Brand Spotlight: Amazon

Amazon has consistently ranked at the top of the retail industry, coming in first this month with impressive scores.

While ESG scores for Amazon are high across demographic segments, significant differences in scores within the breakdowns were reported. The highest ESG scores were contributed by young people in the under 35 age segment, women, and respondents in the south.

We asked respondents if they agreed or disagreed with the following statement, "Amazon has a positive impact on society and the environment".

The majority of respondents had positive sentiments, agreeing with the statement and cited Amazon's environmental efforts as well as good pay and benefits for employees.

We also asked respondents what they thought all retail companies should be doing to have a positive impact in their communities:

- "Get to know the communities, people, and environmental factors in all areas and adapt to the individual community needs."  
  Female, 48, Latah County, Idaho

- "Pay fair wages. Have diversity."
  Female, 57, Woodruff County, Arkansas

- "They need to connect with the people around them."
  Male, 36, Denver, Colorado

- "Be conscious of their impact on the environment."
  Female, 73, Delaware County, Pennsylvania

- "Hire all types of people, even convicted felons."
  Female, 32, Austin, Texas