

Reputation Pulse

Health, Sustainability
and Reputation

March 2023

About the Reputation Pulse

Our Reputation Pulse is a periodic 5-minute online survey of 1000 nationally representative US adults consisting of topical questions.

We offer our clients the opportunity to send us one question to be included **free of charge**. We provide our clients with our analysis resulting in topline results of our questions, and the topline of their own question. We also provide data tables with standard segmentations to allow our clients to dig further into the data for their own analysis. We do not share the results of client's questions with other clients.

This wave was focused on International Day of Zero Waste (March 30th) and World Health Day (April 7th).

To promote the research, Reputation Leaders will publish a press release of the survey research results on International Day of Zero Waste (March 30th) and World Health Day (April 7th) where they can be included in a wider media conversation and receive higher engagement.

Upcoming 2023 Days for Thought Leadership focus

30-Mar International Day of Zero Waste

7-Apr World Health Day

21-Apr World Creativity and Innovation Day

22-Apr International Mother Earth Day

28-Apr World Day for Safety and Health at Work

17-May World Telecommunication and Information Society Day

21-May World Day for Cultural Diversity for Dialogue and Development

1-Jun Global Day of Parents

5-Jun World Environment Day

8-Jun World Oceans Day

21-Jun World Music Day

15-Jul World Youth Skills Day

19-Aug World Humanitarian Day

5-Sep International Day of Charity

12-Sep Dreamforce (Sept 12-14)

29-Sep World Heart Day

1-Oct National (US) Cybersecurity Awareness Month

10-Oct World Mental Health Day

11-Oct International Day of the Girl Child

17-Oct International Day for the Eradication of Poverty

31-Oct World Cities Day

13-Nov World Antibiotic Awareness Week (13-19 November)

17-Nov World Prematurity Day

20-Nov World Children's Day

30-Nov COP

1-Dec World AIDS Day

3-Dec International Day of Persons with Disabilities

10-Dec Human Rights Day

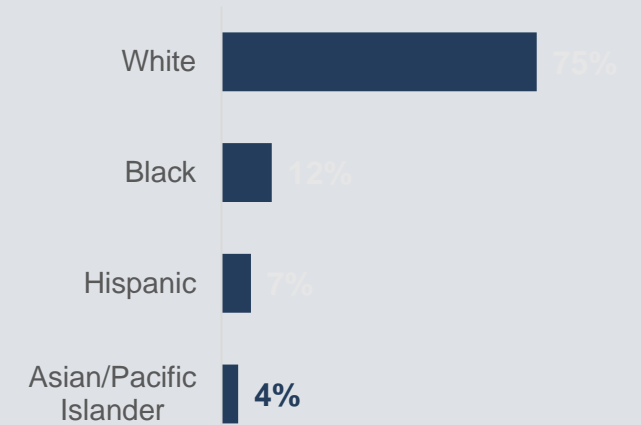
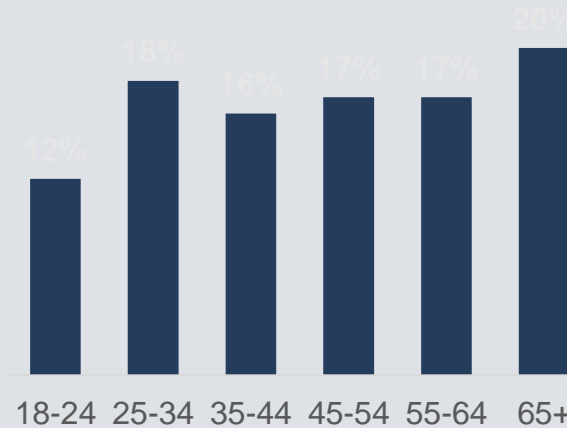
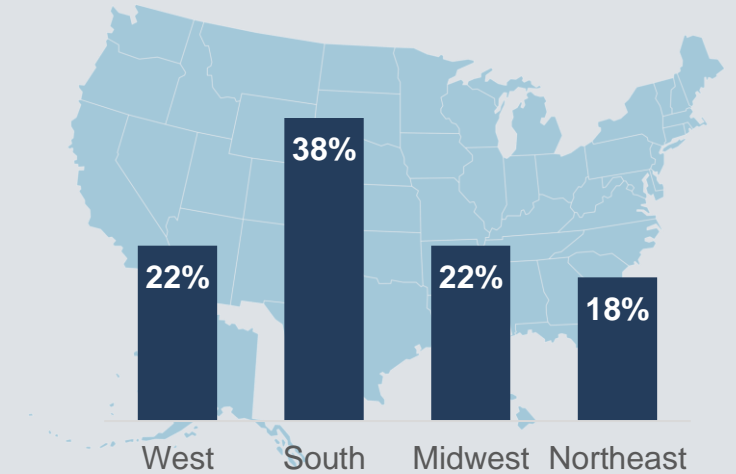
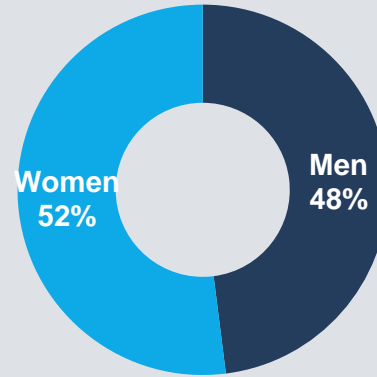


Methodology

Reputation Leaders conducted a **5-minute** online survey in March 2023 among **1,000 American adults** aged 18 and over.

The data was **weighted to match US demographics by gender, age, and region.**

The margin of error for the sample of 1,000 is +/- 3.1% at a 95% level of confidence.



*Ethnicities hidden if <1%

CONTENTS

1. About the Reputation Pulse
2. Global Health Day (April 7th)
3. International Day of Zero Waste (March 31st)





International Day of Zero Waste
March 31st 2023

Ahead of Zero Waste Day 2023, recycling is seen to be too much effort and is not prioritized by public services

Recycling is inconvenient: Even those who run a zero-waste household still find using a separate trash bin a lot of effort.

Manufacturers take note: You need to make it obvious what can be recycled and what can't. Only hardcore recyclers know exactly what to recycle, everyone else is confused.

Public sector and Government take note: Recyclers complain there isn't enough support, their city doesn't care, recycling centers aren't local and there is no collection service.

US Consumer Recyclers are losing faith:

- Dedicated recyclers try to convince others but in vain.
- Skeptics feel like their recycling efforts wouldn't change anything, so they discard everything.
- Fake news? Some hear their recycling ends up as trash anyway.

Reputation Leaders Perspective

If organizations and governments don't care, why should the public?



Organizations, cities and governments need to make recycling easier



Transparency: the public needs evidence that their recycling is being recycled



People need to believe that their recycling bin matters.

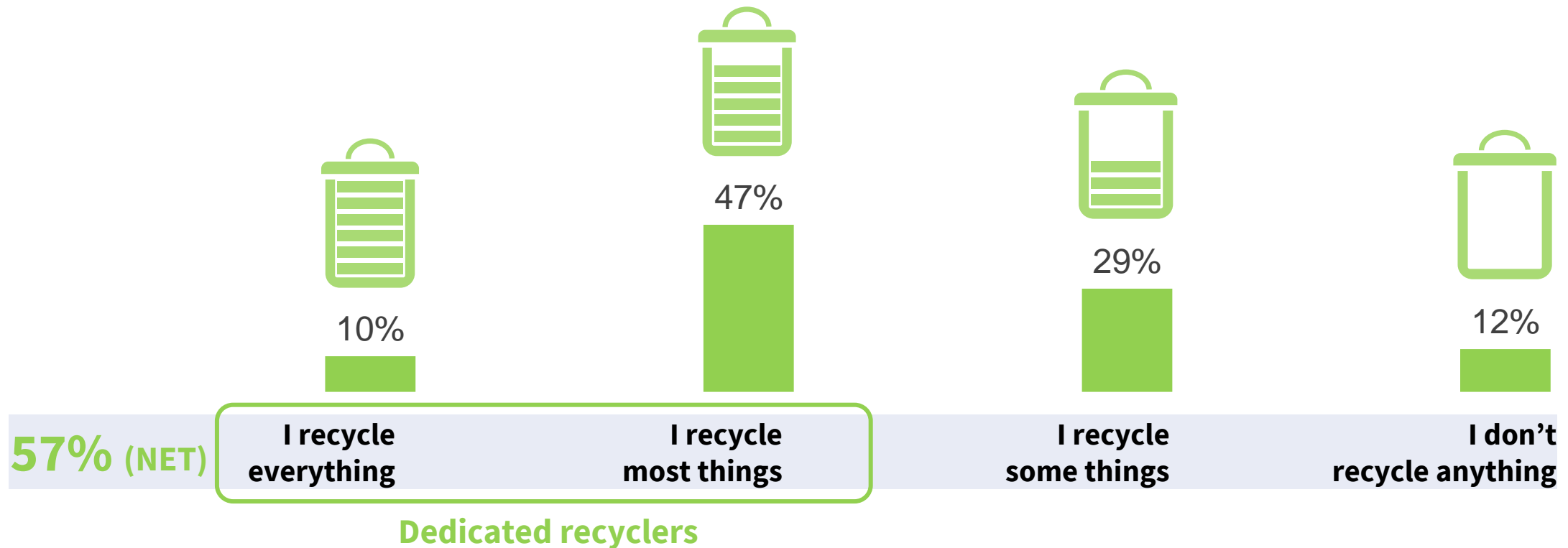
Recycling is still too inconvenient

- More than half of US adults say they recycle everything or most things, throwing away as little as possible.
- Among both recyclers and non-recyclers, the main challenge faced when reducing waste is an inconvenience.
 - Further, people need help convincing those they live with to recycle, and they need to gain knowledge about what can or should be recycled.
 - Even those who recycle everything still find using a separate bin a lot of effort.
- Notably, non-recyclers don't think that reducing their waste would change anything, and they are more likely to be influenced by people they know in their community and on social media.



Most people are recycling, more than half are dedicated recyclers.

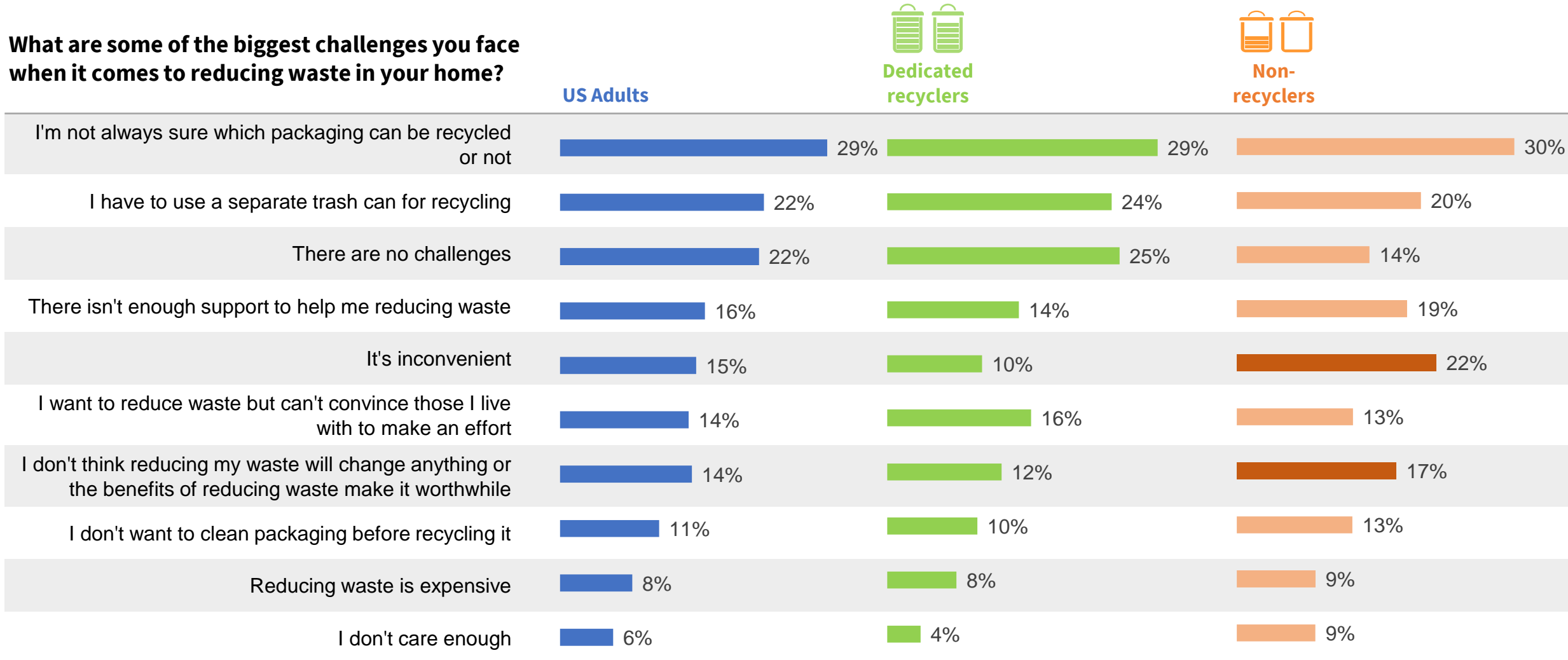
Which of these options best represents how you manage household waste?



Recycling has a reputation problem!

Americans say recycling is too hard and doesn't make any difference

What are some of the biggest challenges you face when it comes to reducing waste in your home?



Even for dedicated recyclers, using a separate trash can for recycling is still challenging, as is struggling to convince others to recycle. Non-recyclers don't think their recycling efforts would change anything.

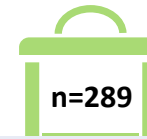
What are some of the biggest challenges you face when it comes to reducing waste in your home?, Top 3 challenges



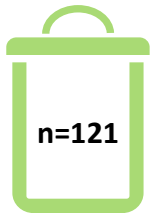
I recycle everything



I recycle most things



I recycle some things



I don't recycle anything

- 1 I want to reduce waste but can't convince those I live with
- 2 The use of a separate trash can for recycling
- 3 I have no challenges

- 1 Unsure what packaging can be recycled
- 2 I have no challenges
- 3 The use of a separate trash can for recycling

- 1 Unsure what packaging can be recycled
- 2 The use of a separate trash can for recycling
- 3 Recycling is inconvenient

- 1 Recycling is inconvenient
- 2 Don't think reducing waste will change anything
- 3 Unsure what packaging can be recycled

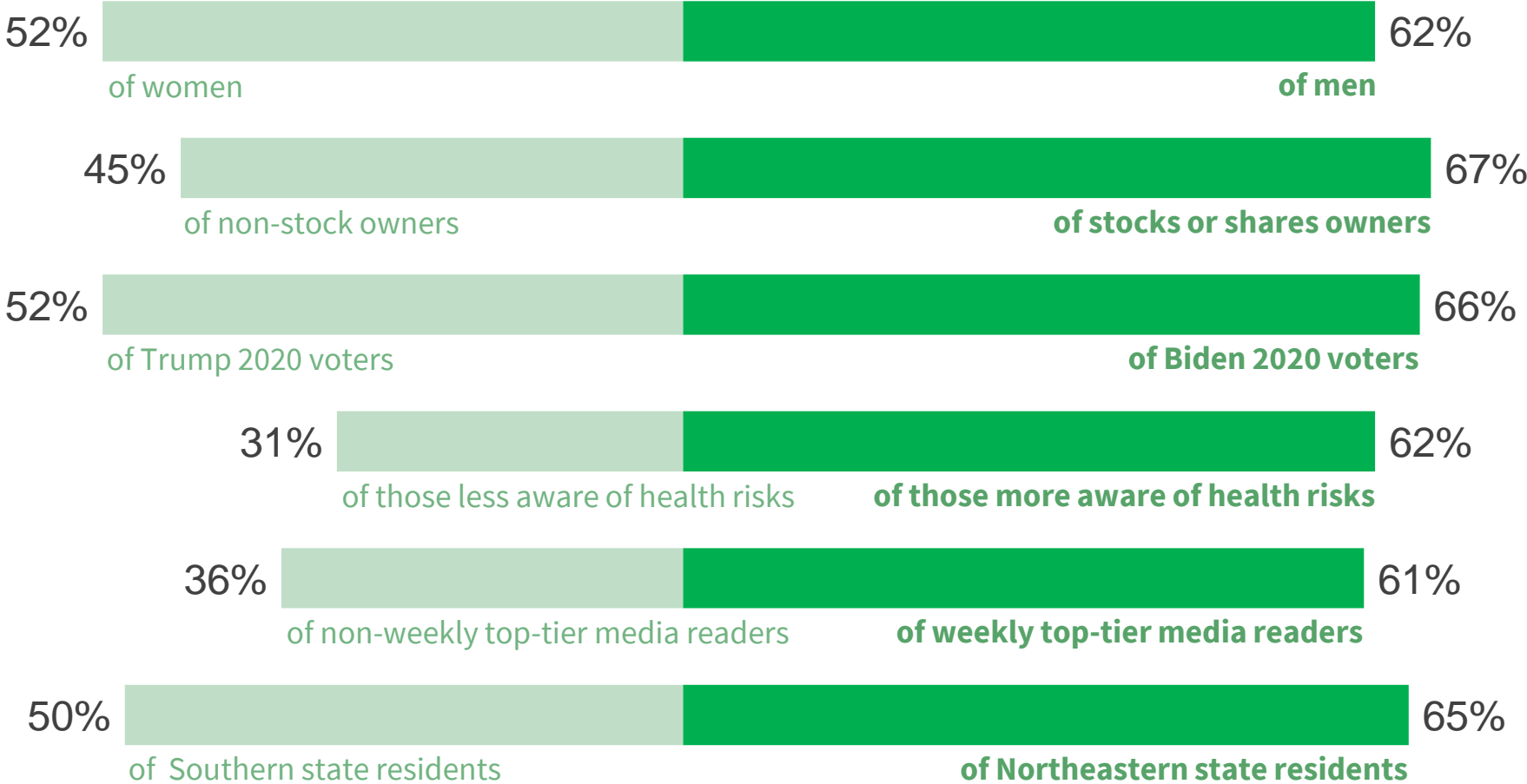
Dedicated recyclers are more likely to be men, health-conscious, avid media consumers.

What your recycling says about you...



Dedicated recyclers

What proportion of the following groups are **Dedicated Recyclers**?, %



Age has very little effect on recycling behavior, differences are mainly attitudinal

Non-recyclers much more likely to be influenced by people they know in their community and on social media

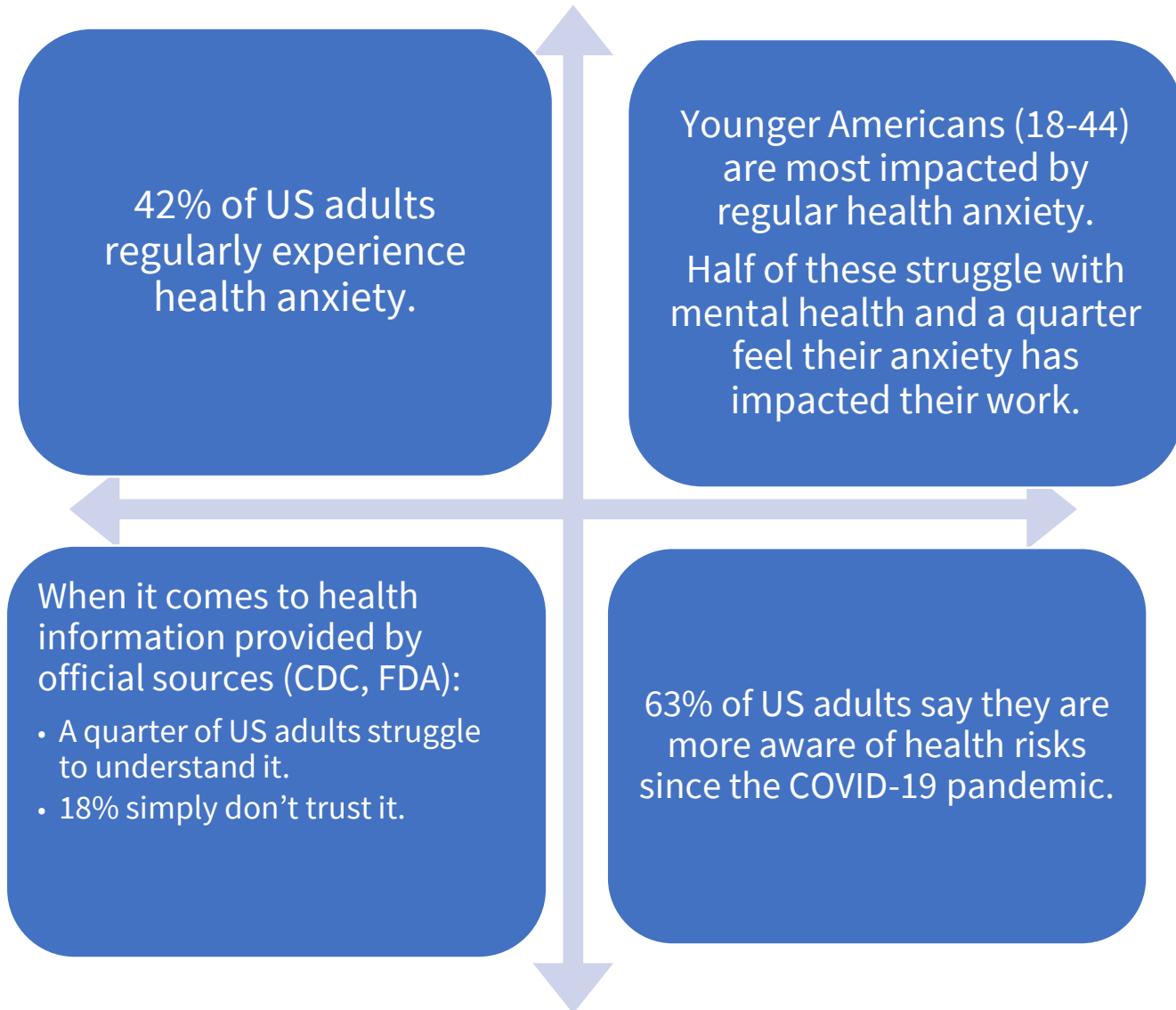
Dedicated Recyclers defined as those selecting “I recycle everything, I throw nothing away” or “I recycle most things, I throw as little away as possible” at Q12



Global Health Day

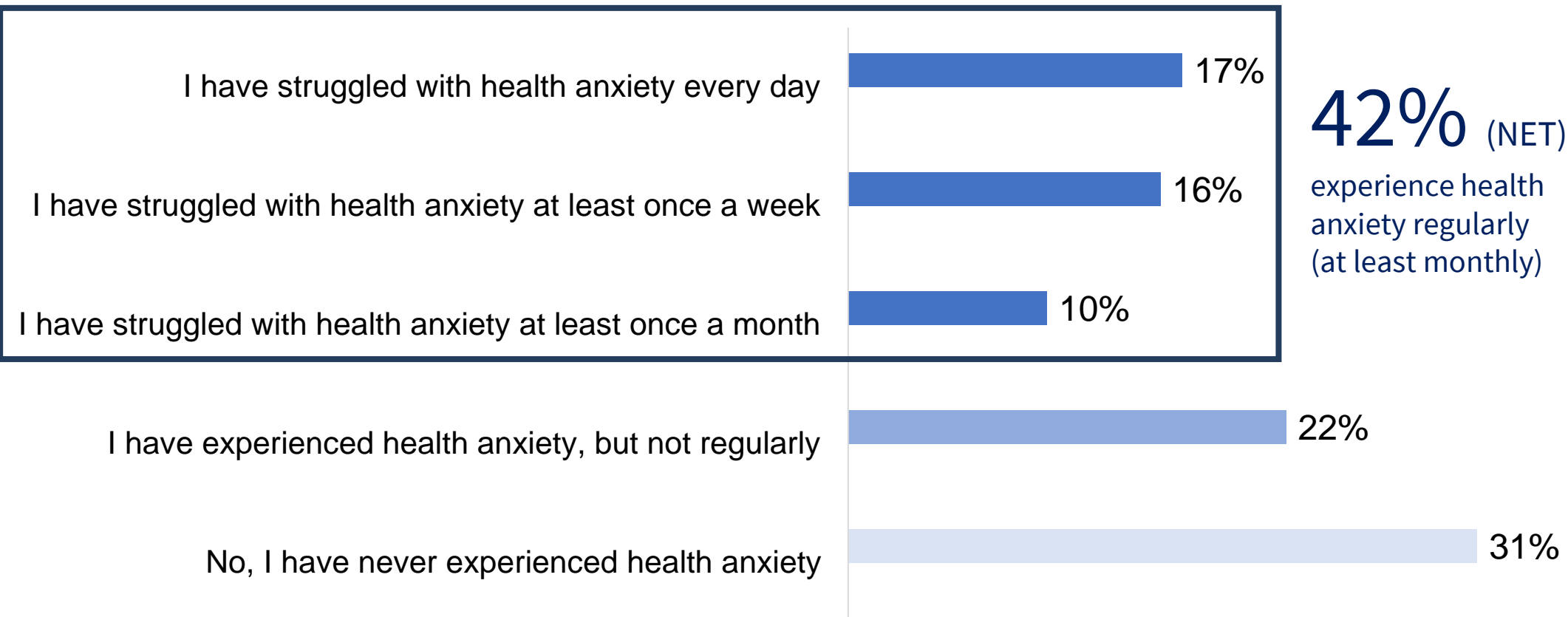
April 7th, 2023

Increasing trend of US health anxiety



Two in five Americans regularly struggle with health anxiety

Have you experienced anxiety related to your personal physical or mental health in the last 12 months?



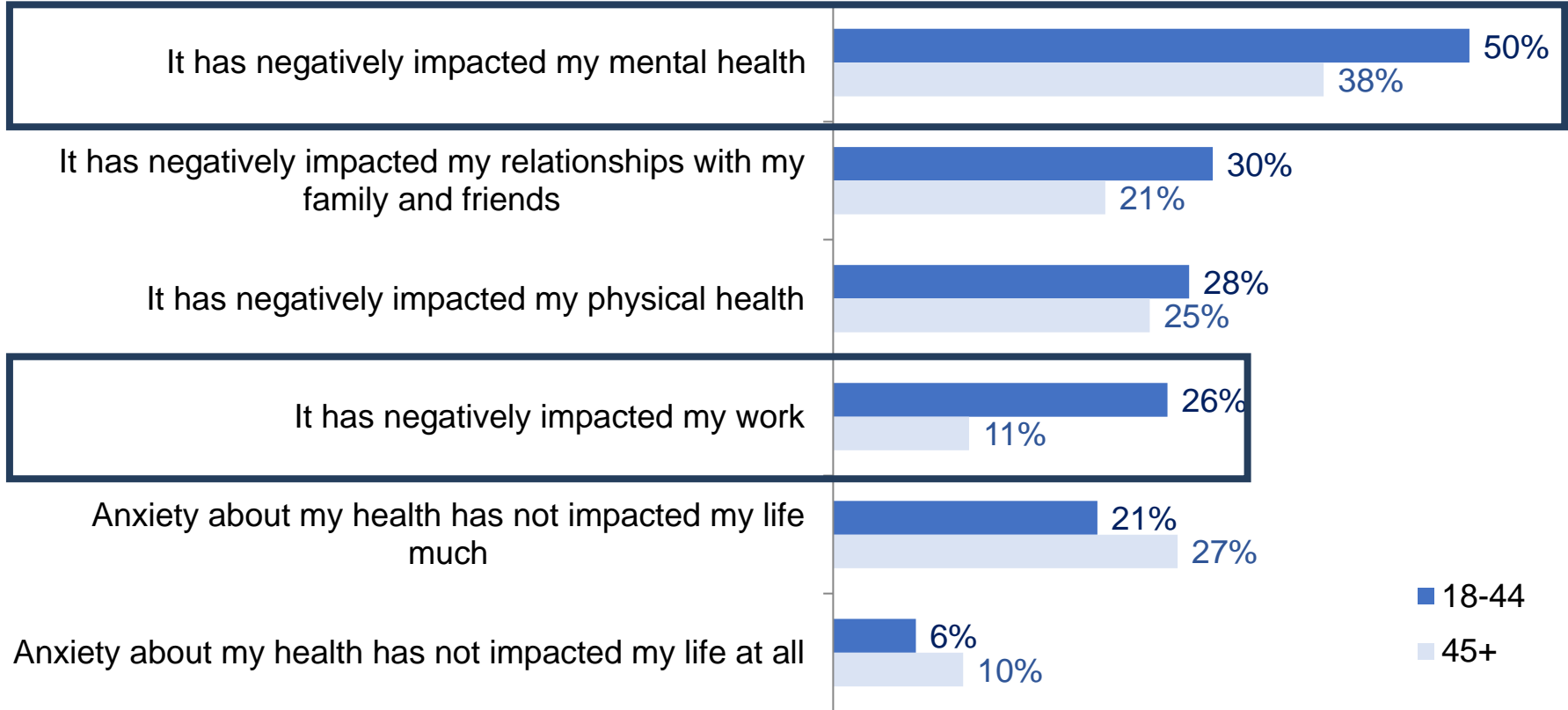
Young Americans' mental health and work is suffering due to health anxiety.

50% of 18–44-year-olds say that their mental health has been impacted.
26% feel that their anxiety has impacted their work.

Older workers are more resilient during health crises and fewer are impacted by health-related anxiety at work

Older workers can inspire and mentor younger workers to help them better manage their mental health concerns

How has anxiety about your health affected your life in the last 12 months?

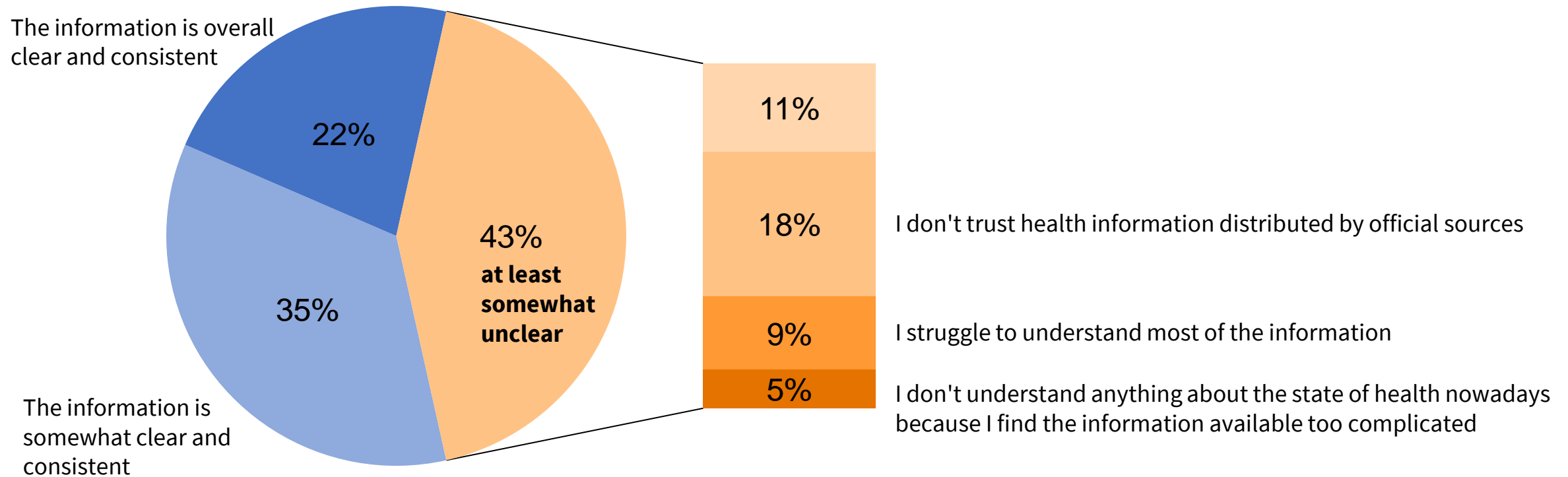


■ 18-44
■ 45+

25% struggle to understand official US health information 18% don't trust health information from official sources

Official health communications such as from the FDA or CDC, need to be clearer for many Americans.

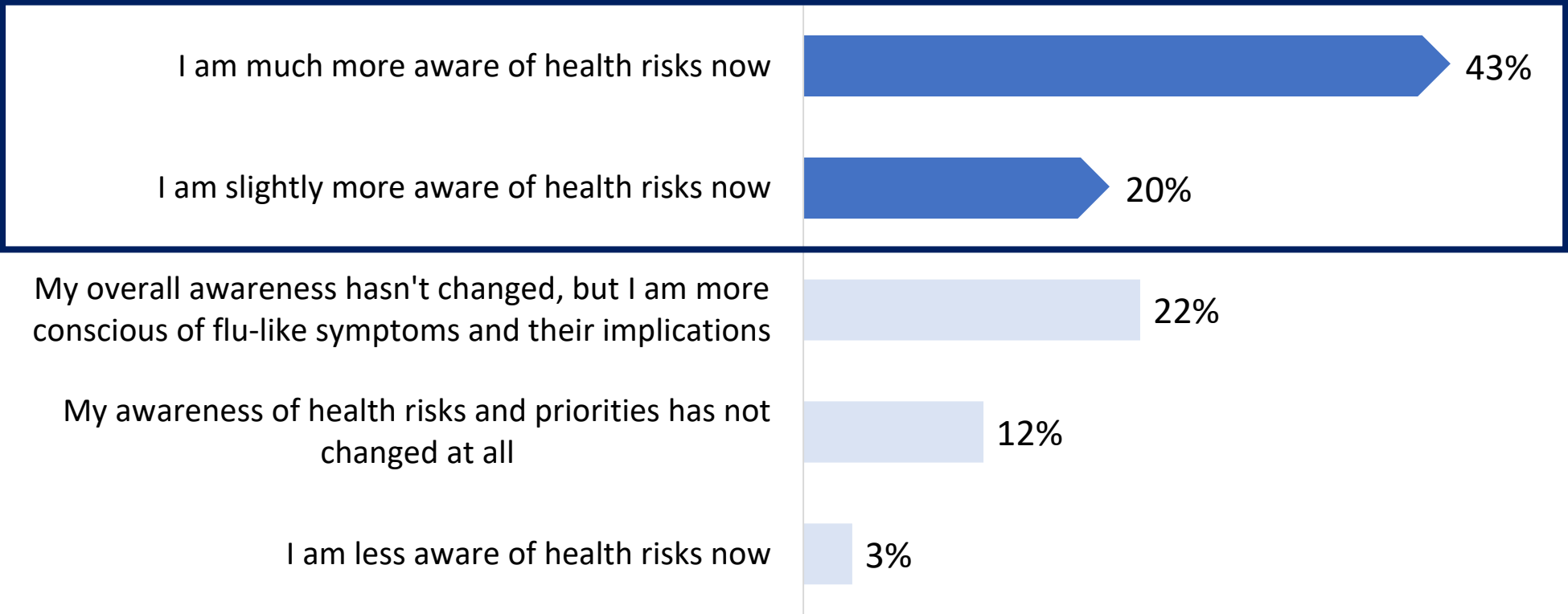
How understandable is the health information distributed by official sources like the FDA or CDC?



Global Health Day* is more important than ever: awareness of health risks has increased dramatically since the pandemic

Almost two thirds of US adults (63%) say they are more aware of health risks since the COVID-19 pandemic

How has your perception of health risks changed in the last few years following the pandemic?



63% (NET)
are more aware of health risks since COVID-19

Q7: How has your perception of health risks changed, if at all, in the last few years following the pandemic?; base n = 1001. * Global Health Day is April 7, 2023