

US ESG Priorities

Reputation Leaders
November 2023

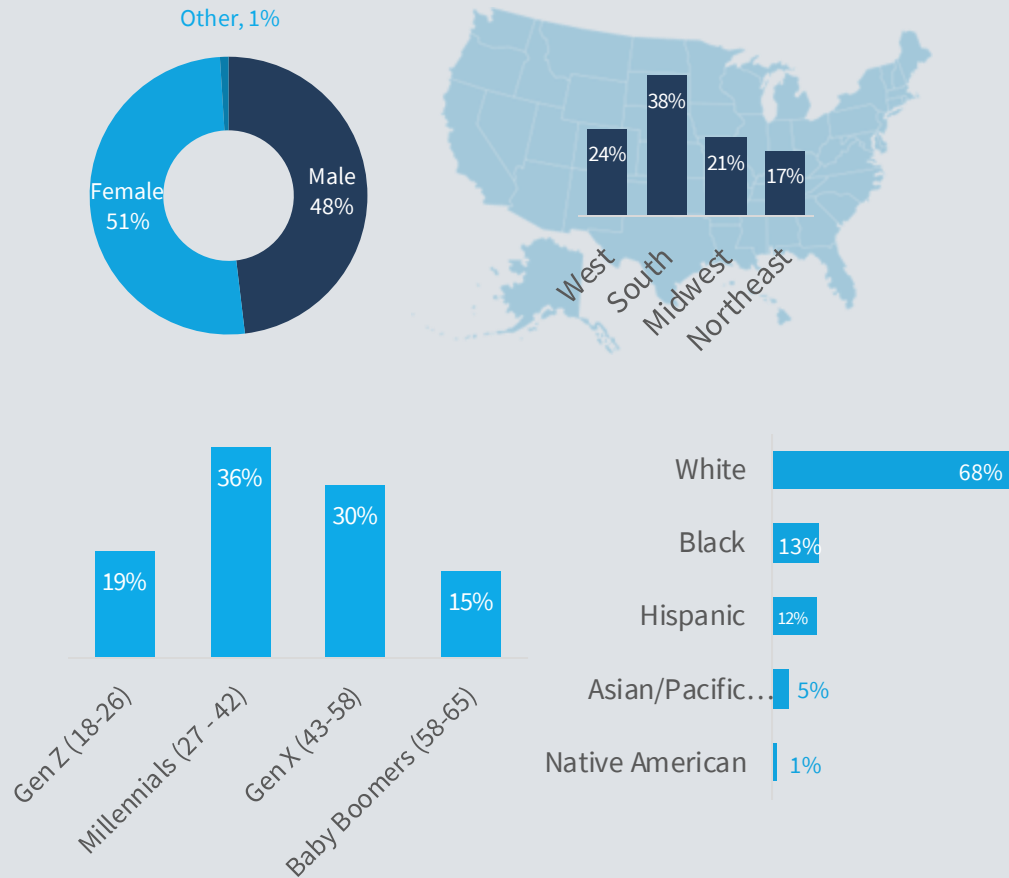


Methodology

Reputation Leaders conducted a **5-minute** online survey November 2-8 2023 among **a total of 1,007 American adults** aged 18 and over.

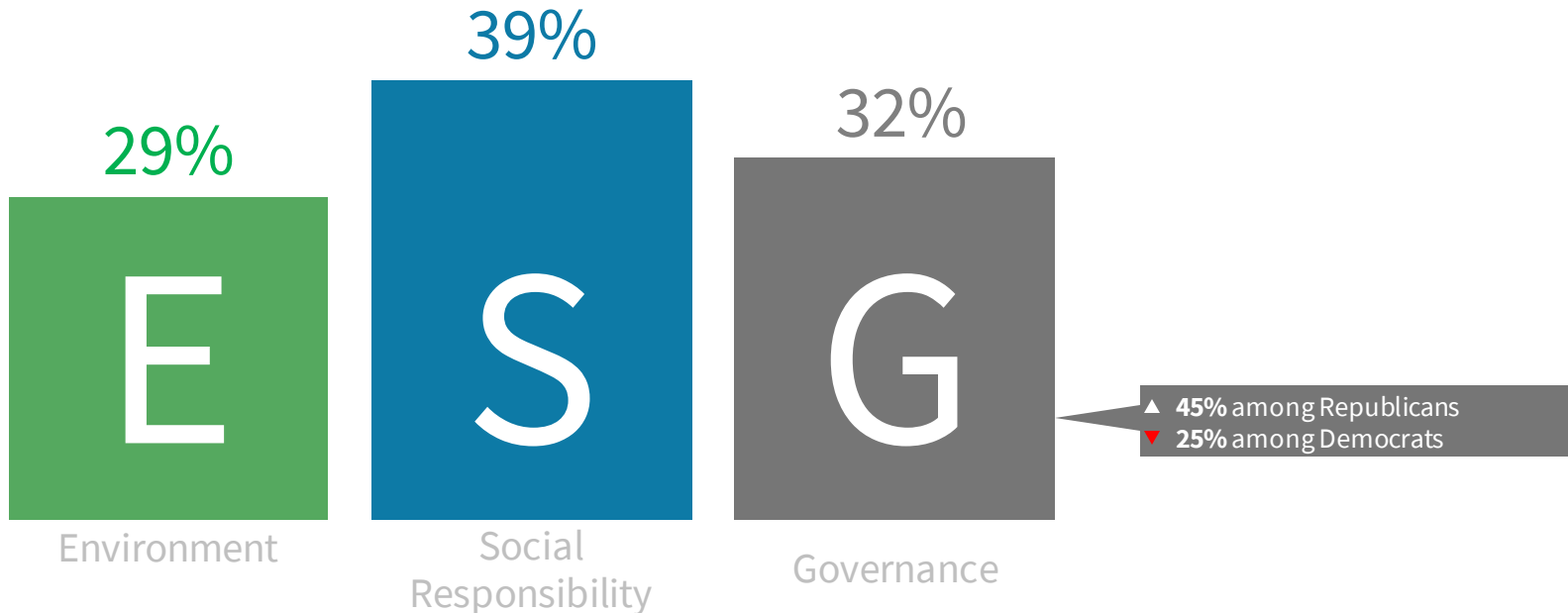
The data was **weighted to match the national demographics of the US by gender, age, and region.**

The margin of error for the total sample of 1,000 is +/- 3.1% at the 95% level of confidence.



Business' social responsibility (39%) is a more important ESG factor than governance or environmental conduct for US citizens

Thinking about the way a business or organization conducts itself, please rank the following ESG factors in order of how important they are to you as a citizen



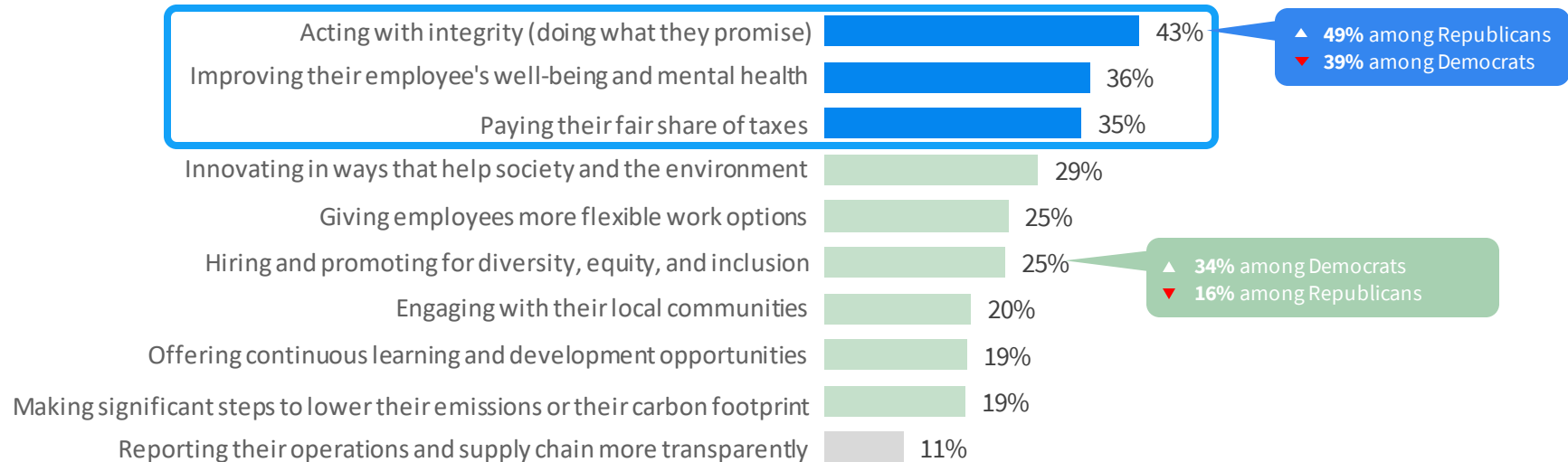
Treating employees well (36%) is as important as product quality (35%) for an organization's image

Which of these, if any, has the most positive impact on the image you have of an organization? Select up to three options



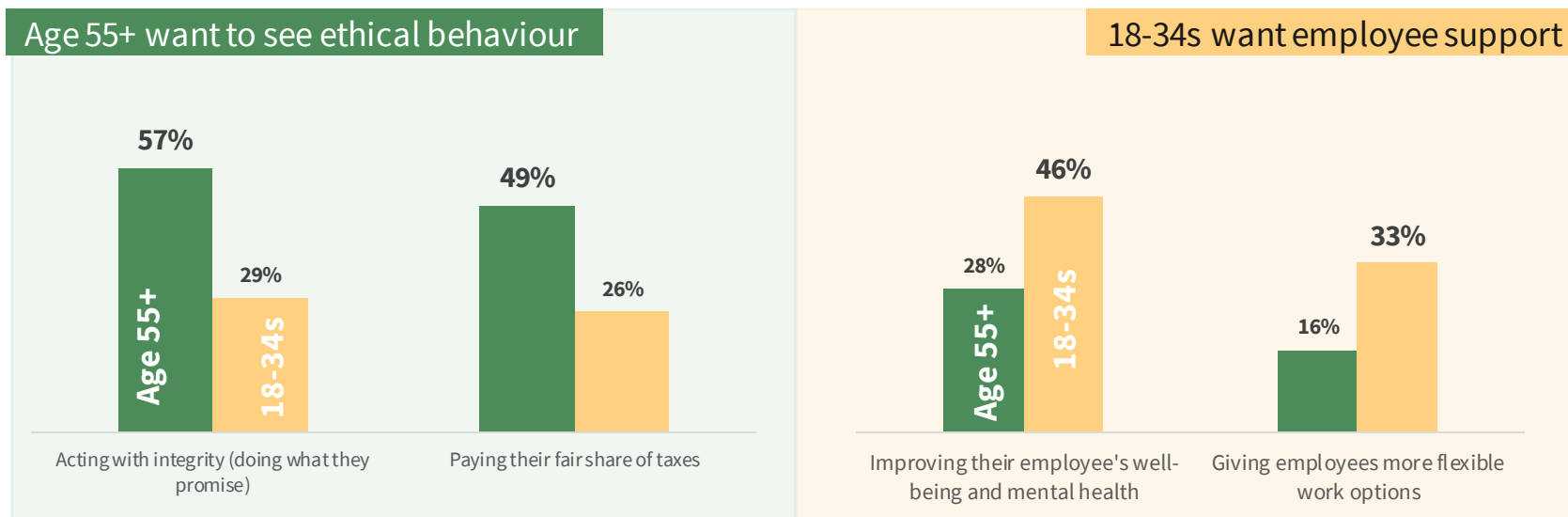
Consumers expect action from organizations in 2024: 43% said “do what you promise”, 36% said “look after your people”, 35% said “pay fair taxes”

What social actions should US organizations be doing more of in 2024?



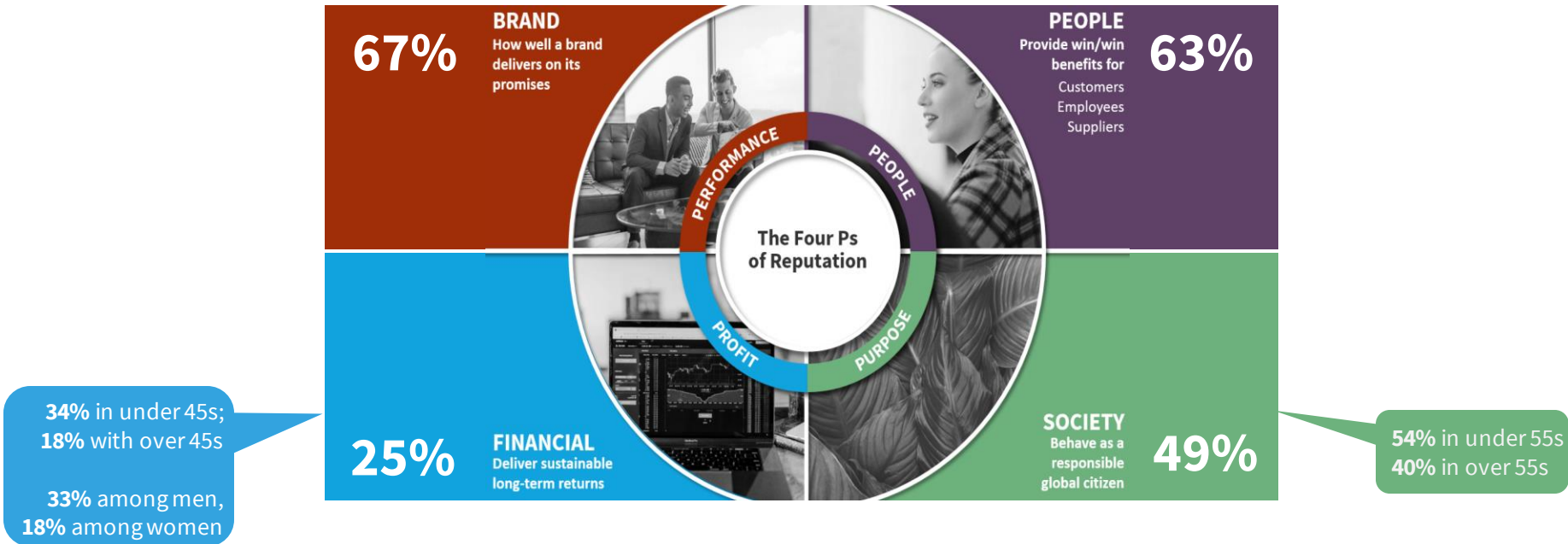
Generations are thinking differently: Americans under 35 expect organizations to support employees while older generations expect organizations to act more ethically

What social actions should US organizations be doing more of in 2024?



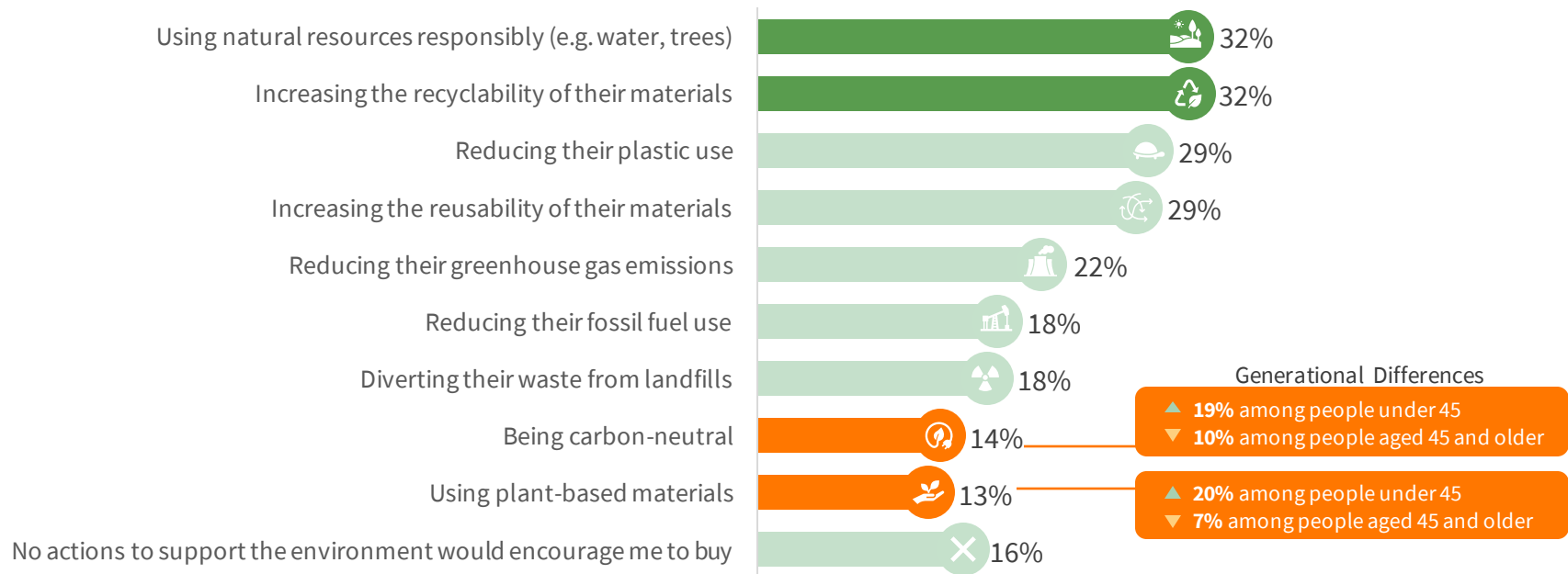
Of our 4 reputation pillars, Performance (67%) and People (63%) have the most positive effect on an organization's image.

(NETS) Which of these has **the most positive impact** on the image you have of an organization?



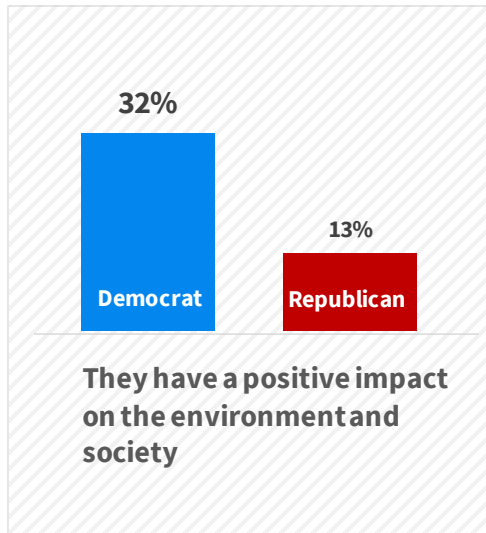
Responsible use of natural resources and recycling, reducing, and reusing materials encourage consumers to buy from US manufacturers

Below are some actions US manufacturers could take to support environmental sustainability. Which, if any, would encourage you to buy products made by a US company?

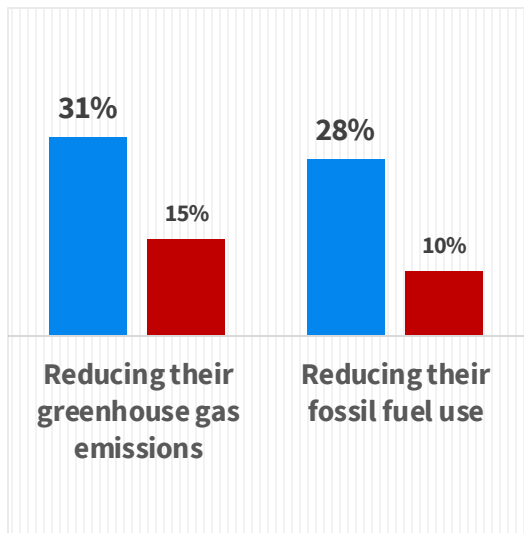


Democrats care more about the environment. 1 in 3 Democrats expect organizations to be more environmentally sustainable. Only 1 in 8 Republicans consider this important

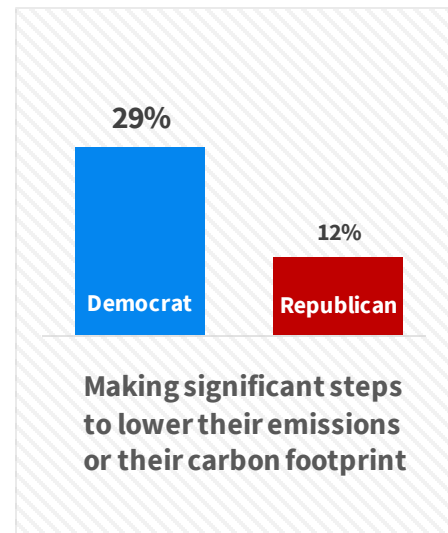
Which of these has the **most positive impact** on the image you have of an organization?



Which sustainability actions would encourage you to buy products made by a US company?



What **social actions** should US organizations be doing more of in 2024?



— Democrat — Republican