

YouGov®

FRAMEWORK

Attitudes to brand purpose

The impact of expressing views in advertising



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Introduction

Today, brands are less afraid to take positions on social issues and are often supported by a well-publicised brand purpose or set of core brand values.

While YouGov Profiles data shows that two in five adults in Britain (39%) “like brands that are willing to get involved in social issues”, there is a sizeable portion of consumers who are either ambivalent to the notion or downright against it.

As a result, brand engagement in social issues has the potential to build brand equity, but also comes with the risk of turning some consumers off altogether.

Our new YouGov framework equips marketers and advertisers with data that helps them understand the risks and rewards of getting involved in social issues and where their consumers stand in terms of brand purpose.

The framework, which draws on data from YouGov Profiles, segments British consumers into different categories based on whether they are receptive to the idea of brand purpose generally and whether brand statements on social issues influence their purchase decisions.

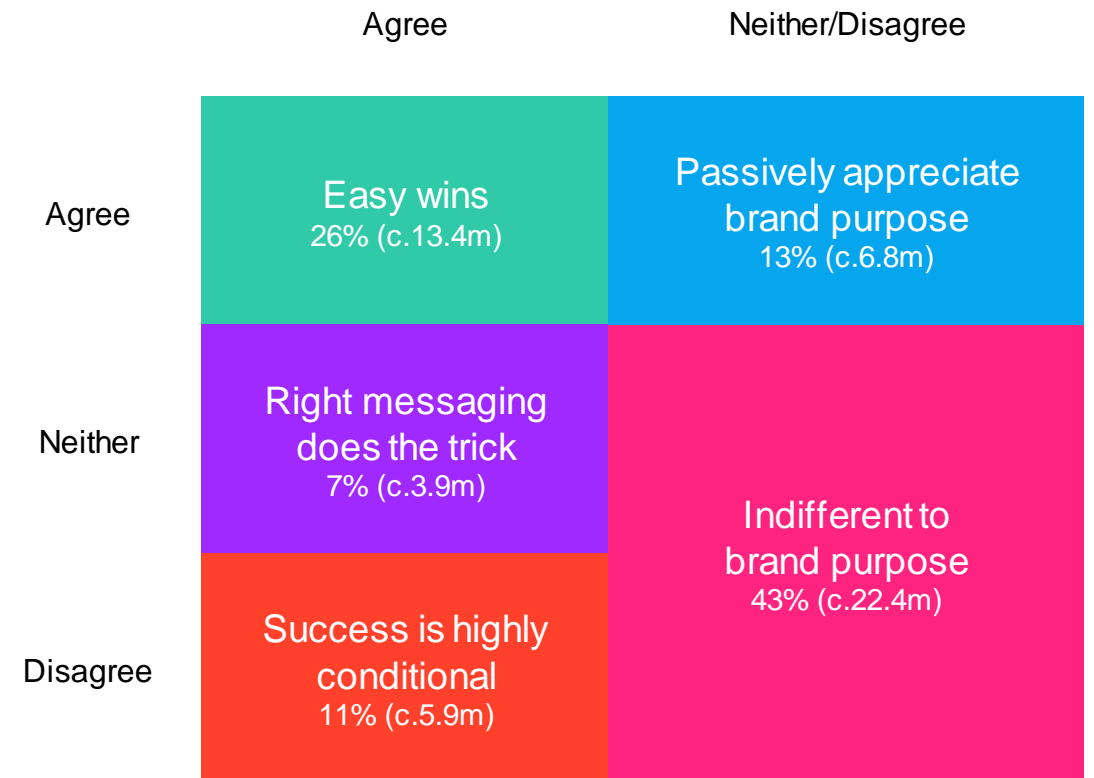


Attitudes to brand purpose and the impact of expressing views in advertising

Total GB population: c.52million

I like brands that are willing to get involved in social issues

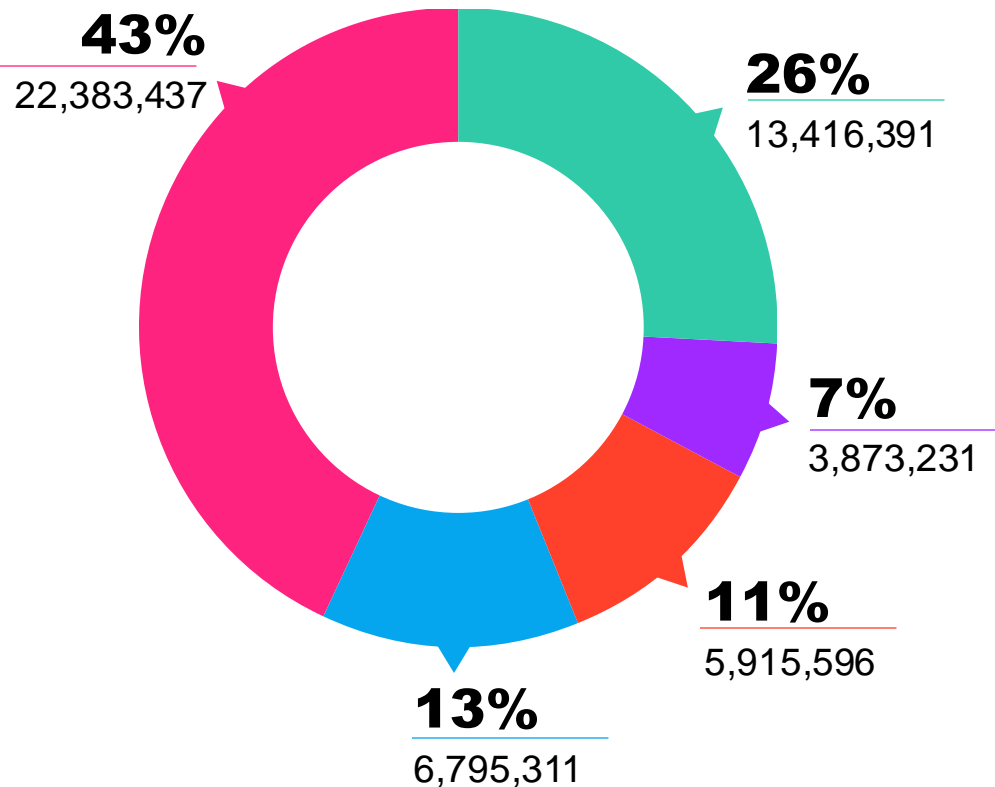
If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand



5 key audiences

This framework, which draws on data from YouGov Profiles, segments British consumers into 5 different categories based on whether they are receptive to the idea of brand purpose generally and whether brand statements on social issues influence their purchase decisions.

The following slides cover the 4 audiences whose purchase decisions can be influenced by brand purpose. This audience is made up of UK adults aged 18 or over.



Total GB population: c.52million

Easy wins

Brand purpose in advertising encourages me to purchase and improves brand equity

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand and I also like brands that are willing to get involved in social issues

Right messaging does the trick

I could be converted by brand purpose in advertising

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand, however I'm on the fence about brands that are willing to get involved in social issues

Success is highly conditional

I dislike brand purpose but brands expressing views I agree with will encourage me to purchase

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand, but I dislike brands that are willing to get involved in social issues

Passively appreciate brand purpose

I like brand purpose but seeing it in advertising won't encourage me to purchase

Not more likely to buy because of views in advertisements, however I like brands that are willing to get involved in social issues

Indifferent to brand purpose

I dislike brand purpose and brands expressing views I agree with will not encourage me to purchase

Not more likely to buy and I don't like or am on the fence about brands that are willing to get involved in social issues

Easy wins

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand and I also like brands that are willing to get involved in social issues

c.13.4m (26%)



43%

aged 18-34
(vs 28% of nation)



57%

female
(vs 51% of nation)



49%

are not a parent
(vs 41% of nation)



34%

say climate change is a
top issue for them
(vs 22% of nation)



30%

say it is acceptable for brands
to communicate their point of
view on LGBT+ Rights
(vs 17% of nation)



53%

say it is very important for
brands to be authentic
(vs 40% of nation)

Right messaging does the trick

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand, however I'm on the fence about brands that are willing to get involved in social issues

c. 3.9m (7%)



40%

aged 55+
(vs 38% of nation)



57%

female
(vs 51% of nation)



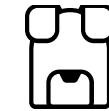
38%

are a parent of at least one child 18 years or older
(vs 35% of nation)



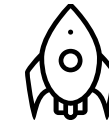
41%

say it is acceptable for brands to communicate their point of view on animal cruelty
(vs 28% of nation)



18%

say animal testing restrictions are a top issue for them
(vs 17% of nation)



43%

say it is very important for brands to be authentic
(vs 40% of nation)

Success is highly conditional

If a brand I like expresses a view I agree with in advertisements, I'm more likely to buy from that brand, but I dislike brands that are willing to get involved in social issues

c. 5.9m (11%)



43%

aged 55+
(vs 38% of nation)



55%

male
(vs 49% of nation)



38%

are a parent of at least one
child 18 years or older
(vs 35% of nation)



39%

say immigration is a top
issue for them
(vs 26% of nation)



30%

say it is acceptable for brands
to communicate their point of
view on environmental issues
(vs 30% of nation)



49%

say it is not important
for brands to have views
on social issues.
(vs 37% of nation)

Passively appreciate brand purpose

If a brand I like expresses a view I agree with in advertisements, I'm not more likely to buy from that brand, however I like brands that are willing to get involved in social issues

c. 6.8m (11%)



57%

ABC1 social grade
(vs 55% of nation)



57%

female
(vs 51% of nation)



45%

are not a parent
(vs 41% of nation)



49%

say Green energy priority
is an important issue for them
(vs 43% of nation)



30%

say it is acceptable for brands
to communicate their point of
view on environmental issues
(vs 30% of nation)



46%

say it is very important for
brands to be authentic
(vs 40% of nation)

The data in this framework was sourced from **YouGov Profiles.**

[YouGov Profiles](#) makes it simple to find and understand the audience that matters most to your business.

It gives you the power to build a custom portrait of your consumers' entire world with unrivaled granularity.

Our **profiling database** gives you access to hundreds of thousands of demographic, psychographic, attitudinal, and behavioral consumer metrics.

1. **Reach 49 markets worldwide**
2. **Dataset updated weekly**
3. **Access to over 2 million data variables**
4. **20 million registered members**
5. **Passively tracked data**
6. **Re-contactable respondents.**

[Request a free demo >](#)

Thank you

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