

How To Address ESG Initiatives

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

Social issues are key for support & communication.

Many social aspects of ESG initiatives, including Hunger/food insecurity programs, are top for companies to get involved and/or provide funding. Environmental issues are second to social issues. Governance issues are low on consumers list for corporate funding/involvement (consumers feel these should be foundational to the company – data not shown).

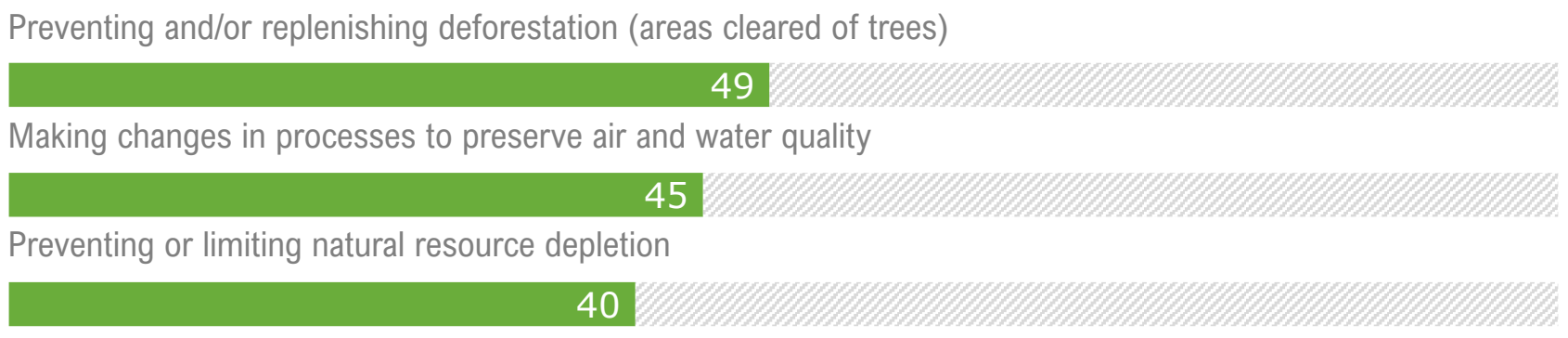
Consumers prefer visiting company websites for information and communication about the governance area of ESG initiatives. They feel leveraging the press and interviews are most appropriate for communicating about social and environmental initiatives.

Support with Funding/Involvement



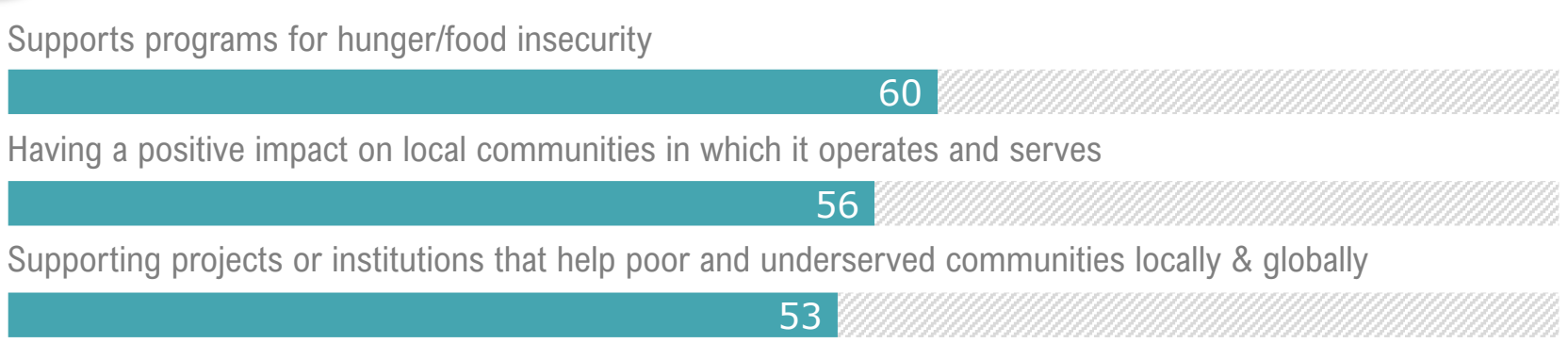
Top 3 Environmental Initiatives

% Total Respondents



Top 3 Social Initiatives

% Total Respondents



Top 3 Governance Initiatives

% Total Respondents

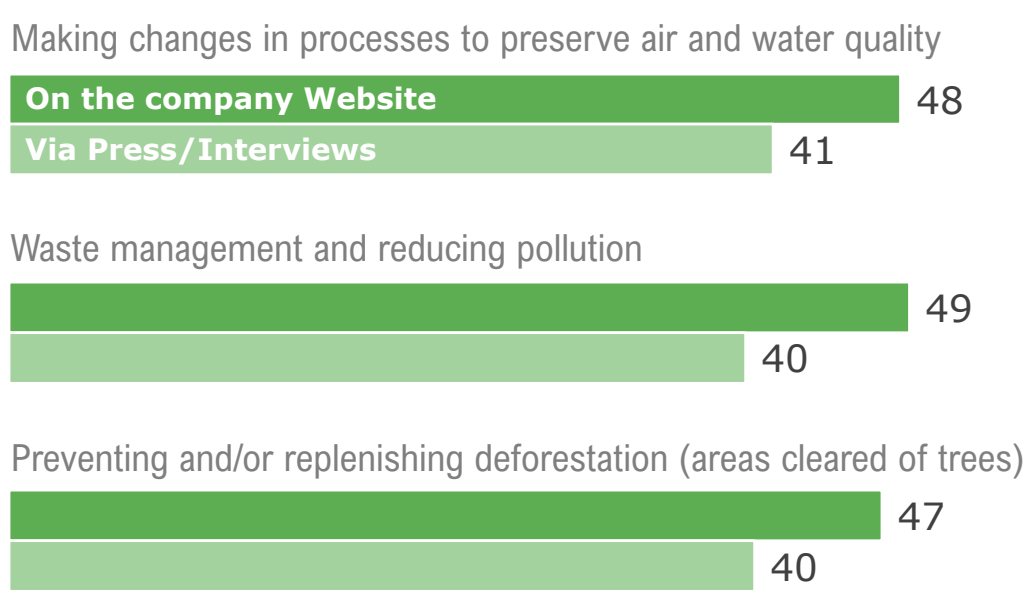


What to Communicate & How



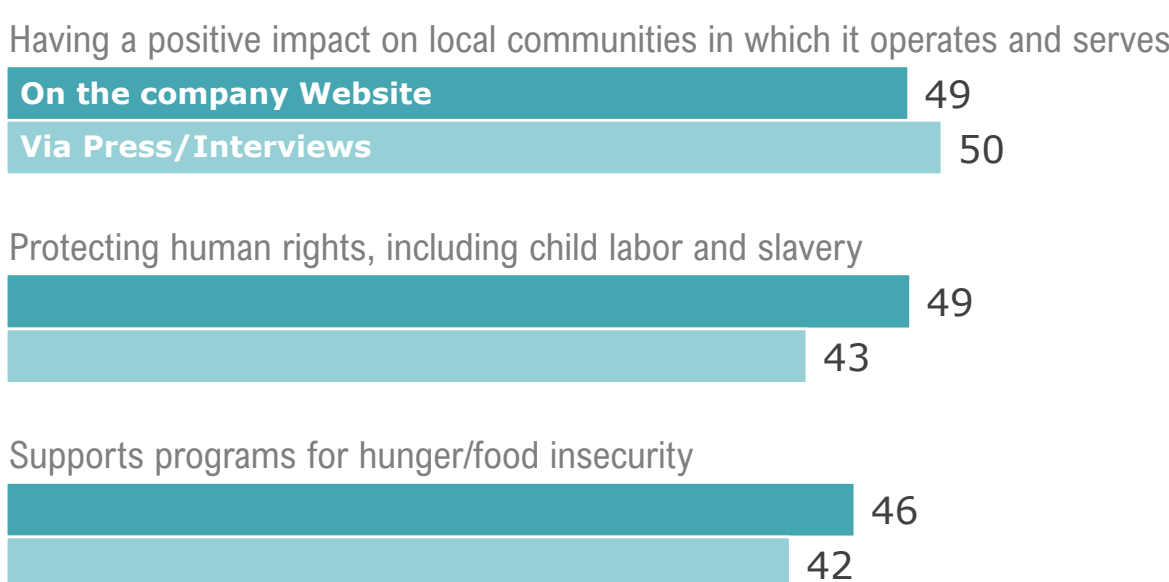
Top 3 Environmental Initiatives

% Total Respondents



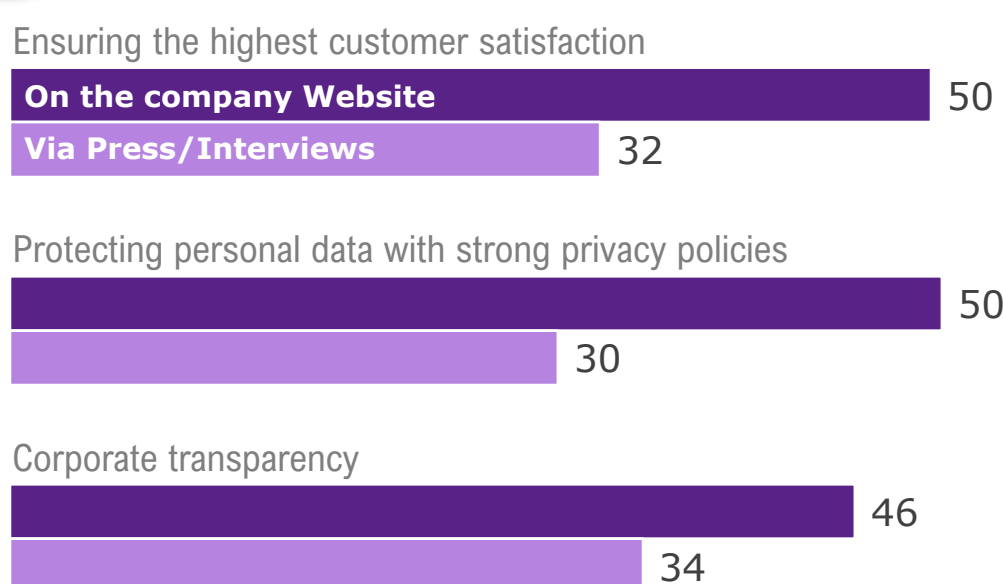
Top 3 Social Initiatives

% Total Respondents



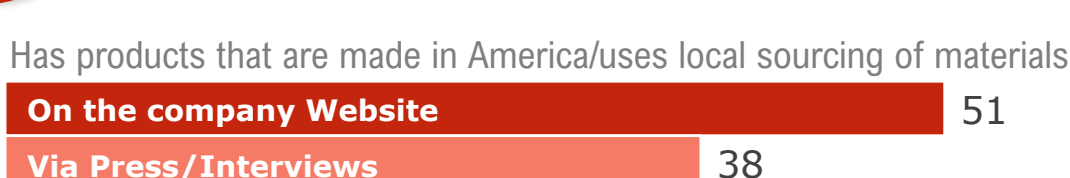
Top 3 Governance Initiatives

% Total Respondents



Made in/Sourced in America

% Total Respondents "Extremely/Very Important"



Base: Total (n=1004)
 Q4 How should companies address this?
 Q5 In which of the following ways should a company/brand show how they are addressing this issue?