ESG Perk Preference Survey Report

Seowoo Kim

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Introduction:

This report presents the analysis of a survey (N=67) conducted to evaluate contributor preferences for ESG-related perks. The aim was to identify demographic and experiential factors influencing perk choices, thereby informing strategic design of engagement programs.

Data:

Variable		Counts
Age	20s	20
	30s	15
	40s	15
	50s	10
	60s +	7
Gender	Female	33
	Male	32
	Non-binary	2
Education	High School	15
	Undergraduate	30
	Graduate	22
Occupation (ESG-related)	Yes	26
	No	41
Income level	Low	24
	Medium	33
	High	10
ESG program experience	Yes	30
	No	37
Perk Preference	Financial reward	26
	Experience-based reward	25
	Eco-friendly reward	10
	Social contribution reward	6

Table1. Summary of demographic, socioeconomic, and preference characteristics of survey respondents (N=67)

The survey included 67 respondents, spanning a broad demographic and socioeconomic spectrum. In terms of age, the largest group was in their 20s (20 participants), followed by respondents in their 30s and 40s (15 each), with smaller proportions in their 50s (10) and over 60 (7). Gender distribution was nearly balanced between females (33) and males (32), with two respondents identifying as non-binary. Educational attainment varied, with 30 respondents reporting undergraduate education, 22 holding graduate-level degrees, and 15 indicating high school as their highest level of education. Occupation status revealed that 26 participants were engaged in ESG-related fields, while 41 were not. Income levels showed a concentration in the medium range (33), with 24 participants reporting low income and 10 reporting high income. Regarding ESG

experience, 30 respondents had previously participated in ESG programs, while 37 had not. Perk preferences were distributed across four categories, with financial rewards (26) and experience-based rewards (25) being the most popular. Fewer respondents selected eco-friendly rewards (10) or social contribution rewards (6), though these categories still highlight meaningful interest in sustainability and community-focused incentives.

Methods:

The analysis followed a structured data science workflow to explore, test, and model the factors influencing perk preferences.

1. Exploratory Data Analysis (EDA)

An initial EDA was performed to understand the demographic and socioeconomic characteristics of the respondents. Frequency distributions and cross-tabulations were used to examine how perk preferences varied across subgroups such as age, gender, and education. This step provided descriptive insights and guided subsequent statistical testing.

2. Chi-square Tests

Pearson's chi-square tests of independence were conducted to formally evaluate whether observed differences in perk preferences across demographic groups were statistically significant. These tests specifically assessed associations between perk preference and categorical predictors, including age group, gender, and education level.

3. Multinomial Logistic Regression

To evaluate the relative influence of multiple factors simultaneously, a multinomial logistic regression model was employed with financial rewards set as the reference category. This choice was made because financial rewards represented the most common preference among respondents. Predictor variables included age, gender, education, income level, occupation (ESG-related vs. non-ESG), ESG program experience, and ESG interest. The model was applied not as a predictive tool, but as an inferential framework to identify which predictors were most strongly associated with perk preferences, reported in terms of odds ratios (ORs) and *p*-values.

Results:

1. Exploratory Data Analysis

The exploratory analysis provided an overview of perk preferences across respondents. Financial rewards (26 respondents) and experience-based rewards (25 respondents) emerged as the most common choices, while eco-friendly rewards (10 respondents) and social contribution rewards (6 respondents) were less frequently selected. This indicates that tangible and experiential benefits were broadly appealing, with smaller but notable interest in sustainability and social contribution.

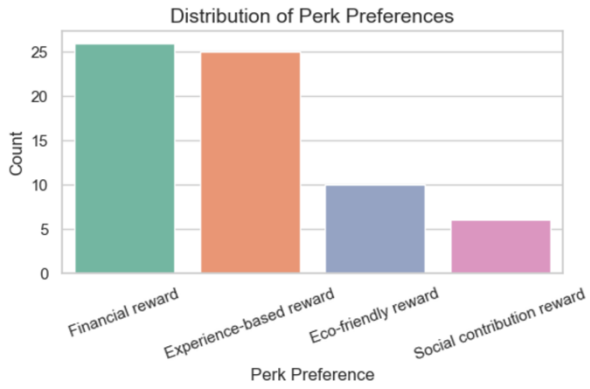

Figure 1. Distribution of perk preference

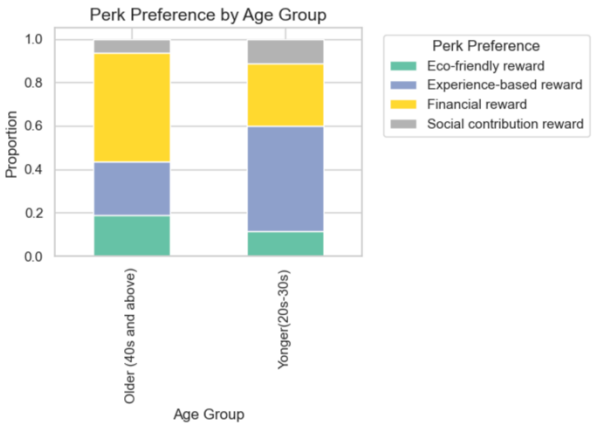

Figure 2. Perk preference by age group

Subgroup analyses revealed distinct demographic patterns. Younger respondents in their 20s and 30s were disproportionately more likely to favor experience-based rewards, whereas older respondents (40s and above) leaned toward financial rewards. Gender differences were modest: females were almost evenly split between financial and experiential perks, while males exhibited slightly greater diversity by selecting social contribution rewards. Education also showed a subtle trend, with undergraduates preferring experiential rewards and graduate respondents leaning toward financial incentives.

2. Chi-square test

Chi-square tests were conducted to assess whether the descriptive differences across subgroups were statistically significant. None of the associations reached statistical significance:

- Age and perk preference ($\chi^2 = 5.568$, df = 3, $p = 0.135$)
- Gender and perk preference ($\chi^2 = 7.724$, df = 6, $p = 0.259$)
- Education and perk preference ($\chi^2 = 7.415$, df = 6, $p = 0.284$)
- ESG interest and perk preference ($\chi^2 = 5.309$, df = 6, $p = 0.505$)

These results indicate that while visual patterns were evident in the EDA, they were not statistically robust. In particular, age-related trends toward financial versus experiential rewards did not achieve significance in the chi-square tests.

3. Multinomial Logistic Regression

A multinomial logistic regression was conducted with financial rewards as the reference category. The model identified two significant predictors of perk preference:

- Age (20s–30s)**:** Respondents in younger age groups had significantly higher odds of preferring experience-based rewards relative to financial rewards (Odds Ratio ≈ 4.3, p = 0.039).
- ESG program experience: Respondents with prior ESG program experience were significantly less likely to prefer experience-based rewards (p = 0.047).

Other predictors, including gender, education, and income level, did not show significant associations with perk preference.

Conclusion:

The survey demonstrated that perk preferences among contributors are not homogeneous but vary according to demographic and experiential factors. Financial and experience-based rewards dominate overall, but younger respondents clearly lean toward experiences, while older respondents show a stronger preference for financial incentives. Additionally, ESG program experience plays an unexpected role, reducing preference for experiential rewards. These findings suggest that tailoring perk structures to the characteristics of target groups can improve engagement and satisfaction. Offering flexible combinations of financial and experiential benefits, while maintaining eco-friendly and social options for niche appeal, represents a balanced strategy that aligns with both contributor motivation and ESG principles.