

ESG Impact on Purchase

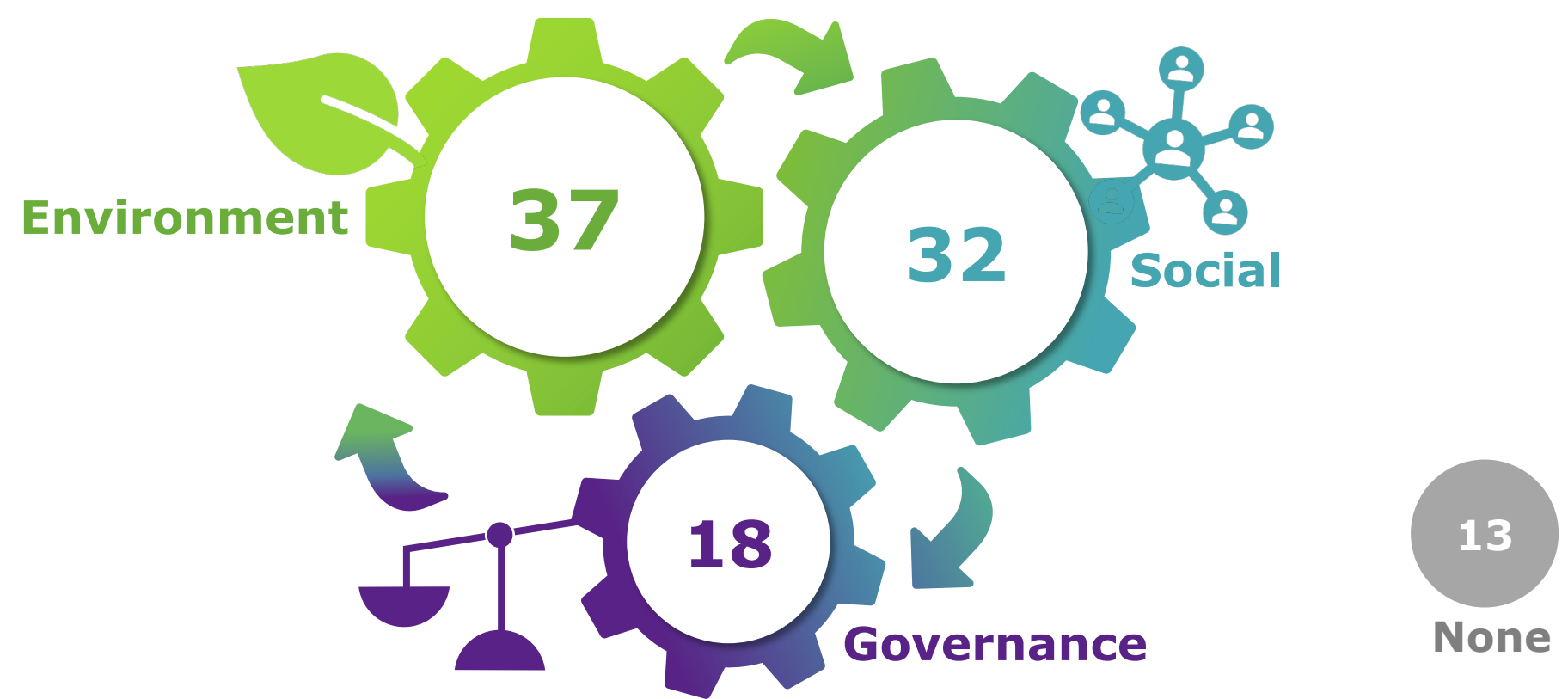
These insights were collected Friday, September 16 – Sunday, September 18, 2022, among a general population of n=1004 U.S. consumers age 21+.

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.

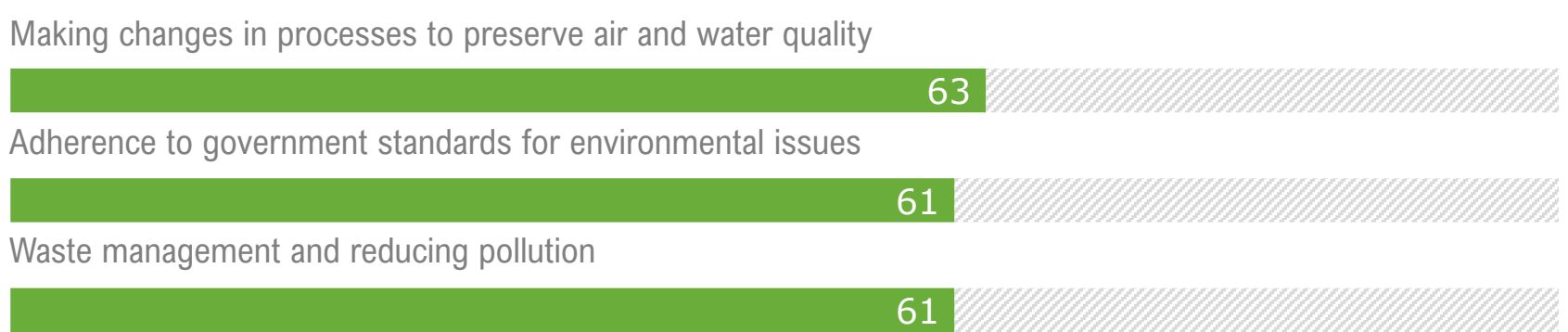
Most Important For Companies

% Total Respondents



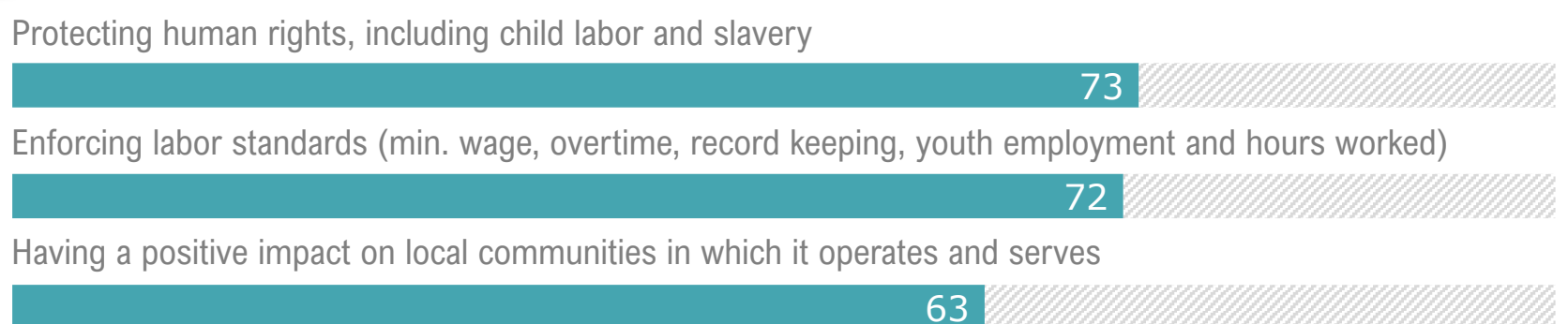
Top 3 Environmental Issues

% Total Respondents “Extremely/Very Important”



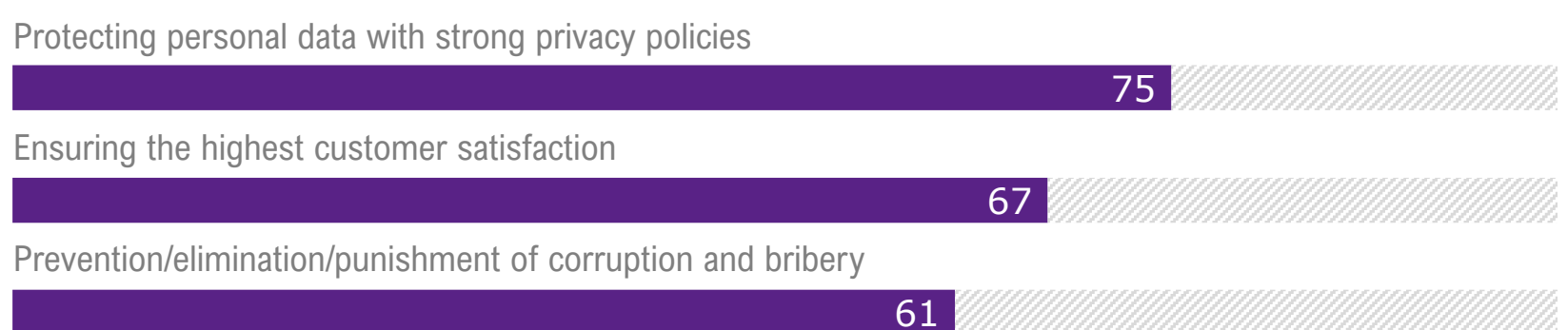
Top 3 Social Issues

% Total Respondents “Extremely/Very Important”



Top 3 Governance Issues

% Total Respondents “Extremely/Very Important”



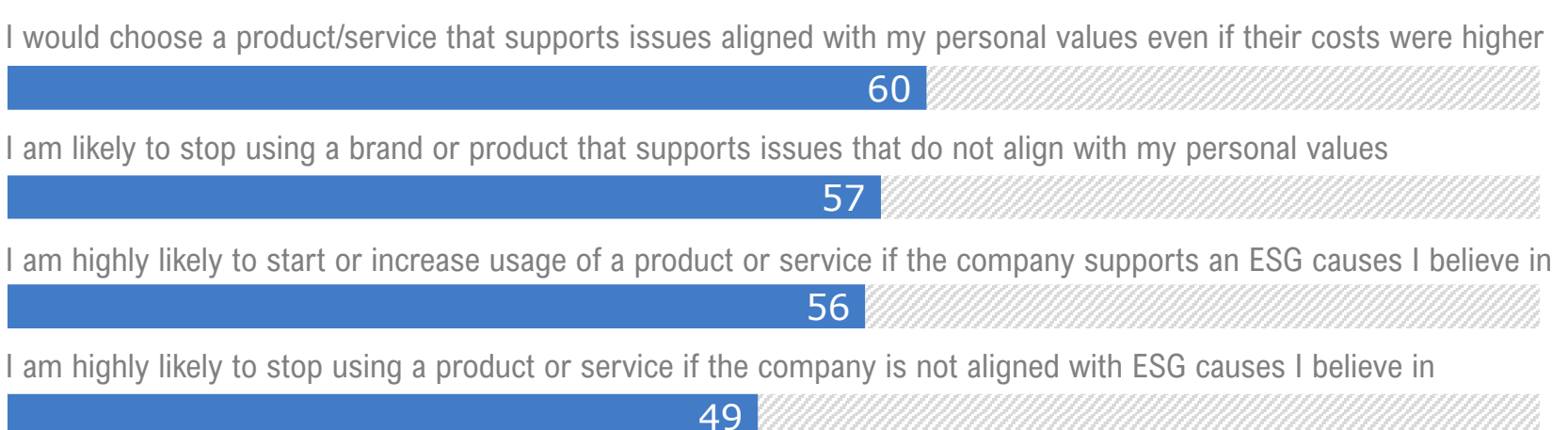
Made in/Sourced in America

% 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?