

July 2021: ESG Brand Perception Index Insights

Behind the scenes of the ANA Swayable Brand Perception Index, Swayable has surveyed almost 80,000 US consumers since April to find out what they really think about 400+ top US brand's ESG performance.

This month, we are taking a closer look at the industry that has been vital during the pandemic, with brands ranging from developing vaccines to providing medical treatment: Healthcare.

The top ranked brands on ESG overall were treatment centers and hospitals like the **Mayo Clinic (#1)** and **Cancer Treatment Centers of America (#2)**. Vaccine manufacturers **Moderna (#3)** and **Pfizer (#4)** also made it to the top five, alongside pharmaceutical giant **Bayer (#5)**.

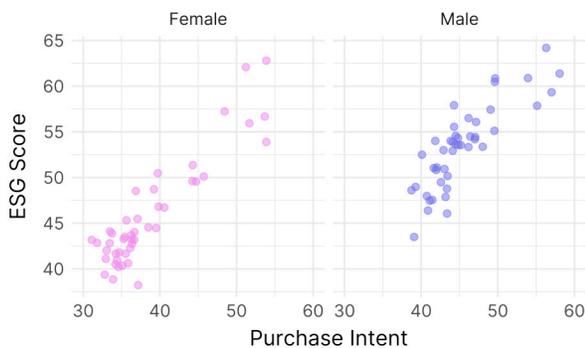
	E	S	G
FMCG	60	64	58
RETAIL	59	63	57
MEDIA	55	58	51
TRAVEL	53	56	51
HEALTHCARE	49	51	43
INSURANCE	49	51	43
FINANCIAL	47	49	43

Median Scores

Respondents were least familiar with brands in the healthcare vertical compared to the other six analyzed, and the industry ranked fourth on median ESG scores, with environmental and social scores higher than governance.

ESG scores are positively correlated with both purchase intent and brand awareness, so some of the lower ESG perceptions are likely to be caused by lower familiarity.

Vertical Insights: Healthcare



1) Men scored healthcare brands higher on ESG and purchase intent than women among the majority of respondents. Outliers were respondents over the age of 55, where gender did not seem to be an indicator of ESG perceptions, and there was very little difference in the scores reported between men and women.

2) Respondents over the age of 55 scored healthcare brands lower than those under 35. Exceptions were the top 5 brands where Bayer (#5) scored significantly higher with older respondents, displaying the largest difference in scores between the two age groups, ranking 2nd in the over 55 group and 21st in the under 35 group for Overall ESG. Bayer is known for Aspirin, the anti-inflammatory drug and blood thinner known for targeting middle-aged and older consumers.

This month we asked consumers:

“Do healthcare companies have a responsibility to have a purpose beyond profit?”

“Yes. They have a responsibility to care for the people, for the greater good of public health.”

“Yes, the responsibility should be to help patients and improve the health of our society.”

“Yes. Even though I don't feel that responsibility is being met.”

“Yes. Healthcare is a human right. While hospitals provide arguably one of the top three industries/services and employ a large percentage of the citizenry, they also create a measurable impact on a community by consuming resources, creating demand for housing (for the people who come to work as part of a community-wide health system), demand for things like food service, grocery stores, schools for children and adults, etc. Hospital systems should show good faith and long-term planning by investment in their communities”