

DID YOU KNOW? ESG

Ipsos' new ESG Segmentation highlights opportunities with different consumers



ESSENTIALS
SYNDICATED

February 2024

Ipsos is debuting a new way to better understand citizens' attitudes and behaviors related to the three ESG pillars: Environmental, Social, and Governance.

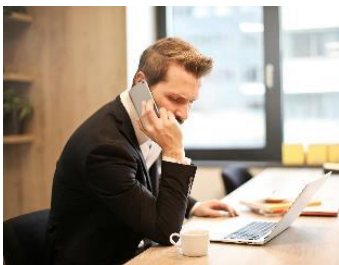
MEET IPSOS' ESG SEGMENTS...



"I am not the one to save the world"



"I will do enough to not be called out"



"I'm focused on proven ESG solutions that fit into my busy lifestyle"



"I'm pragmatic about the contributions I'm willing to make"



"It is upon me to accelerate change and wake up the world"

Disengaged

20%

Complying

21%

Discerning

20%

Willing

16%

Active

23%

LESS ACTIVE

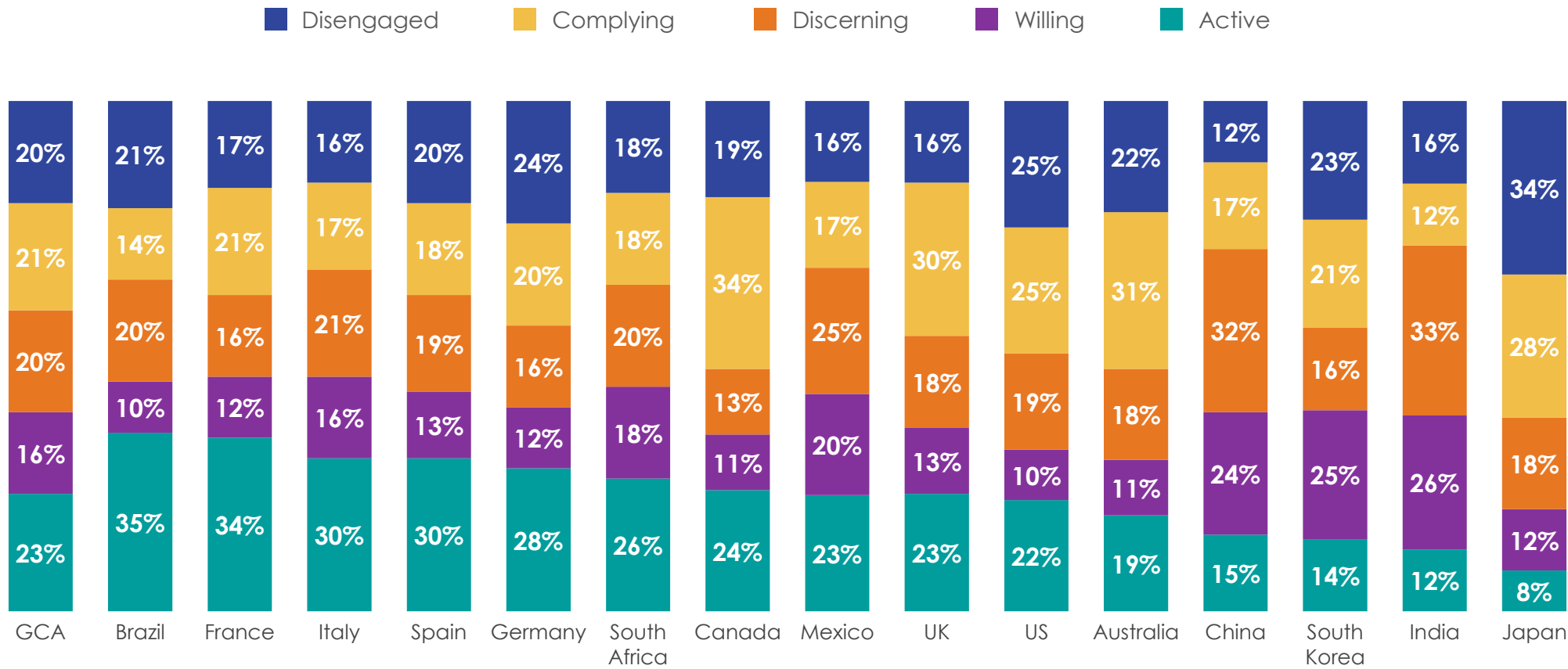


MORE ACTIVE

A typing tool (to allow recruitment to these segments) will be available for clients who want to incorporate our ESG Segments into their custom research projects with Ipsos.

Brazil and France have the highest proportion of ESG Activists, while Japan and India have the fewest

ESG SEGMENTS BY COUNTRY



"GCA" = Global Country Average (reflects the average result for the 15 countries where the survey was conducted)

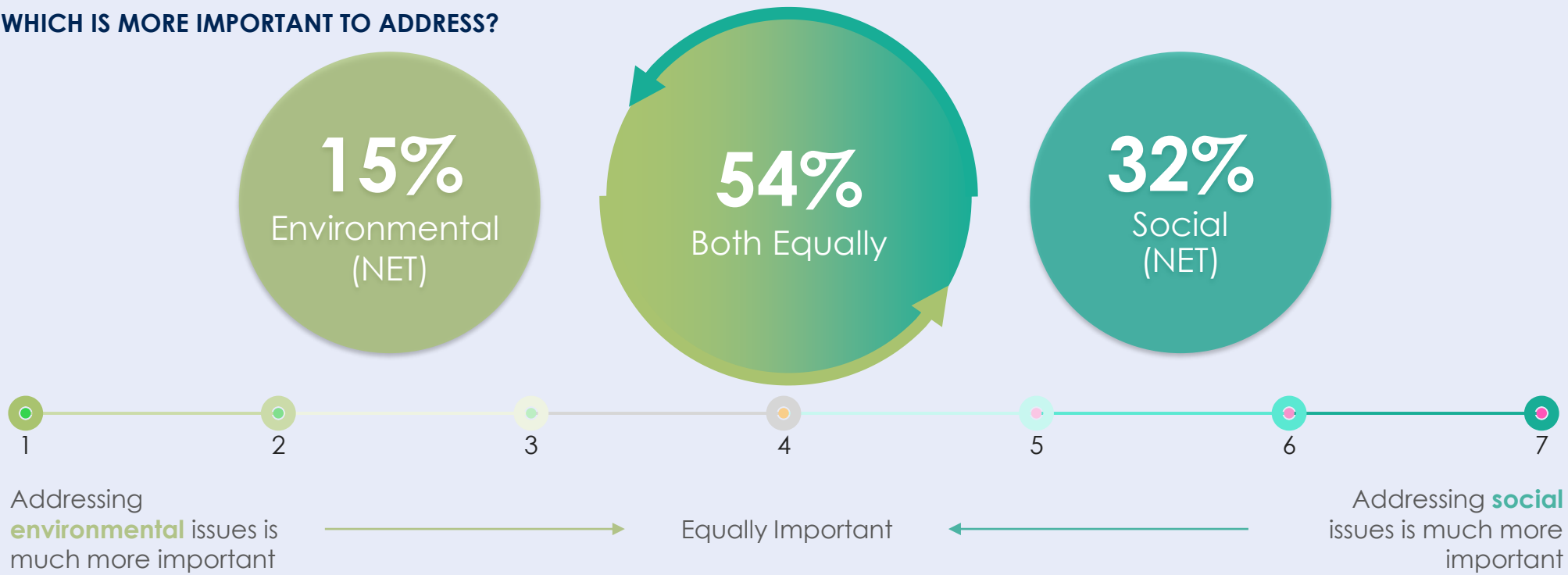
Introducing the Sustainable Brands Nine Sustainable Behaviors™

Ipsos, in collaboration with Sustainable Brands, is monitoring consumer attitudes and actions around sustainability. Earlier research has identified the SB Nine Sustainable Behaviors™ that consumers and brands can take together to have the greatest positive impact on people, planet and society.

ADDRESS CLIMATE CRISIS		PRESERVE RESOURCES FOR LIFE		FOSTER RESILIENT SOCIETIES	
	EAT MORE PLANTS		REDUCE FOOD & WATER WASTE		SUPPORT WOMEN & GIRLS
Moderate meat consumption and eat mostly plant-based foods.		Use only what you need and find ways to reduce water and food waste		Support causes and products that support women and girls, that includes purchasing from women-owned businesses.	
	BE ENERGY SMART		GO CIRCULAR		EXPAND EQUITY & OPPORTUNITY
Conserve energy and use renewable energy sources where possible.		Choose products made with recycled content and recycle, rent, share and buy used over new products.		Support brands offering inclusive and equitable products, policies and practices.	
	THINK DURABLE		CHOOSE NATURE-FRIENDLY		SHOW UP
Purchase durable, reusable products and use fewer disposable ones.		Buy products with clean ingredients that protect habitats and biodiversity.		Actively participate in organizations, buy from companies that support sustainable living, and vote.	

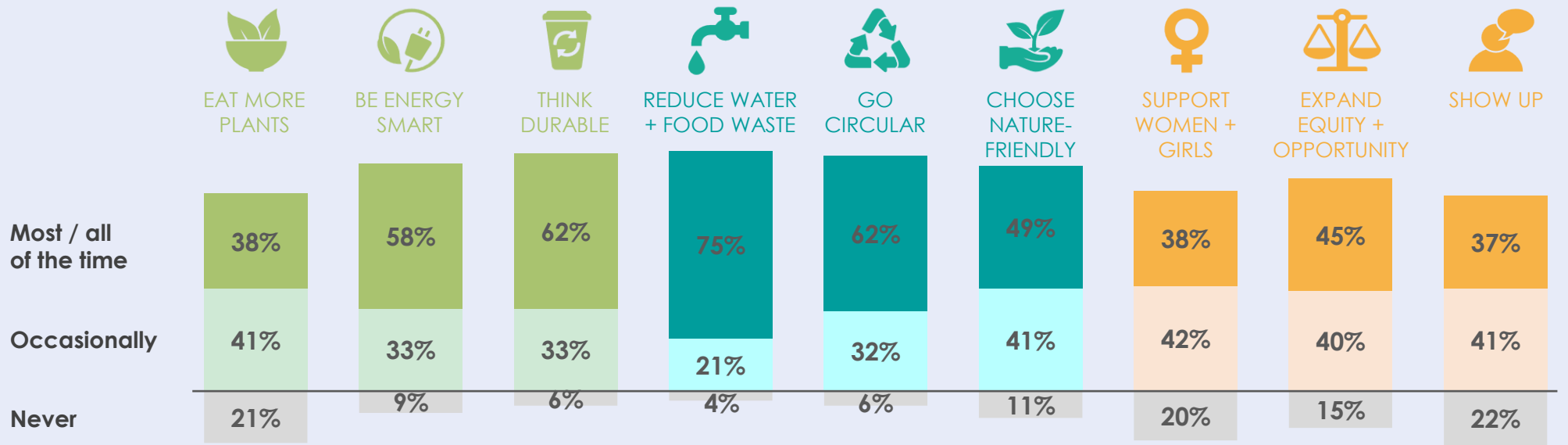
Globally, more than half of citizens grapple with prioritizing social or environmental issues, with a general tilt towards social concerns

WHICH IS MORE IMPORTANT TO ADDRESS?



Yet, the environmentally-focused behaviors are most frequently adopted; social actions are less universal

SUSTAINABLE BEHAVIOR – ACTION PAST 12 MONTHS
SUSTAINABLE BRANDS NINE SUSTAINABLE BEHAVIORS™



Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

For more insights, country detail, or subscription information, contact essentials@ipsos.com

