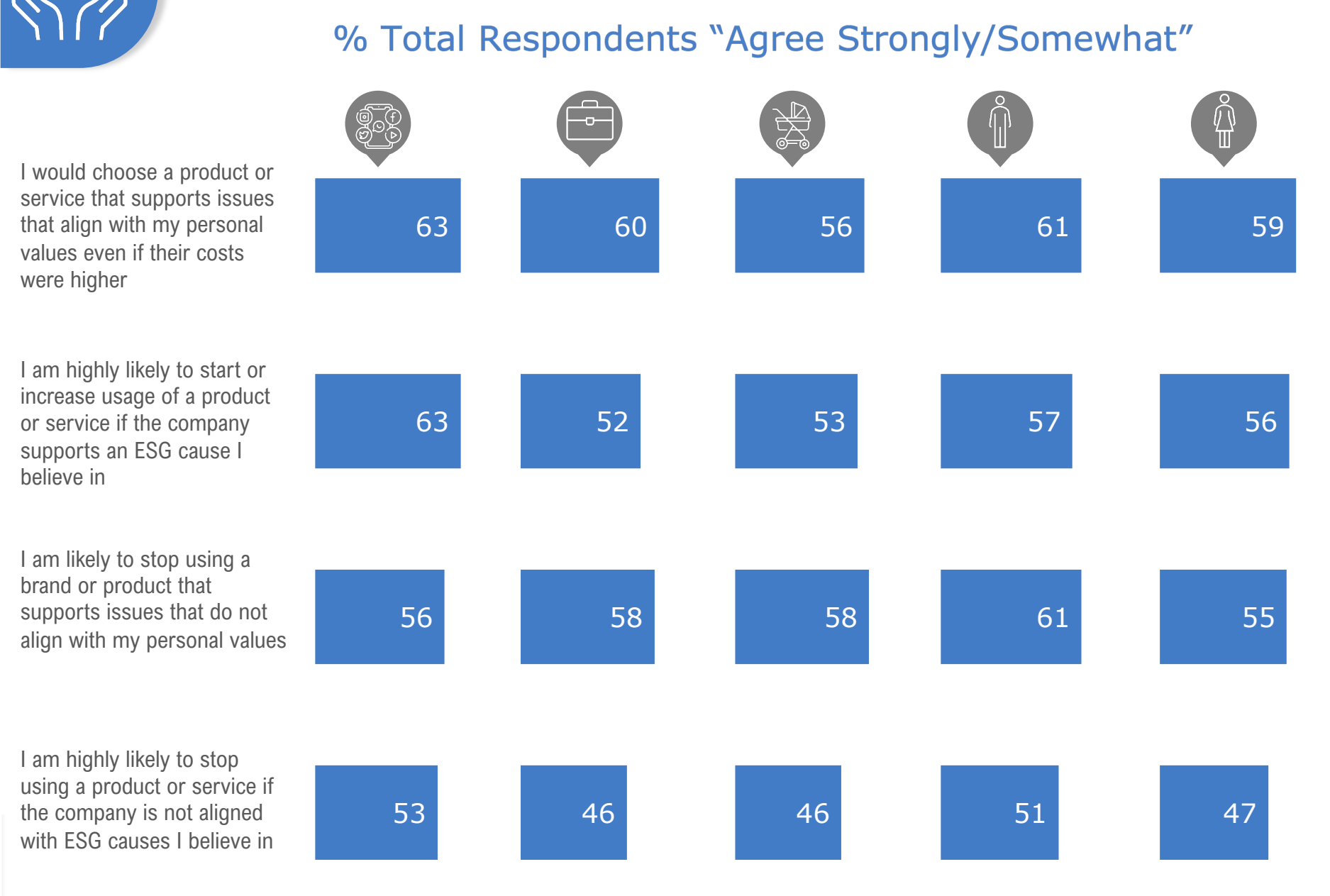
## Specific Governance Issues

% Total Respondents "Extremely/Very Important"



## Impact of Support (or lack of) on Usage

% Total Respondents "Agree Strongly/Somewhat"



Base: Total (n=1004)  
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 their support/adherence to each set of issues? Which is least important?  
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?