

Reputation Pulse Wave 2

Reputation Leaders

May 10 2023



Many Americans are skeptical of corporate environmental claims

Americans understand climate change is real; 2/3 believe that at least one major metro area globally will be uninhabitable due to climate change in 50 years, with more than 40% citing California as the most likely.

Still, Americans are skeptical about corporate claims of reaching net zero by 2030.

Pollution is the biggest environmental concern for Americans and the most likely concern to cause them to change their lives.

To impact how consumers think of your company, help to reduce pollution.

Sustainability means *being environmentally friendly* for many Americans.

If you want to be considered sustainable, you must be environment friendly – product quality and durability are not enough.

Most Americans don't know what "greenwashing" is.

Be careful what language you use when making claims or calling out a company, as only some Americans understand what *greenwashing* means.

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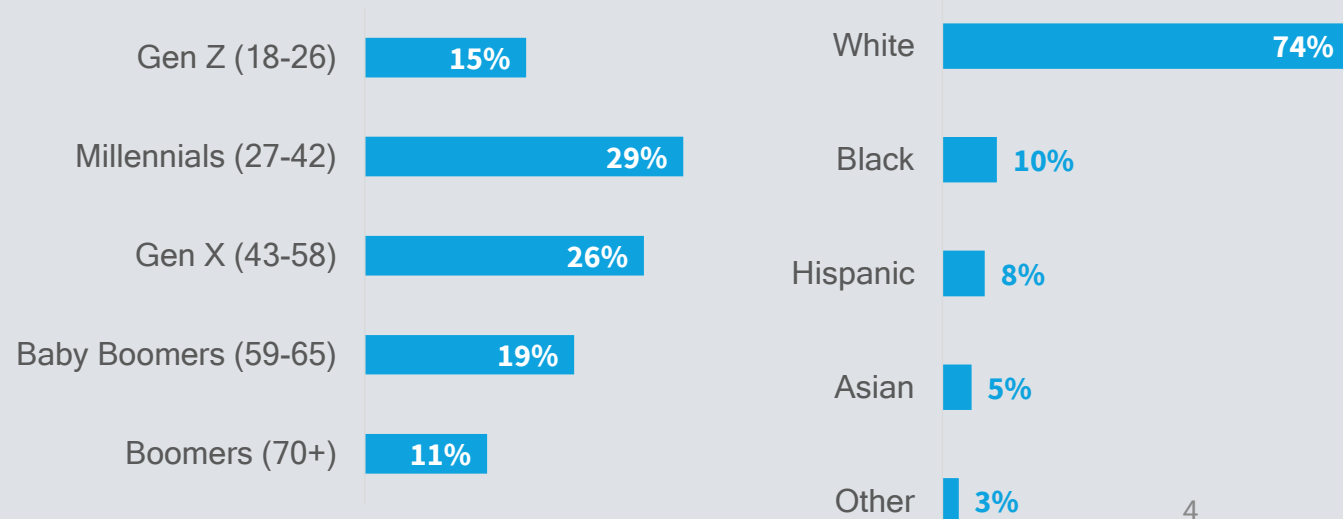
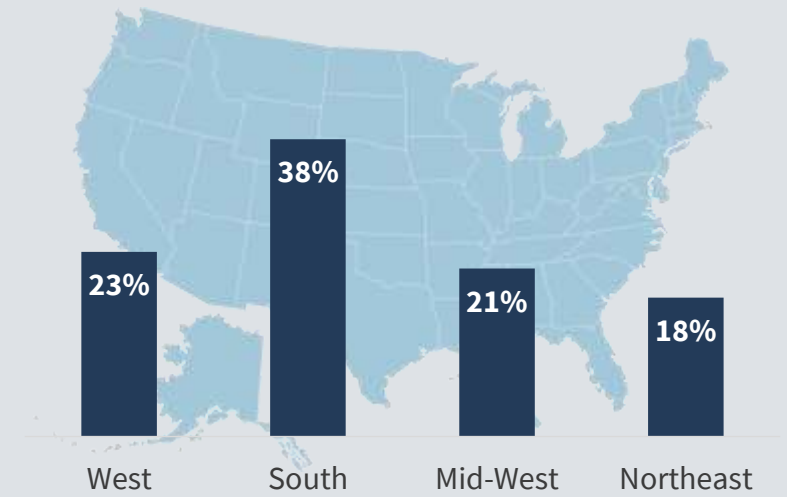
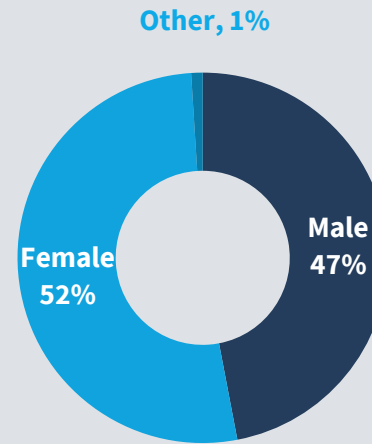


Methodology

Reputation Leaders conducted a **10-minute** online survey in April 2023 among **a total of 1,000 American adults** between the ages of 18 and 65.

The data was **weighted to match the 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.





Our Questions

2/3 of Americans believe at least one major area globally will be uninhabitable due to climate change in 50 years

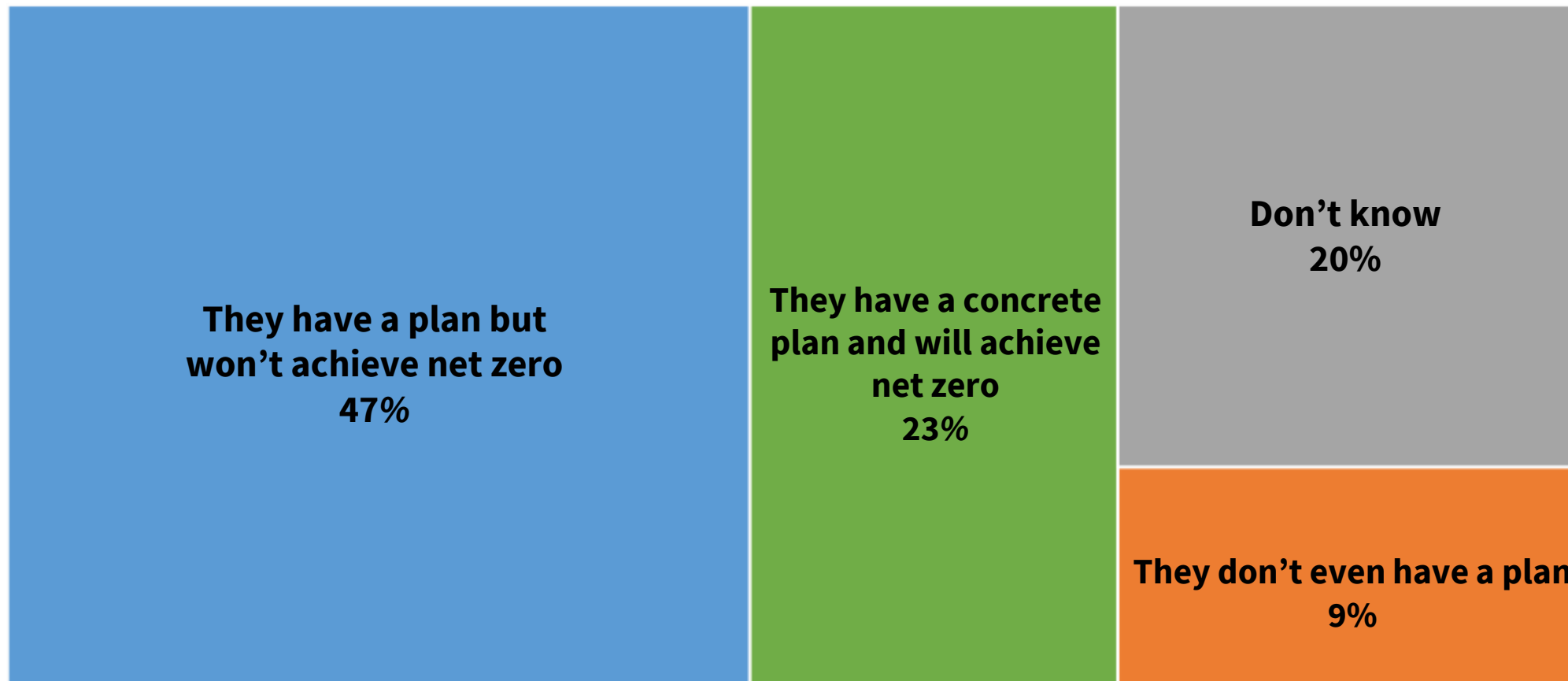
In 50 years time, which areas do you think will be uninhabitable due to climate change?



Consumers skeptical around companies' claims of reaching net zero by 2030

Sustainability is crucial, but consumers are not convinced by corporate claims and show a lack of trust in promises regarding carbon footprint reductions

What do you think of the companies that have promised to achieve net zero by 2030?



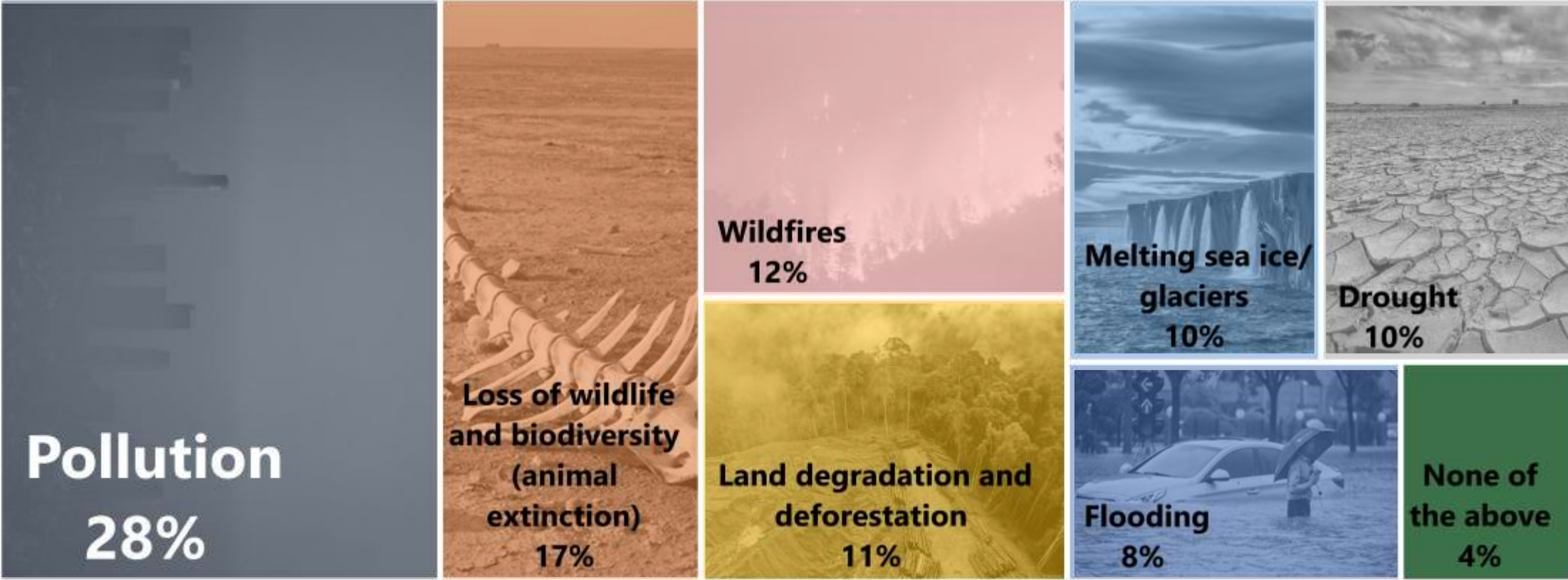
More than half (56%) believe that companies claiming to reach net zero by 2030 will not succeed

Pollution is the biggest environmental concern for Americans that might cause them to make a change in their lives



If you want to impact how consumers think of your brand, help to reduce pollution

Which one of the images displayed below, if any, would concern you enough to make some change in your life to protect the environment?



Sustainability is synonymous with environmentally friendly for many Americans
 If you want your brand to be considered sustainable, then you should aim to be environmentally friendly – product quality and durability is not enough

What comes to mind first when you think about sustainability when you are buying something as a consumer? Coded

**Sustainability =
 Environment friendly
 Quality
 Durability**



3/4 of Americans don't know what greenwashing means

Alarming, 3 in 10 Americans believe greenwashing refers to something that is environmentally friendly.

