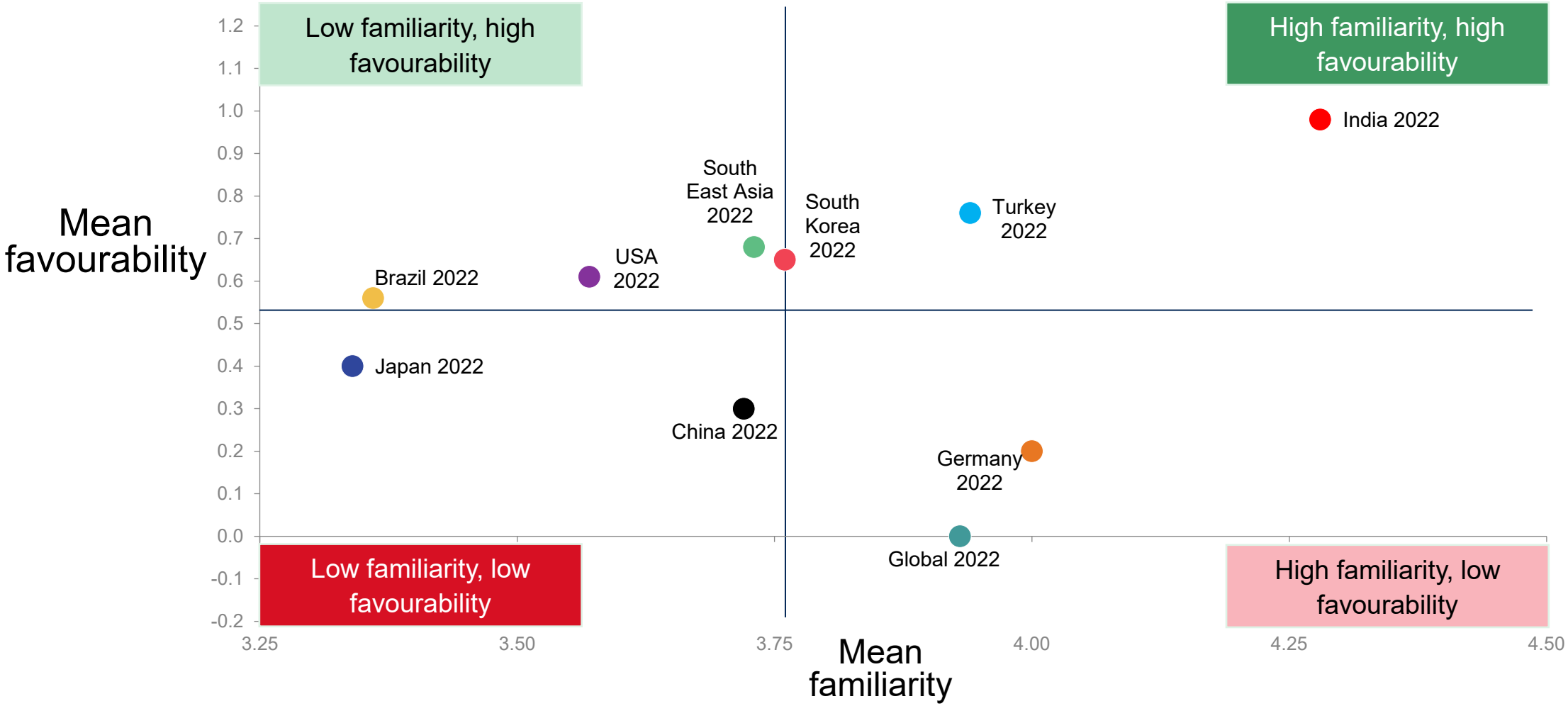
Reputation map of steel industry, by country, 2022



Base: 2022- Combined (n=486), 2022- Brazil (n=50), 2022- China (n=50), 2022- Germany (n=43), 2022- India (n=50), 2022- Japan (n=50), 2022- South Korea (n=50), 2022- Turkey (n=48), 2022- USA (n=50), South East Asia (n=60), 2022- Global (n=35)

Quadrants calculated using the mean average familiarity and favourability scores of the combined total (9 markets plus the global audience group)

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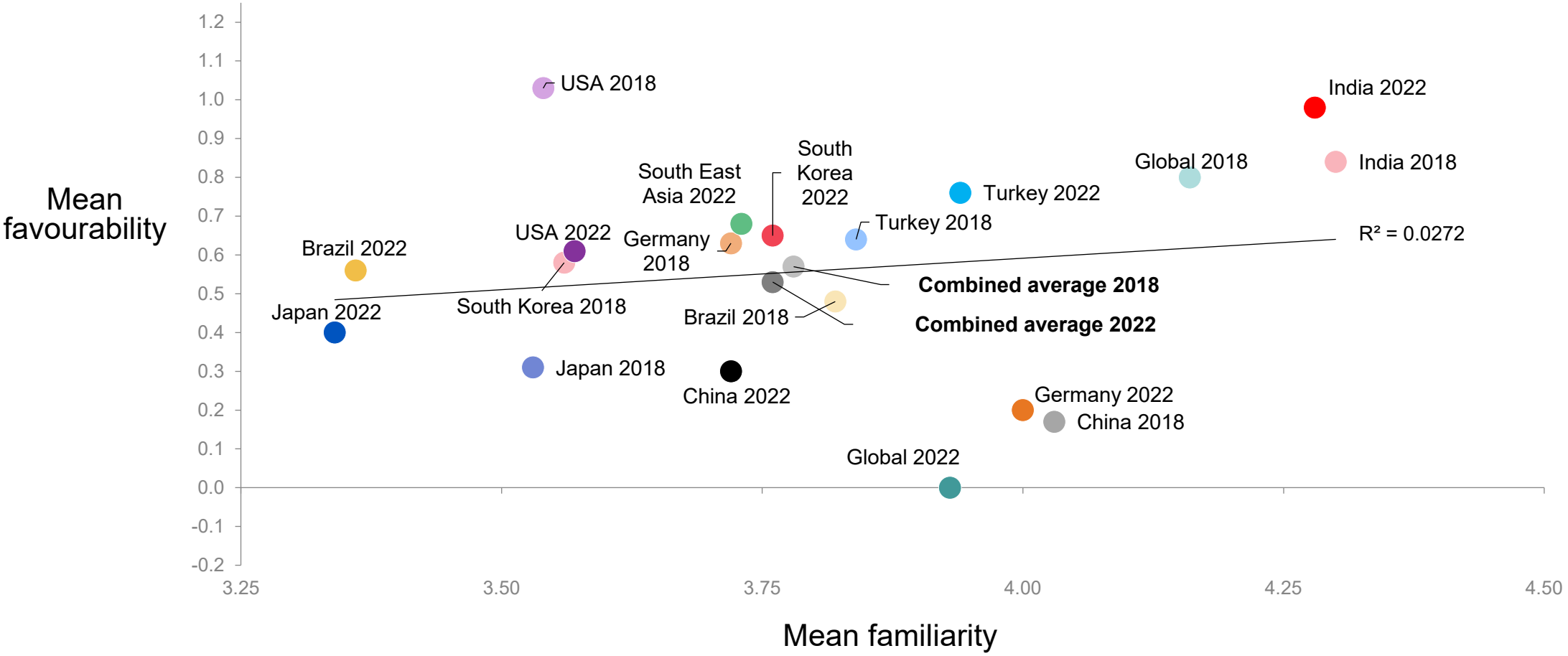
Reputation map of steel industry – year on year change by country



Base: 2022- Combined (n=486), 2018- Combined (n=523), 2022- Brazil (n=50), 2018 (n=50) 2022- China (n=50), 2018 (n=50) 2022- Germany (n=43), 2018 (n=40), 2022- India (n=50), 2018 (n=50), 2022- Japan (n=50), 2018 (n=50), 2022- South Korea (n=50), 2018 (n=50), 2022- Turkey (n=48), 2018 (n=50), 2022- USA (n=50), 2018 (n=48), South East Asia (n=60), 2022- Global (n=35), 2018- Global (n=35)

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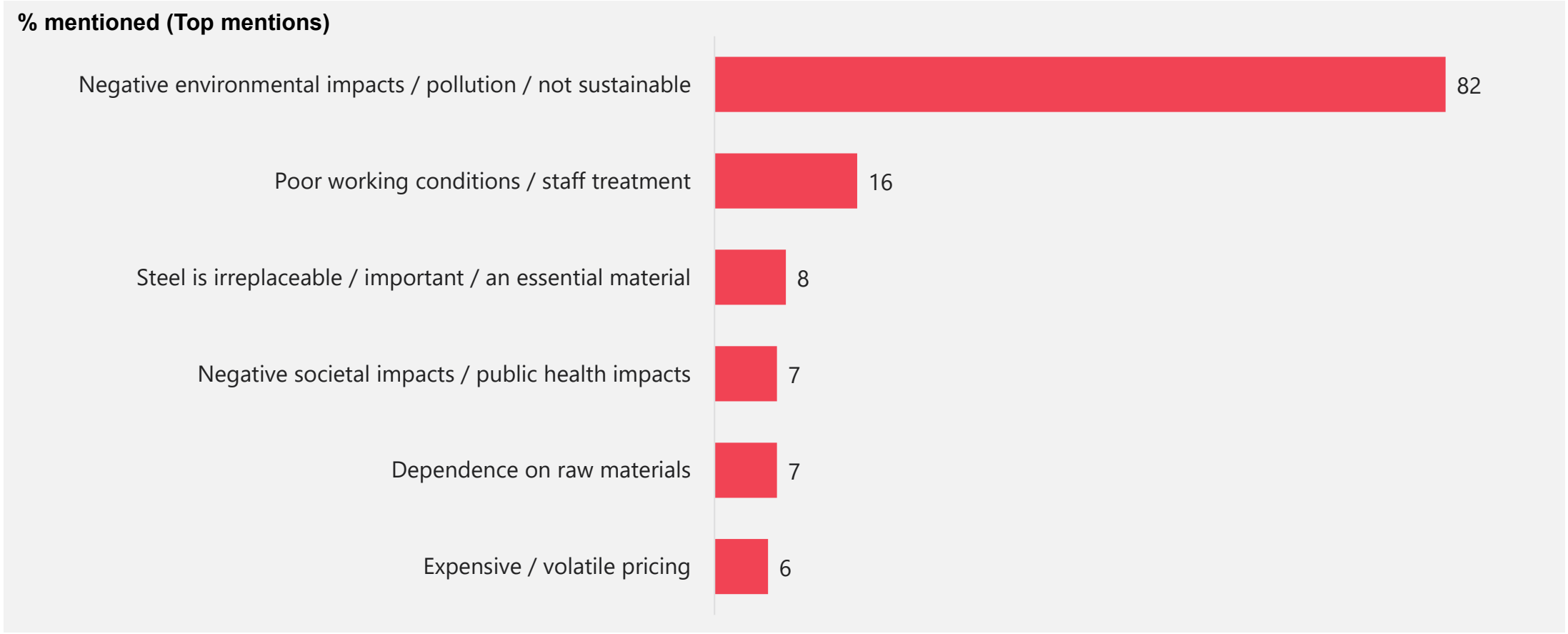
Steel's impact on the environment is the primary factor behind negative perceptions of it

You said earlier you are unfavourable towards the steel industry. Could you tell me why you feel like that?



Base: All participants who say they are unfavourable towards the steel industry (n=69)

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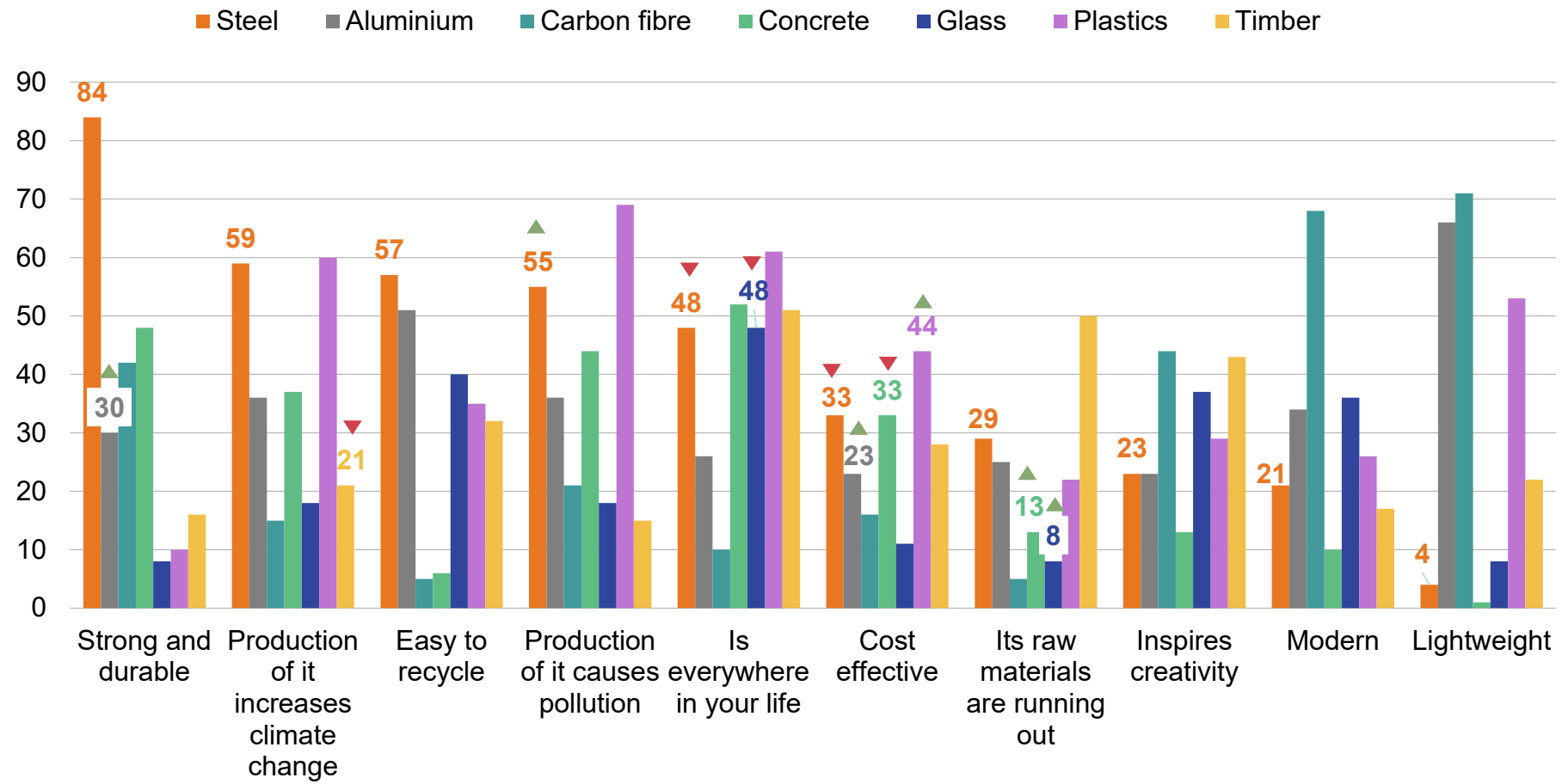
Thinking about the same list of seven materials, which of them do you most associate with each of the following qualities?

% all mentions shown



▼ ▲ Denotes significant change since 2018

Base: 2022- All participants (n=486) 2018- All participants (n=523)

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