Generation, Gender ESG Attitudes



NONE

18

resource depletion

55

53

54

76

75

54

45

48

50

Female

Female

49

40

45

37

47

26

Male

61

Male

60

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 **ENVIRONMENT SOCIAL GOVERNANCE**

38

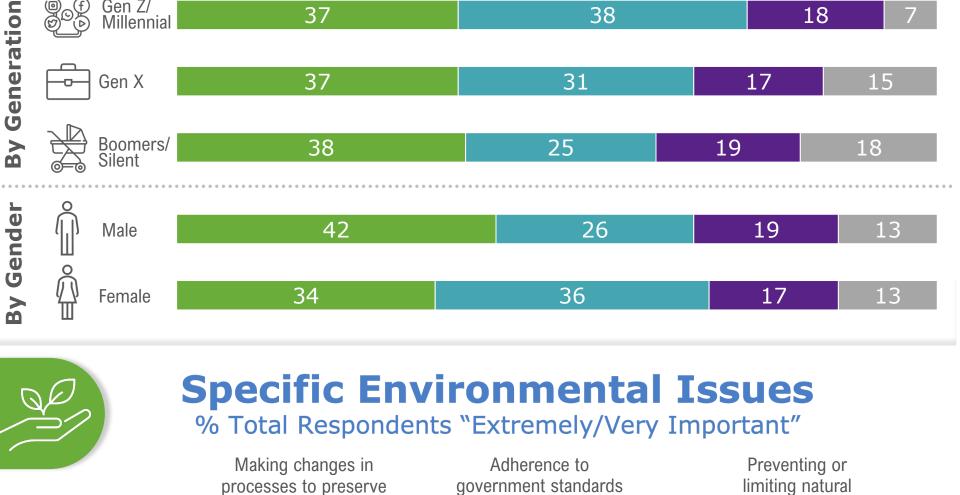
air and water quality

63

66

64

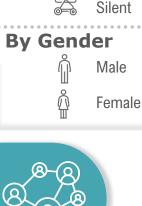
59



for environmental issues

60

59



Protecting human rights, including child labor/slavery

Enforcing labor standards (minimum wage, overtime pay,

and hours worked)

record keeping, youth employment

employee diversity, equity and

Supports programs for Black lives

matter/race rights & inclusion

Supports programs for gun

Supports programs for LGBTQA+

rights & inclusion

control

inclusion (DEI)

By Generation

Gen Z/

Gen X

Millennial

Boomers/

Gen Z/

69 72

Specific Social Issues

% Total Respondents "Extremely/Very Important"

68 70 69

Mental health support for 58 66 57 63 66 employees Supporting projects or institutions that help poor and underserved 55 45 61 communities locally & globally

Supports programs for animal 48 60 welfare (humane practices in 48 57 59 production/manufacturing/testing)

Supports programs for 49 53 hunger/food insecurity Having policies that ensure

47

31

Supports programs for women's reproductive rights (Roe vs. Wade)

47

59

54

53

49

68

53

34

63

Gen Z / Millennial

Programs to promote employee 49 55 engagement & relations

Gen Z / Millennial Gen X **Boomers / Silent** Male **Female**

43

36



Ensuring the highest customer satisfaction

Having a board that is

diverse and inclusive

Donating to lobbies for political causes and

candidates

43

Boomers / Silent

Impact of Support (or lack of) on Usage

56

Specific Governance Issues

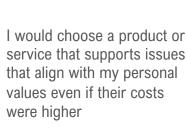
% Total Respondents "Extremely/Very Important"

Company leadership that 49 49 43 is diverse and inclusive

49

% Total Respondents "Agree Strongly/Somewhat"

Gen X



align with my personal values

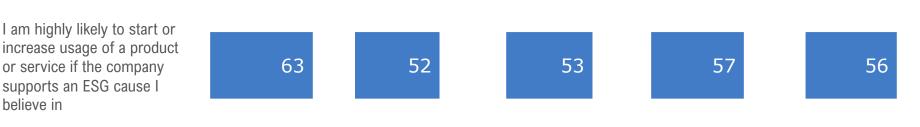
with ESG causes I believe in

Gen Z / Millennial

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

Q8 How much do you agree or disagree with the following statements?

60



I am likely to stop using a brand or product that supports issues that do not 56 58 58 61 55

I am highly likely to stop using a product or service if 53 51 the company is not aligned 46 46 47

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

Boomers / Silent

Gen X

Q3 How important is it that a company address this as part of their corporate strategy or principals, including putting corporate funds towards it?