

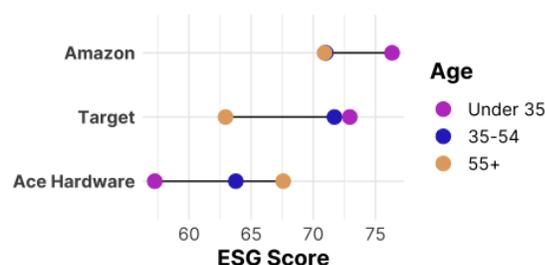
October 2021 Industry Insights: Retail

Behind the scenes of the ANA Swayable Brand Perception Index, Swayable has surveyed over 100,000 US consumers since April to find out what they really think about 400+ top US brand's ESG performance.

swayable.com

The retail industry has reliably stayed in the top two since June, reporting some of the highest ESG perception scores across the Index.

Respondents that scored retail brands the highest tended to fall into the following demographic segments: under 35 years old, live in the suburbs, and identify as Black. Younger respondents generally scored retail brands higher on ESG than respondents over 55. A notable exception to this being Ace Hardware which came in fifth place for respondents over 55, but failed to make the top 10 in the other two age segments.



Men and women displayed a strong difference in opinions when it came to retail brands.

Women scored retail brands higher on average, but when filtering by gender and urbanization, men in cities scored retail brands the highest out of all combinations. A wider distribution of ESG scores were seen amongst men, while women remained more aligned in their scoring.

Women

1	Amazon	63.5
2	Dollar Tree	63.4
3	Walgreens	62.6
4	Home Depot	61.8

Men

1	Target	62.7
2	CVS Health	59.9
3	Krogers	59.9
4	Dick's	59.6

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