

ESG – what's in a name?



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500 CAWI interviews per country / wave



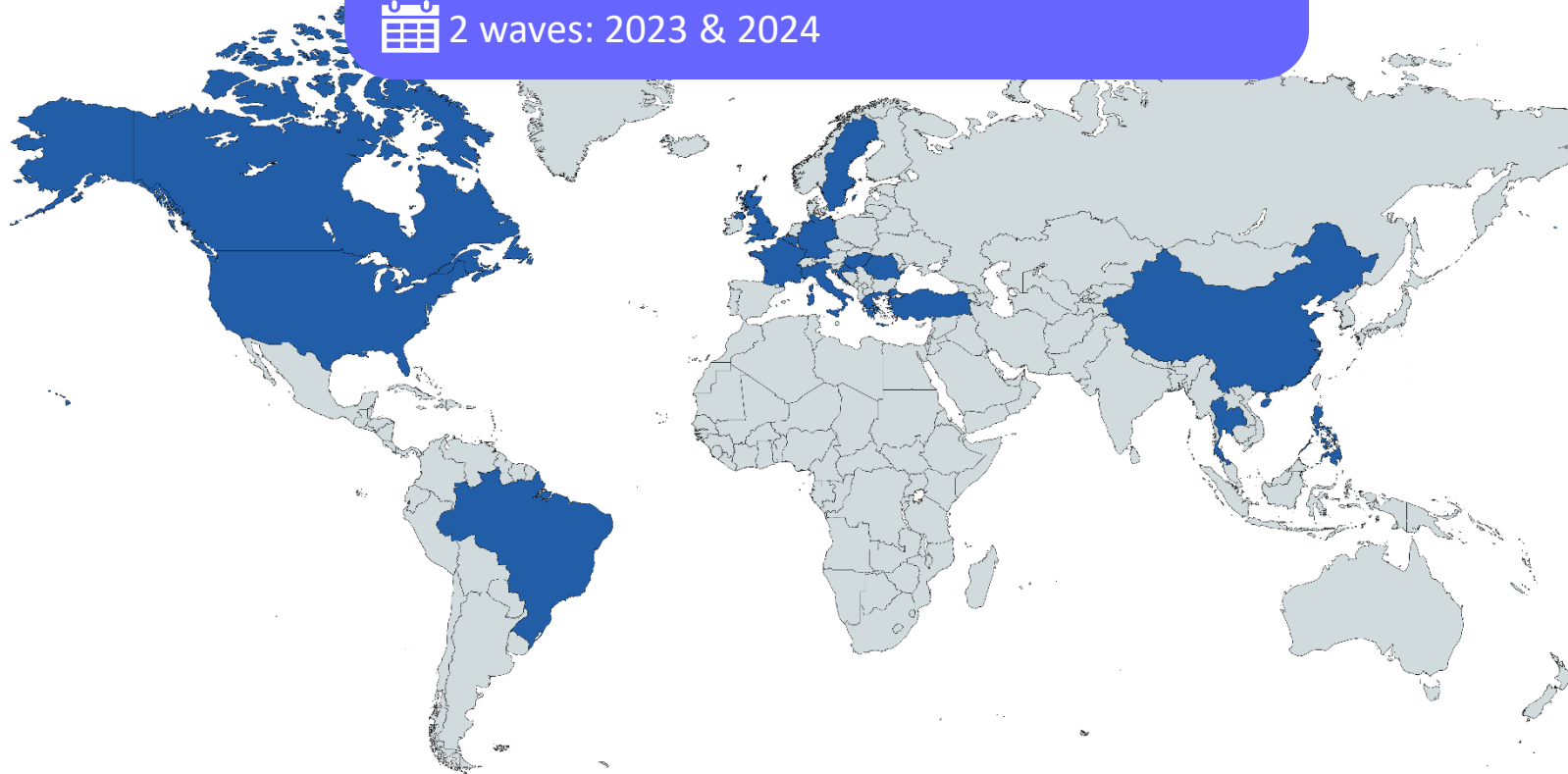
8500+ interviews worldwide, 6000+ in Europe



18-65 y.o., internet users

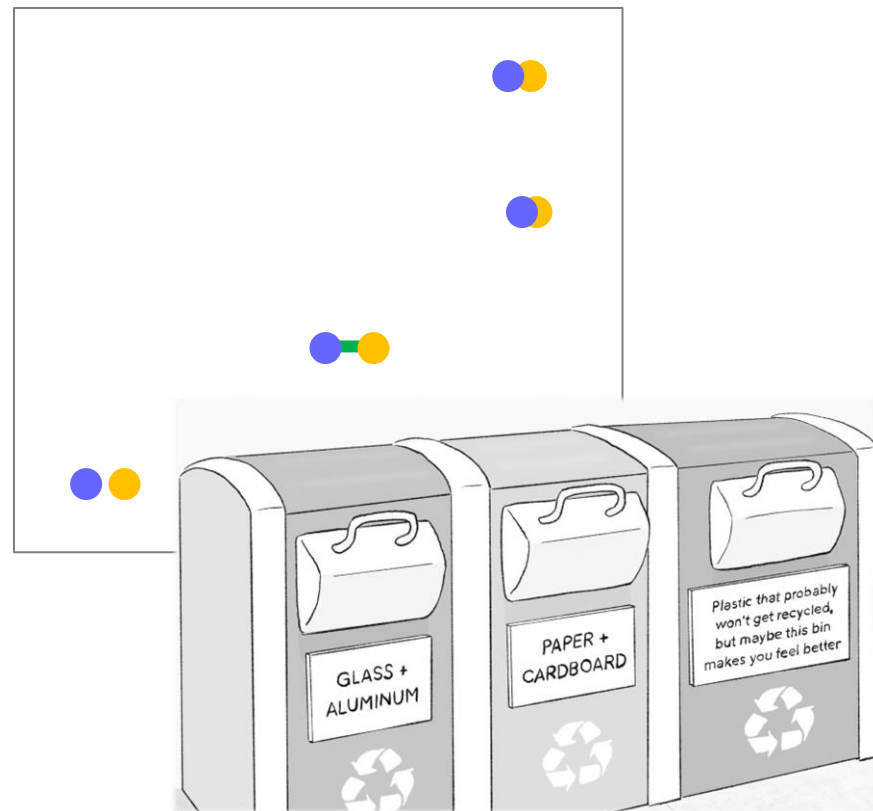
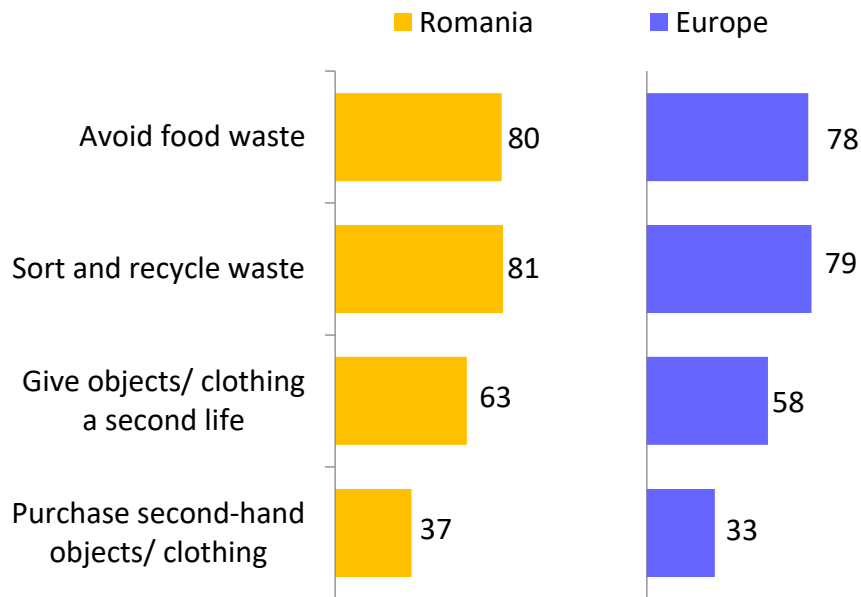


2 waves: 2023 & 2024



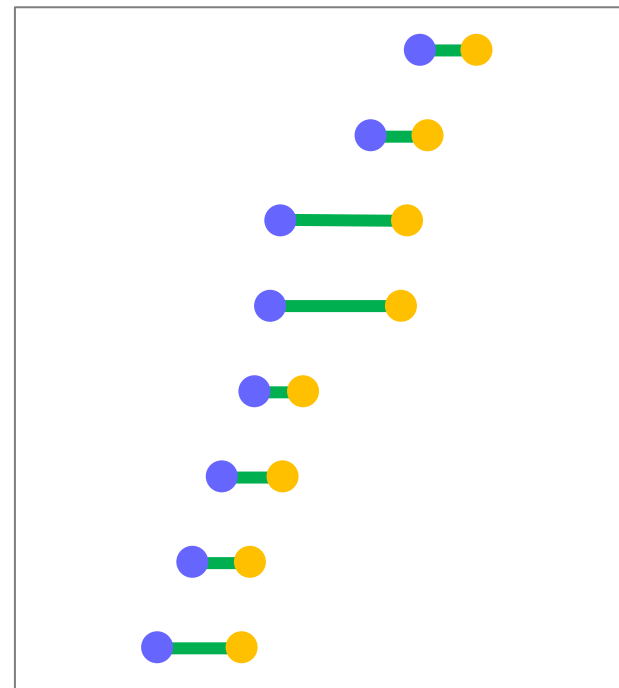
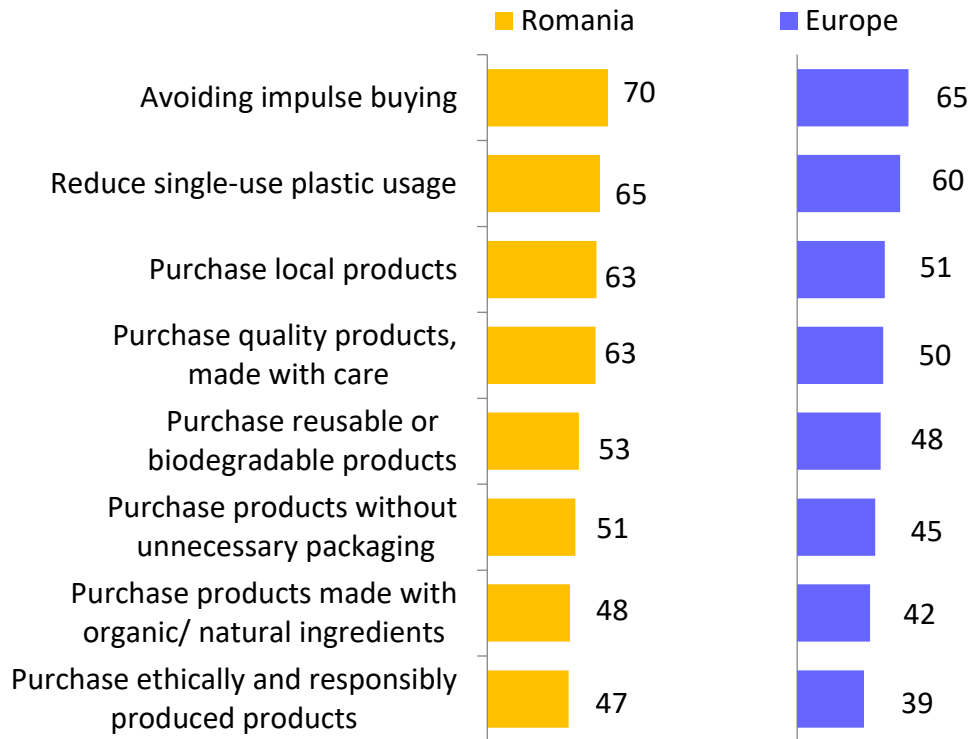
Behaviors done often or always

Waste Management and Recycling



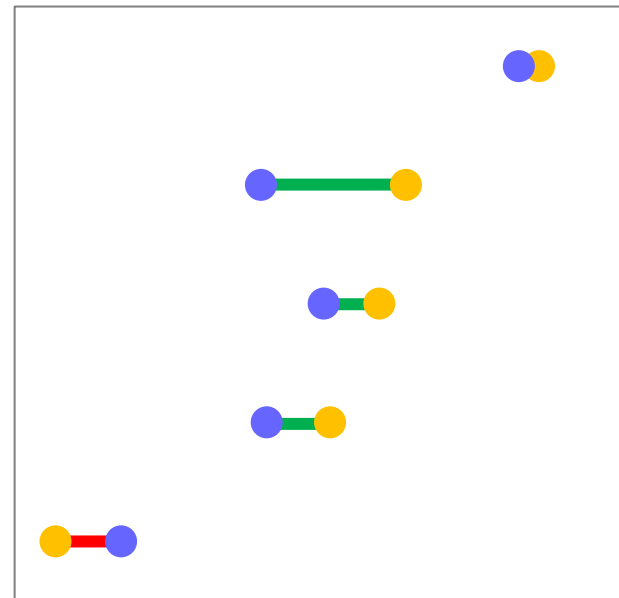
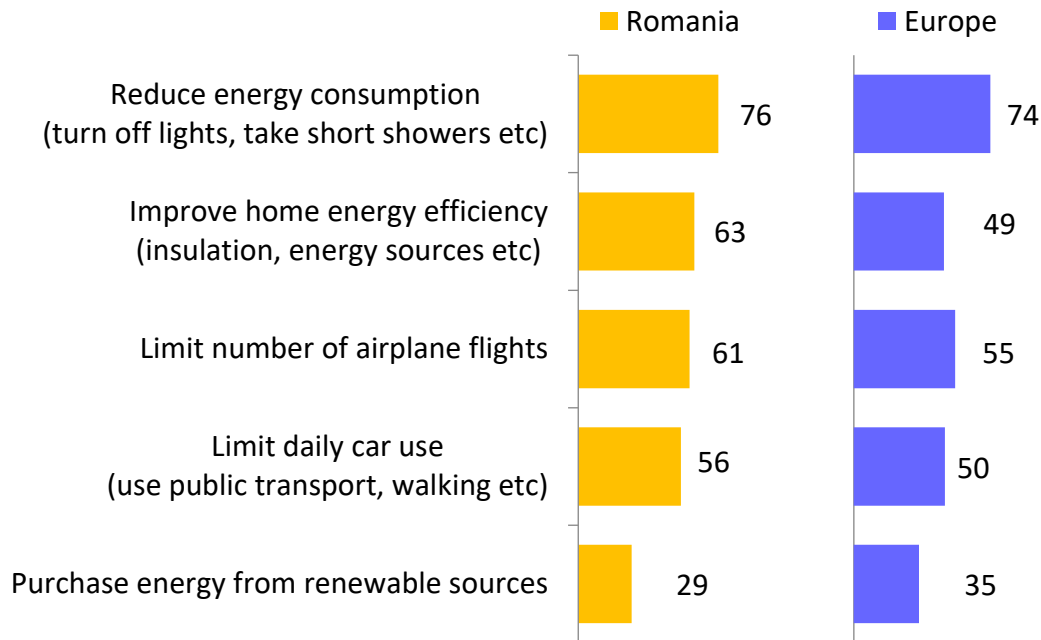
Behaviors done often or always

Responsible Consumption



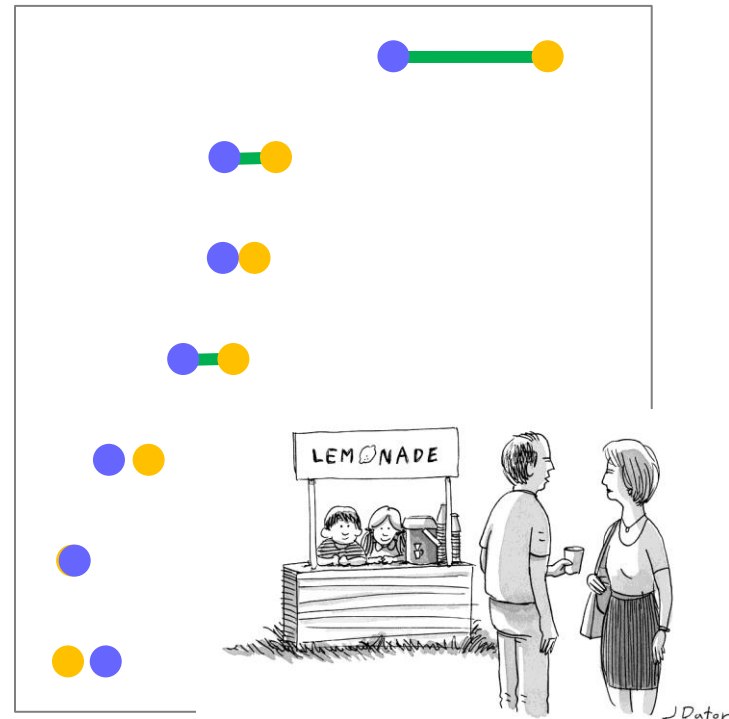
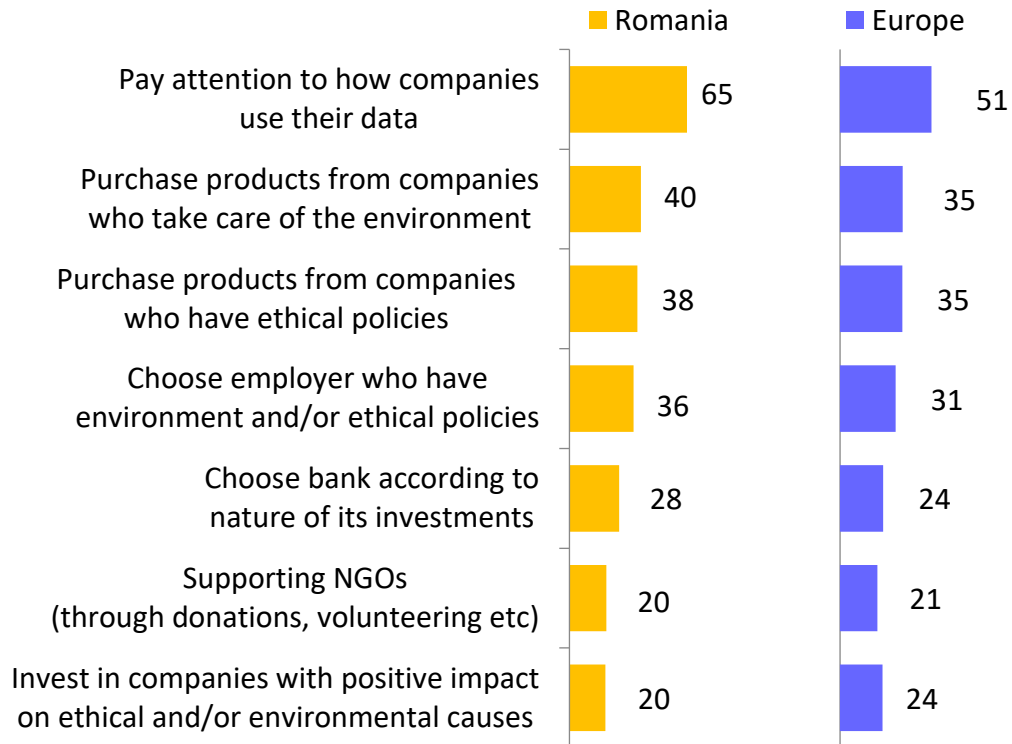
Behaviors done often or always

Energy & Transport Sustainability



Behaviors done often or always

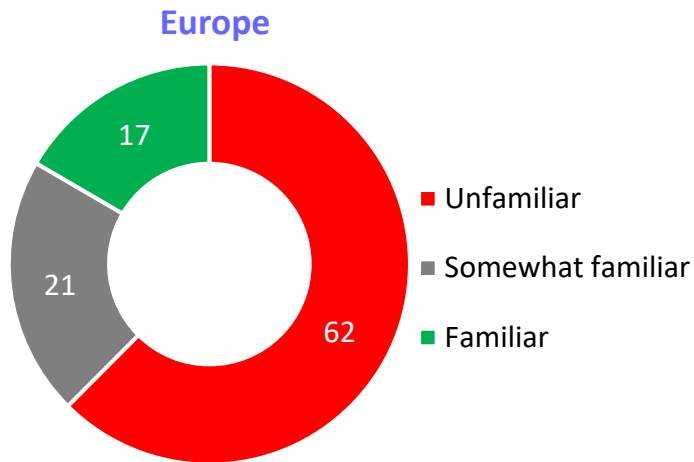
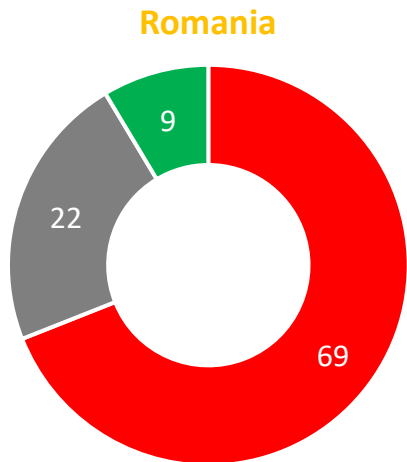
Social and Ethical Responsibility



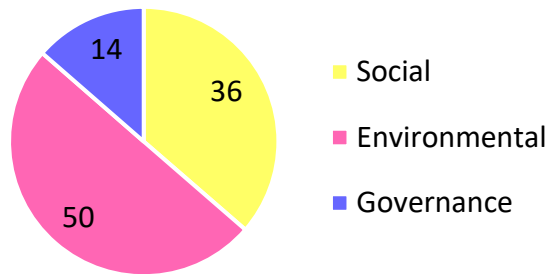
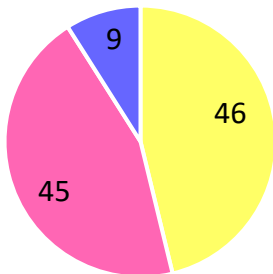
"It's free, but they sell your information."

Familiarity with ESG

**“ESG” term
is...**



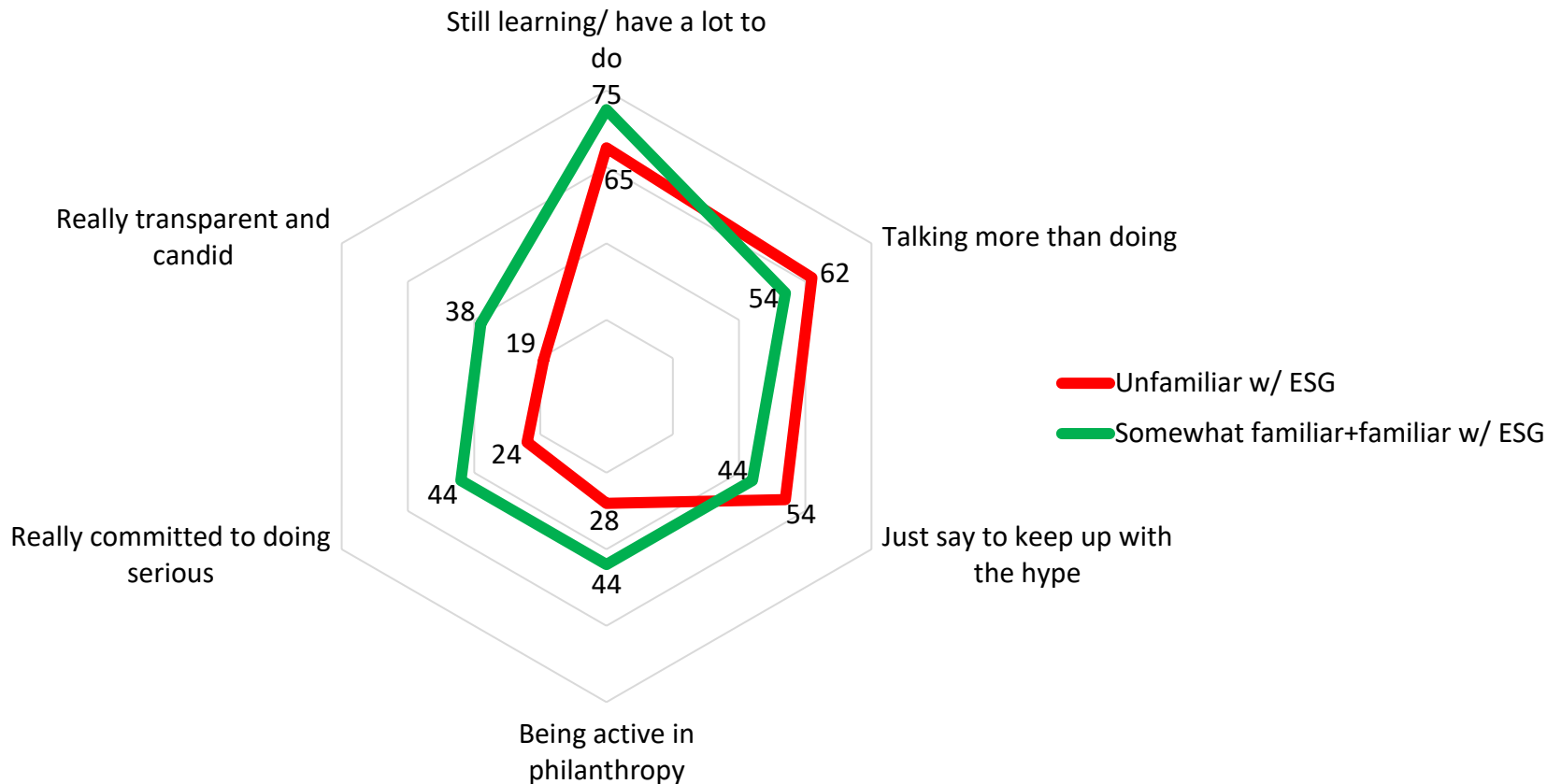
**Most
important
pillar is...**



Opinions on companies addressing ESG

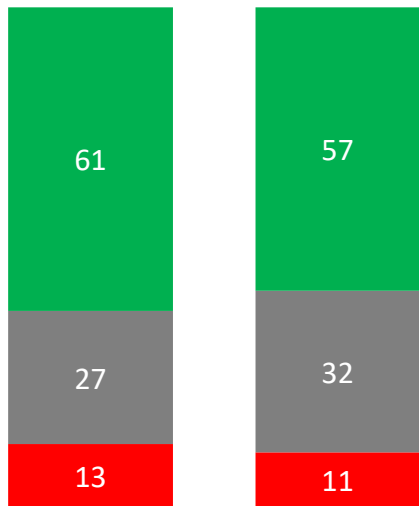


Opinions on companies addressing ESG



Probability of buying products/services from a company involved in ESG

Unlikely No importance Likely

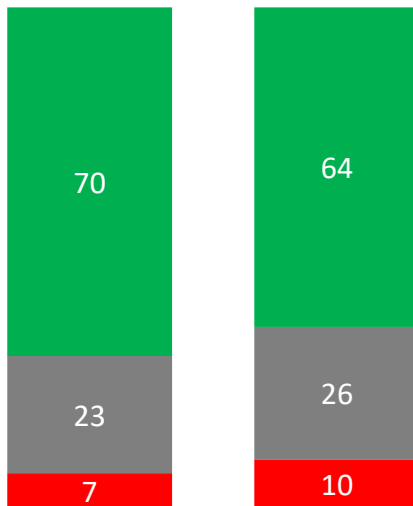


Romania

Europe

Importance of environmental issues when purchasing

Unimportant Neither Important

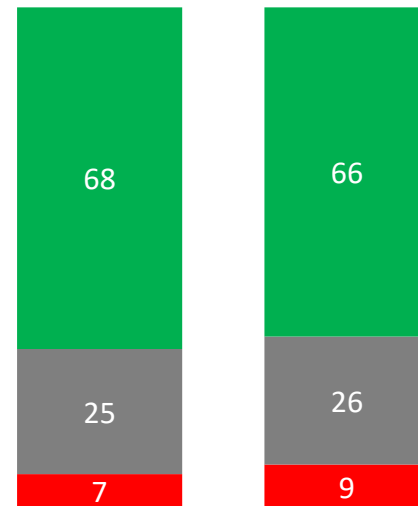


Romania

Europe

Importance of social issues when purchasing

Unimportant Neither Important



Romania

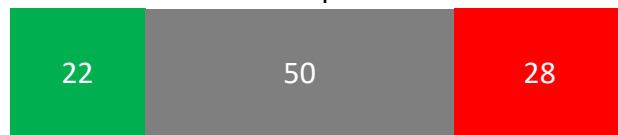
Europe

ESG influence on pricing

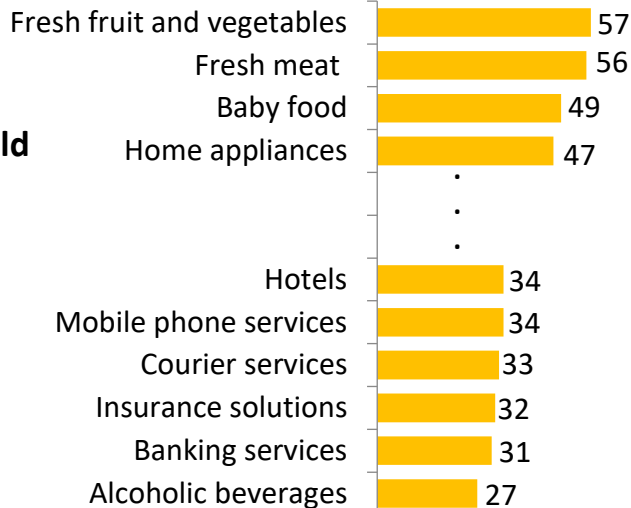
Willingness to pay a higher price for ESG related products

Romania

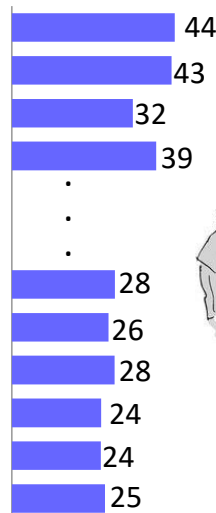
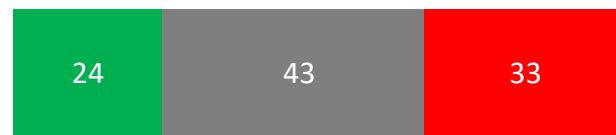
■ Yes ■ It depends ■ No



Products they would pay more for



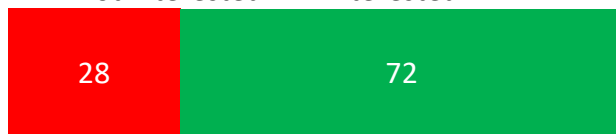
Europe



**Interest in accessing
data about
companies ESG
efforts**

Romania

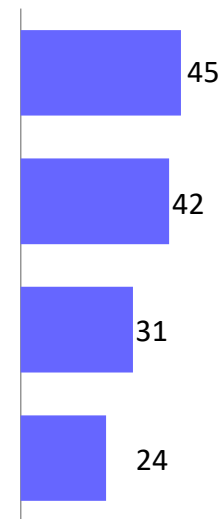
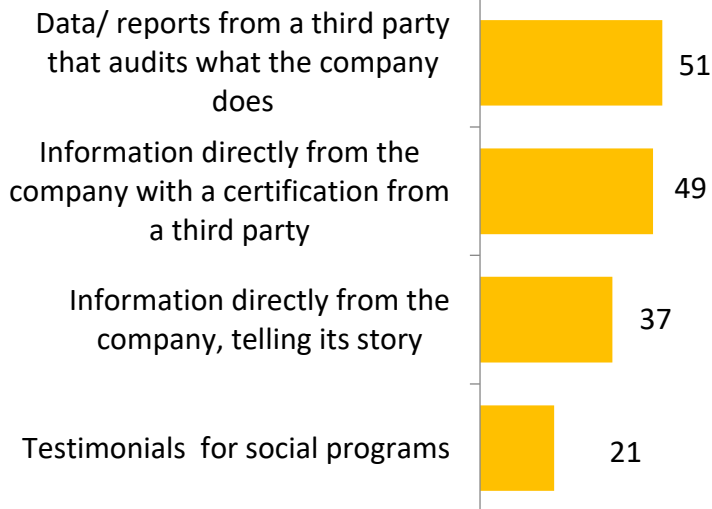
■ Not interested ■ Interested



Europe

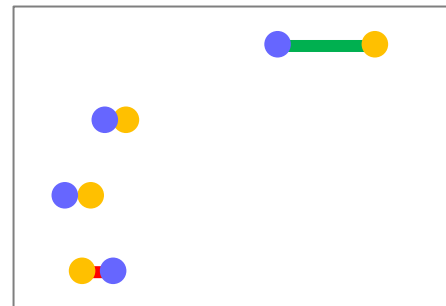
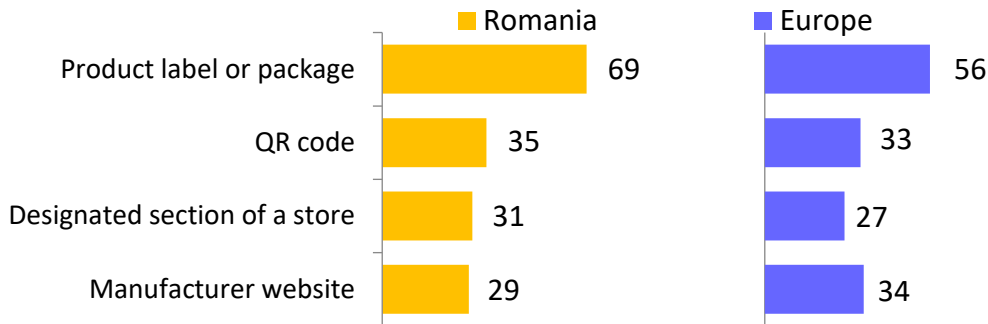


**Preferring to learn
about companies ESG
efforts from**

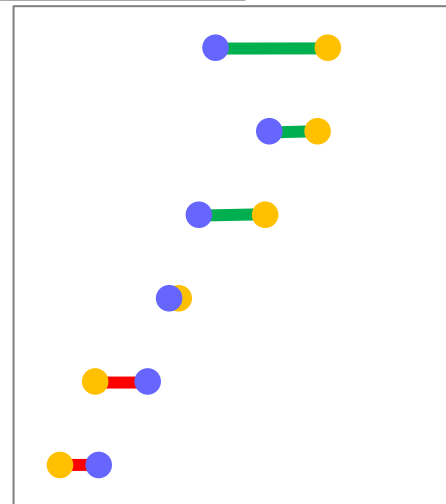
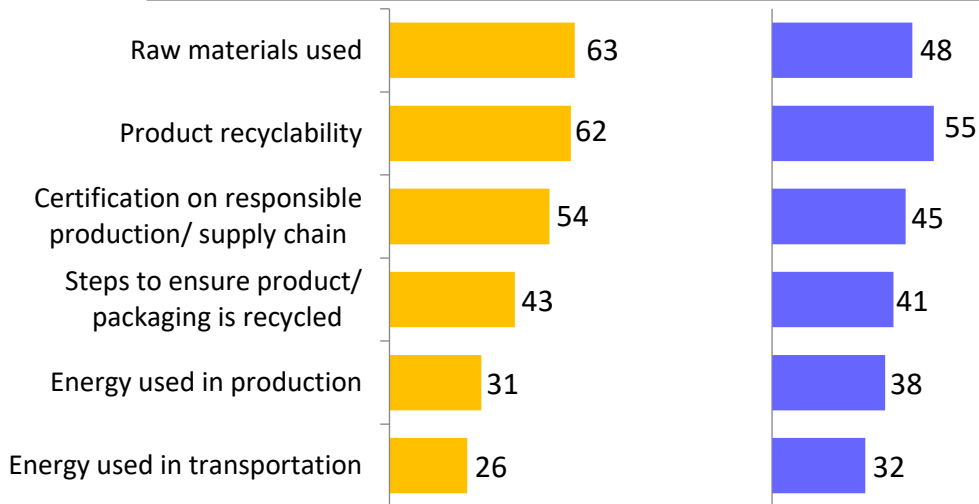


Info on environmental impact

How a product should present its environmental impact



Info about products' environmental impact they are interested in



Thank you!