

Respondents are more likely than in 2009 to say complying with regulations and industry expectations is the most important aspect of ESG activities.

ESG activity ranked as most important, % of respondents¹



¹Figures do not sum to 100%, because respondents who said “other” or “don’t know” are not shown; total n = 238 in 2009 and n = 573 in 2019.

²For example, changes to purchasing or performance-management systems, or redesign of factory processes to minimize waste.

³That is, through charitable giving or philanthropy, product donations, and/or support for employee volunteering.