

# Advil

In your opinion, which of the following is the most important area that brands should focus on?



Social Responsibility Score



## United States

Caring about their customers	16%
Doing the right thing	15%
Acting with transparency & honesty	12%
Reducing plastic & managing waste	12%
Caring about my health & wellbeing	10%
Reducing emissions & climate change	7%
Respecting & protecting natural resources	6%
Protecting wildlife & ecosystems	5%
None of these	4%
Being an inclusive, fair employer	4%
Giving to charity & helping others	3%
Supporting education & employment progr..	2%
Contributing to community projects	2%
Taking care of supplier welfare	1%

## Food and Grocery Brands

Caring about their customers	16%
Doing the right thing	15%
Acting with transparency & honesty	12%
Reducing plastic & managing waste	12%
Caring about my health & wellbeing	10%

## Advil

Caring about their customers	16%
Doing the right thing	15%
Acting with transparency & honesty	13%
Reducing plastic & managing waste	11%
Caring about my health & wellbeing	10%

## Health/Medicines

Caring about their customers	16%
Doing the right thing	15%
Acting with transparency & honesty	12%
Reducing plastic & managing waste	11%
Caring about my health & wellbeing	11%

## HBB

Caring about their customers	16%
Doing the right thing	15%
Acting with transparency & honesty	12%
Reducing plastic & managing waste	12%
Caring about my health & wellbeing	10%