

ESG By Numbers: Who Cares About It, How Much, And Why

Communicating your company’s commitment to ESG (Environmental – Social - Governance) initiatives is top of mind for today’s communications leaders, and for good reason.

ESG is a Key Differentiator in Purchasing Decisions

According to a recent analysis by the Data Science team at RepTrak, 60% of the general public are willing to buy from a company with a high ESG score, whereas only 20% are willing to buy from a company with a low score:



ESG score is on average in 94% correlated to Reputation

If ESG isn’t a current priority, then it’s time to consider making it one; not doing so could hurt your bottom line. If your company is undertaking ESG initiatives, then make sure your communications are effectively reaching your stakeholders. If your stakeholders aren’t familiar with your ESG campaigns, they can’t reward you for them.

Stop Guessing What People Think. Start Measuring It Instead.

It’s not enough for your company to have ESG initiatives. You need to know what your audience actually cares about to communicate to them more effectively and then continuously measure whether you are changing hearts and minds.

If your stakeholders aren’t aware of your ESG efforts or you’re focusing on the wrong things, they won’t reward you for them. Make sure you are communicating your initiatives and tracking whether they are resonating with your target audience.

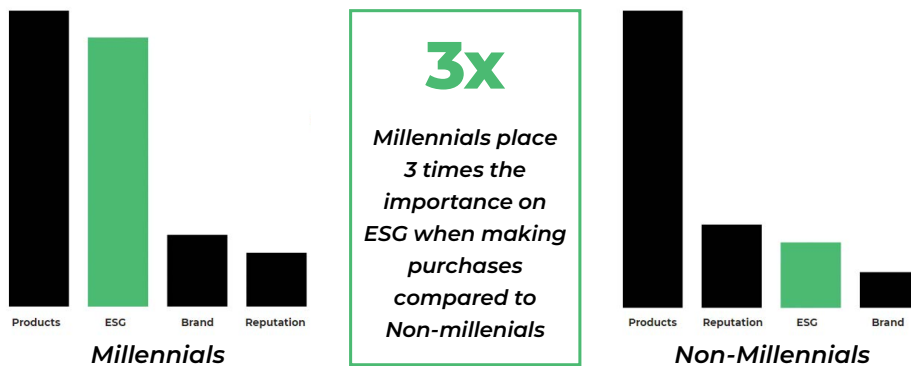
Not sure if your ESG initiatives are breaking through the noise?

[Click here](#) to find out what your audience really thinks.

ESG Drives Business, Especially with Millennials

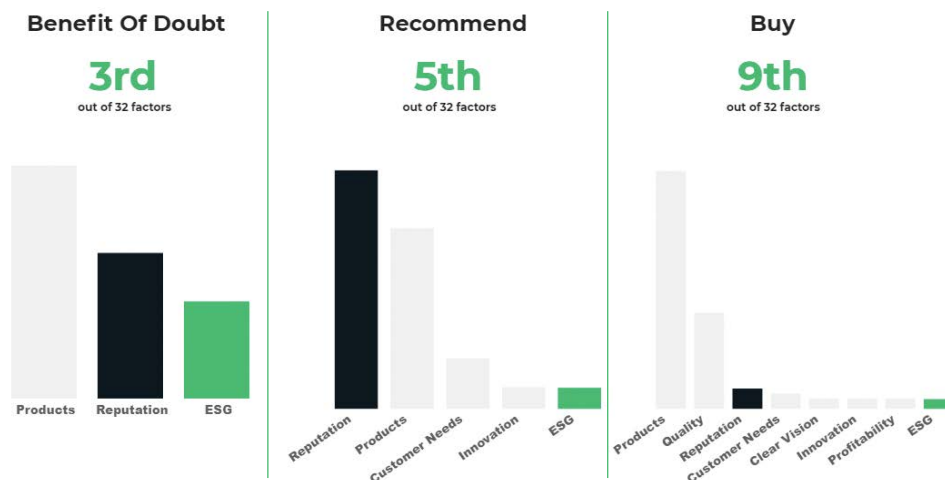
Targeting millennials? Then it is even more critical that you communicate your ESG initiatives. Since 2019, millennials are the largest living adult population in the U.S. with the highest projected spending power on a global scale. Our analysis finds that millennials place 3x as much importance on ESG when making buying decisions relative to non-millennials:

Top Predictors of Willingness to Buy Among Millennials vs. Non-Millennials



ESG Affects Multiple Business Outcomes

ESG is important for willingness to buy, but it's even more critical for other business outcomes such as willingness to recommend and willingness to give your company the benefit of the doubt.



The RepTrak Data Science Team uses a machine learning powered modelling approach to analyze the importance of ESG in driving business outcomes. The results from two years' worth of data show that the importance of ESG depends on the business outcome sought.

To the general public, ESG is the 9th most important factor when determining willingness to buy a company's products or services, but ESG's importance rank rises to the 5th most important factor when it comes to recommending a company. Counting on the public to give you the benefit of the doubt in a time of crisis? If so, our data shows that ESG should be a top consideration in your actions and communications, ranking 3rd in importance amongst stakeholders when deciding whether they will give your company the benefit of the doubt.