



Sustainability report & rankings 2025

Who's winning with sustainable Americans?

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- 02** Sustainability segmentation methodology and insights
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Introduction

With the Trump administration's rollback of government-mandated environmental protections, are US consumers also shifting their stance on sustainability? And how committed are they really to buying sustainable products amid the impacts of tariffs and rising prices?

This report analyzes five distinct consumer segments who differ in behavior based on their attitudes toward sustainability, identifying key demographic groups and trending attitudes.

We also highlight differences in purchase consideration across 2,000+ different brands tracked in YouGov BrandIndex.

“

I think products that are better for the planet are usually more expensive



“

Climate change is the biggest threat to civilization



“

'Green' products are just a way for the government to make more money



● US gen pop

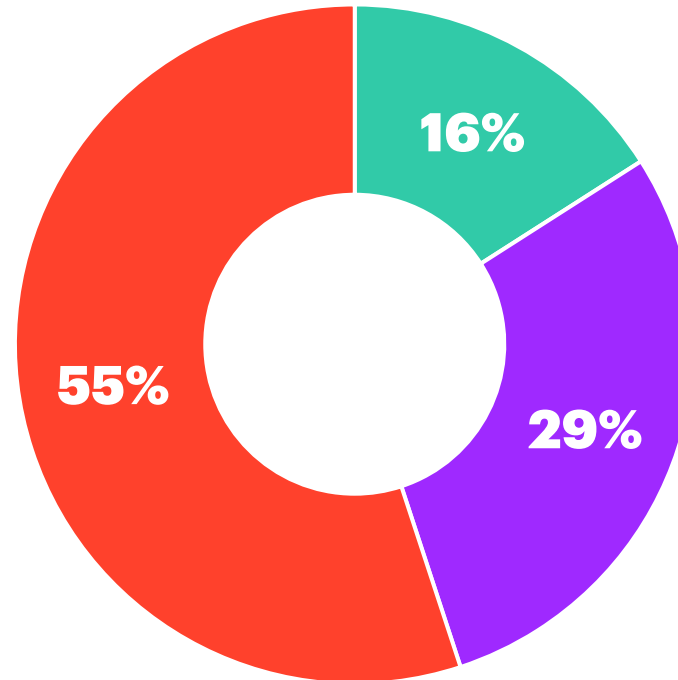
YouGov Profiles: April 2025 (n> 53,000)



Most Americans (55%) believe sustainability efforts are losing momentum

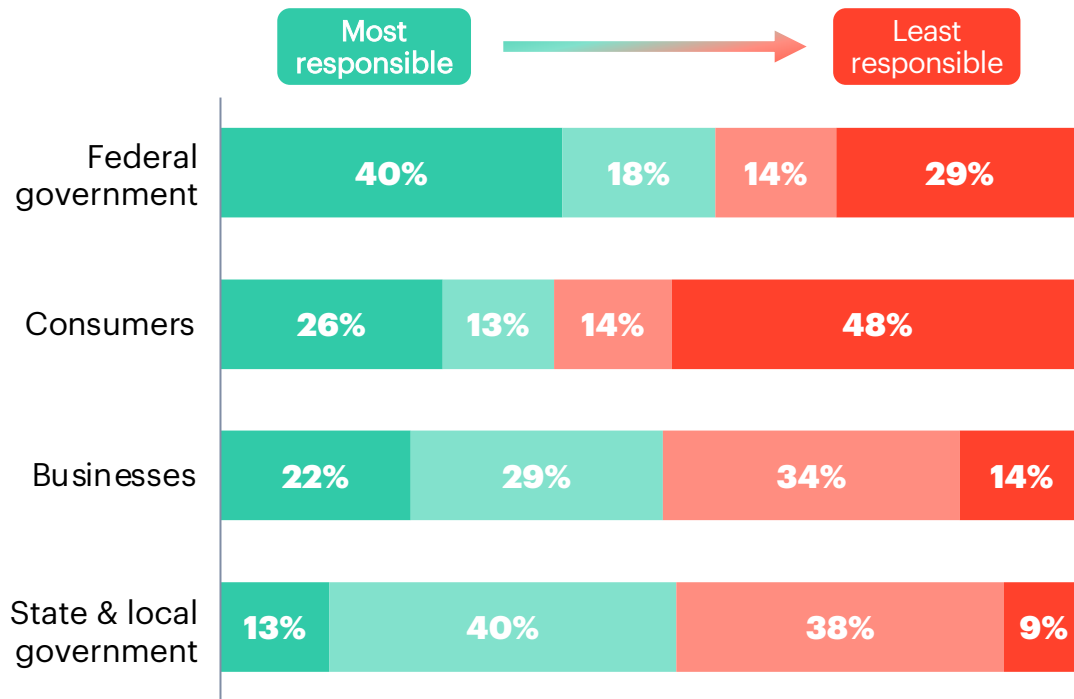
In 2025, do you think efforts to promote environmental sustainability in the US are:
(% US gen pop)

- Gaining momentum
- Neither gaining nor losing momentum
- Losing momentum

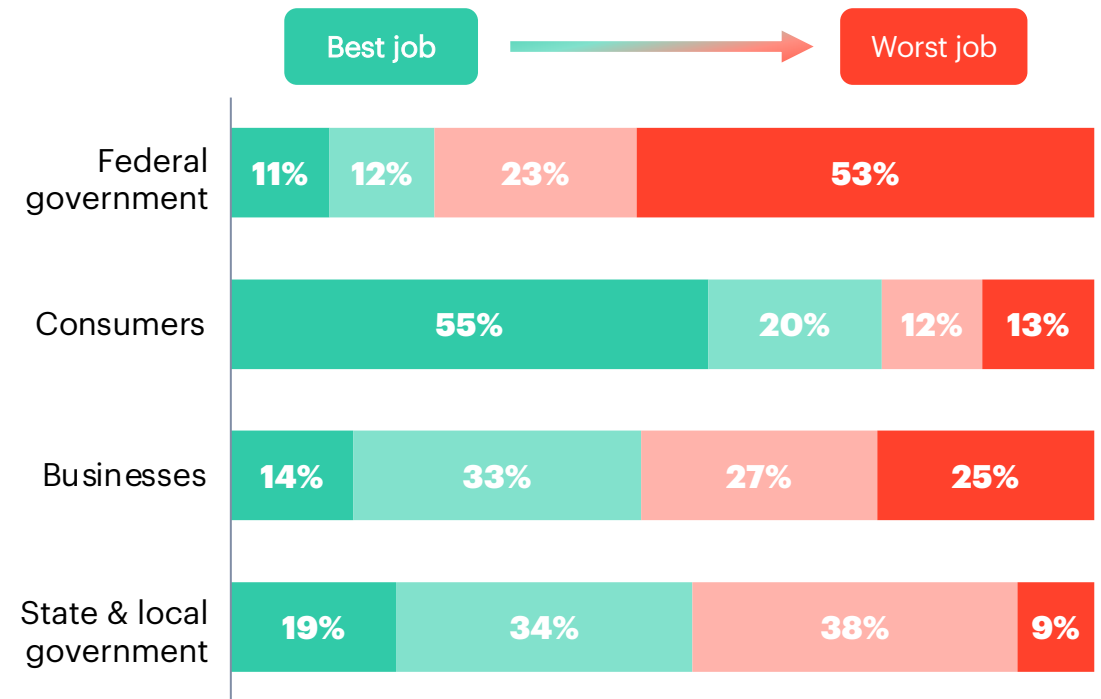


Consumers say they are the least responsible for environmental sustainability, but are doing the most

Who is most responsible for contributing to environmental sustainability? (% of US gen pop)

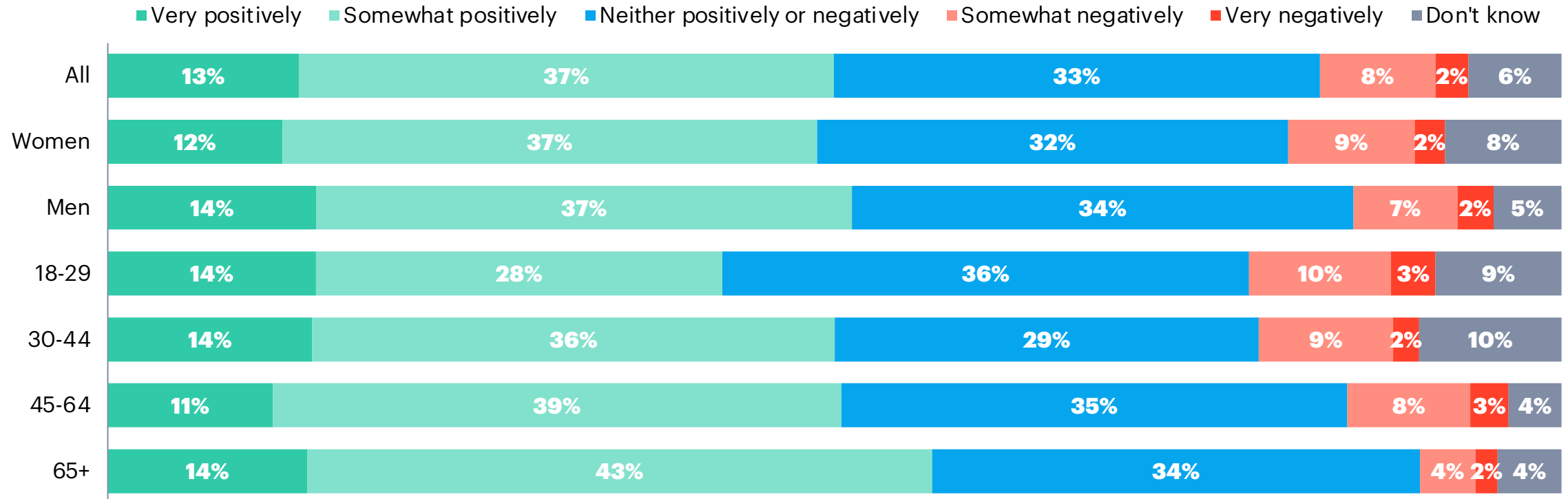


Who is doing the best job contributing to environmental sustainability? (% of US gen pop)



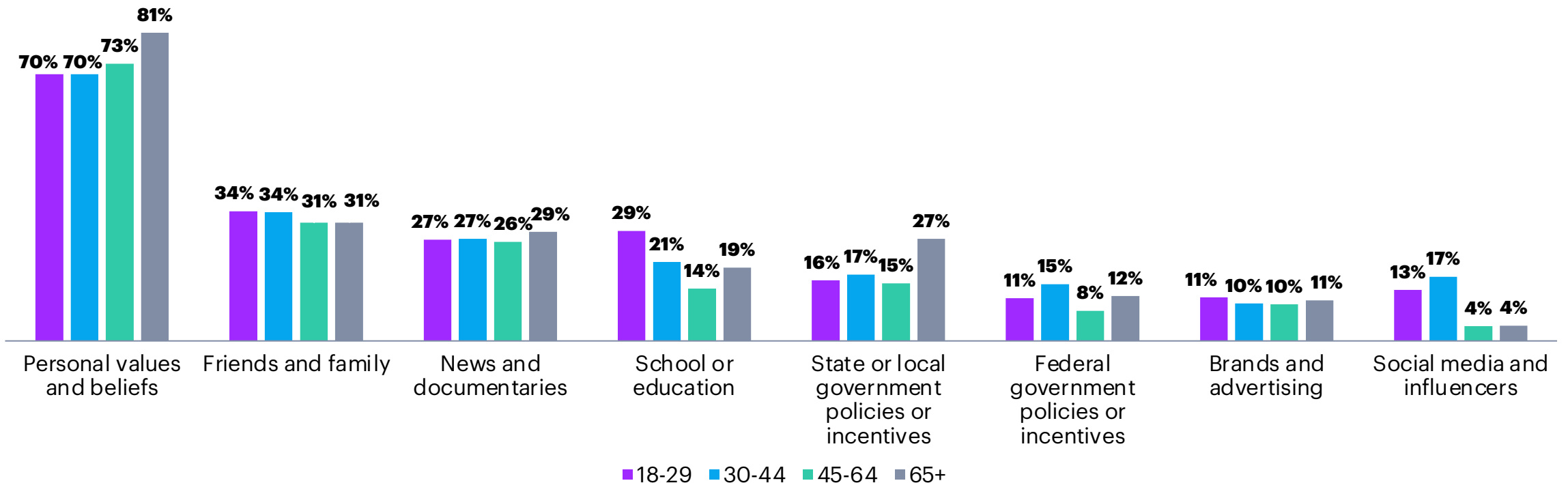
Only 10% of Americans feel like their actions negatively impact the environment for future generations

How positively or negatively do you feel your daily actions contribute to reducing environmental impact for future generations?



“Personal values and beliefs” most likely to impact sustainable choices across all age groups

When it comes to making sustainable choices in your everyday life, what influences you the most? Select up to three answers.



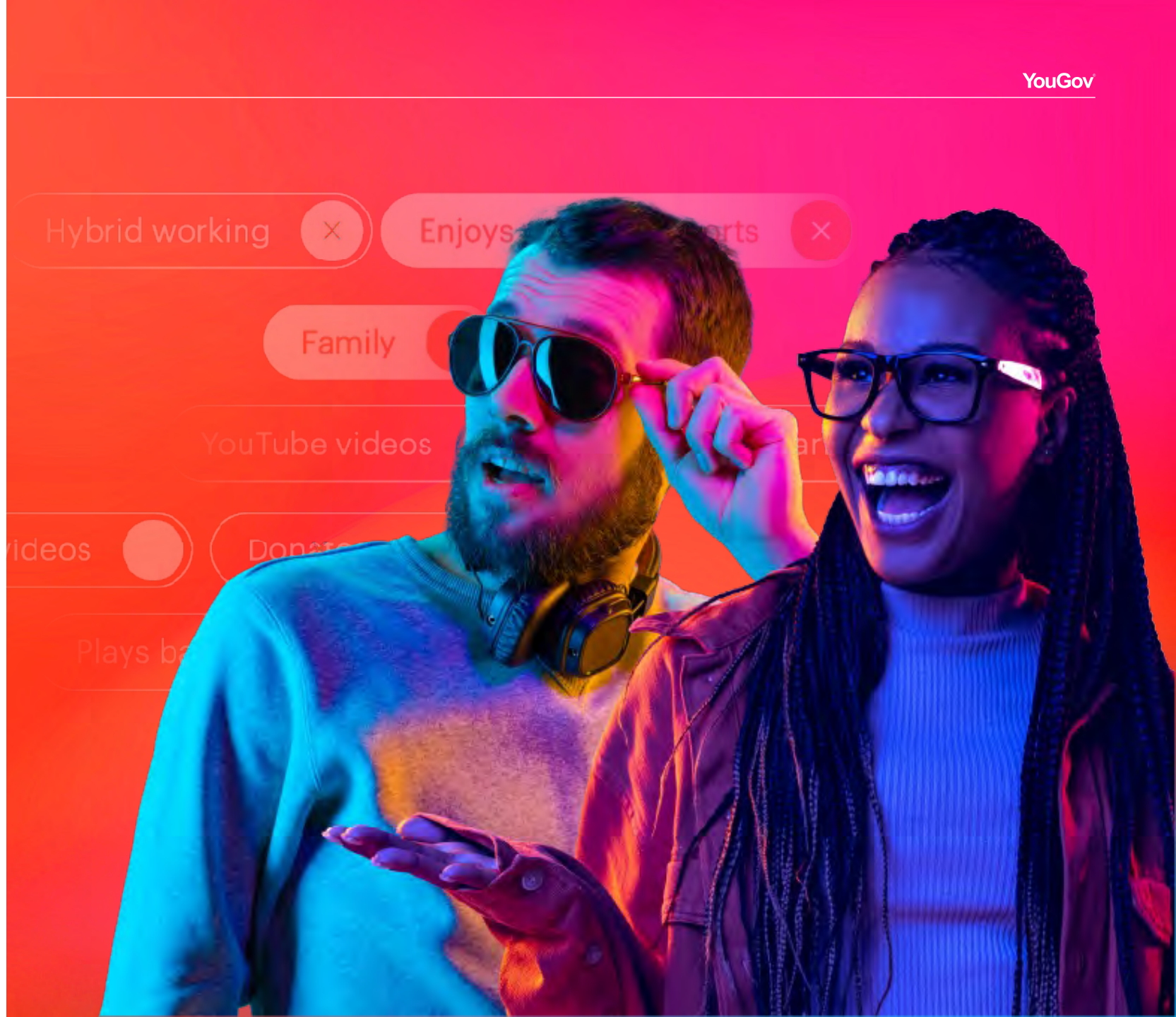
Sustainability segmentation approach



Methodology

- 1** Selection of all variables related to **sustainability** via **YouGov Profiles**, our target group segmentation tool including millions of freely linkable variable combinations
- 2** Identification of the **relevant dimensions** for the segmentation via a **Principal Component Analysis** (13 variables). **~29,355 respondents' answers** were evaluated, after making sure all of them had answered all variables
- 3** Grouping of respondents with **similar attitudes** on these identified dimensions, via a **typology analysis**
- 4** Up to **5 segments identified** and compared with the US 18+ population

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Sustainability segments



Planet Protectors

Engaged environmentalists, happy to pay more for products that are good for the environment, interested in issues related to sustainability

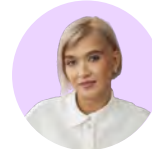
28%



Price Point Green

Caring about the environment and making an effort to protect it, but price remains the key factor in their purchase decisions

20%



Green When Keen

Recognize that climate change is a problem, agree we should do more to protect the environment, but sustainability is not entrenched in their lifestyle

14%



On The Green Fence

Unconcerned and disengaged; uninterested in sustainability issues

17%

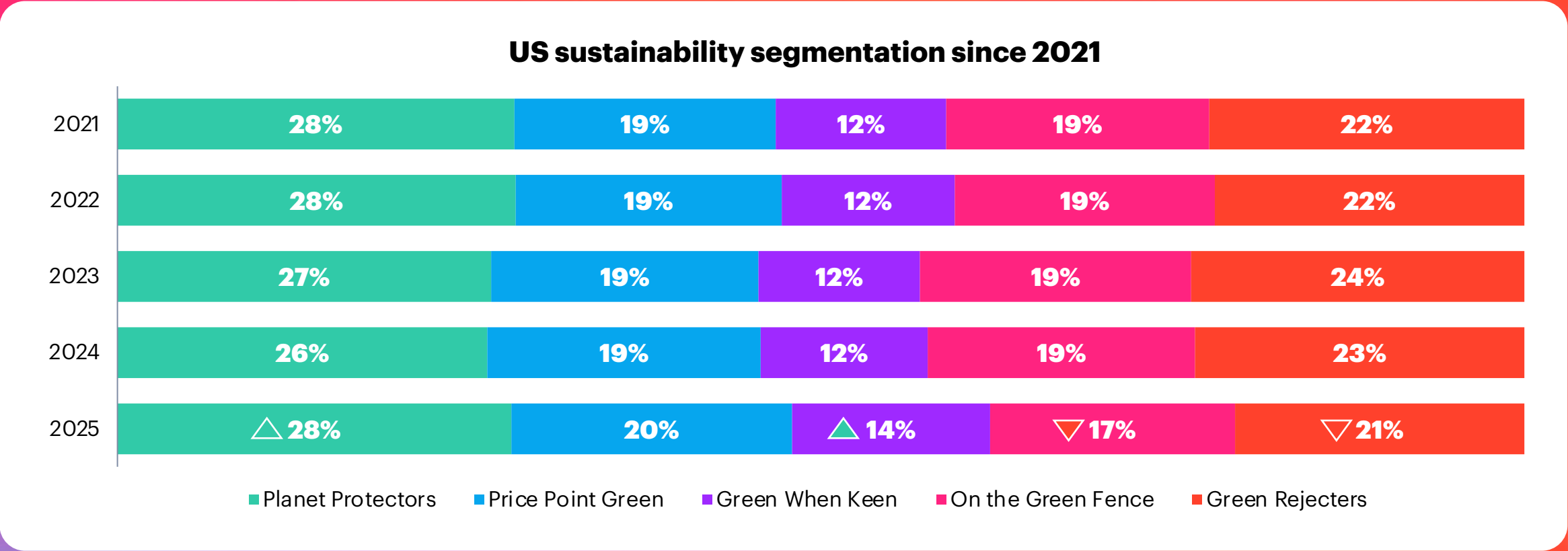


Green Rejecters

Negative views on environmental sustainability, skeptical about climate change, prioritizing economic and political issues over the environment

21%

Sustainability attitudes remain somewhat unchanged despite changing political administrations



YouGov Profiles US. Data reflects 52-week moving average.
April 4, 2021 (n> 39,000), April 3, 2022 (n> 36,000), April 2, 2023 (n> 33,000), April 7, 2024 (n> 31,000), April 6, 2025 (n> 29,000)
▲ / ▼ arrows signify statistically significant changes between 2024 and 2025.

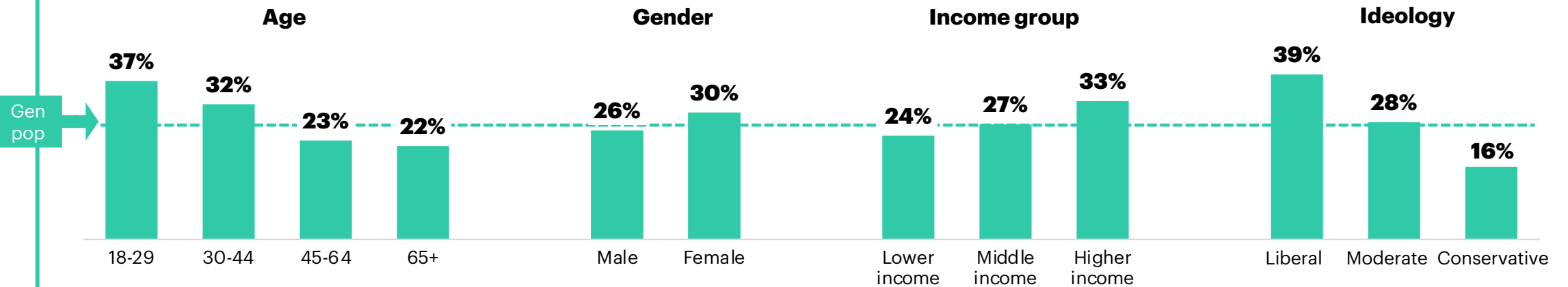
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Who makes up each sustainable segment?

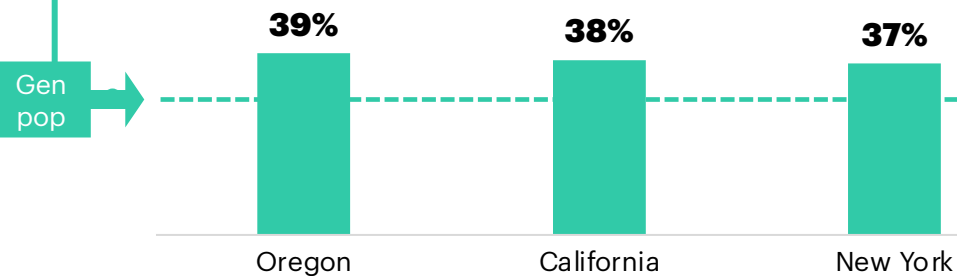


28% of Americans are Planet Protectors. Who are they?

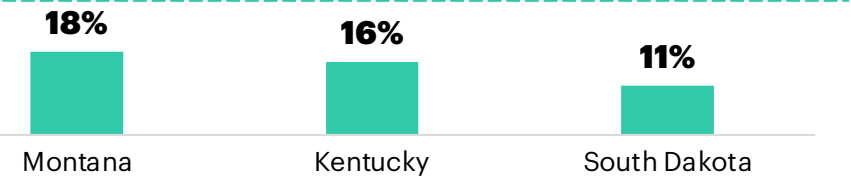
% of Americans who are Planet Protectors by...



Top three states for Planet Protectors

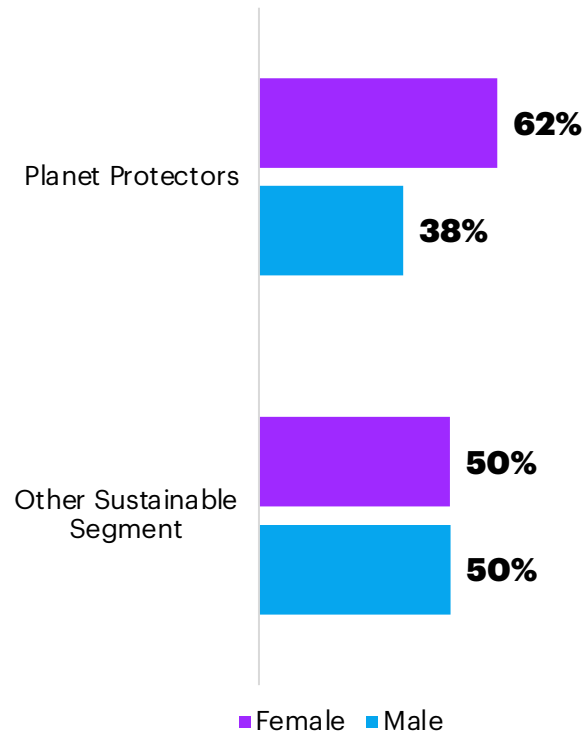


Bottom three states for Planet Protectors

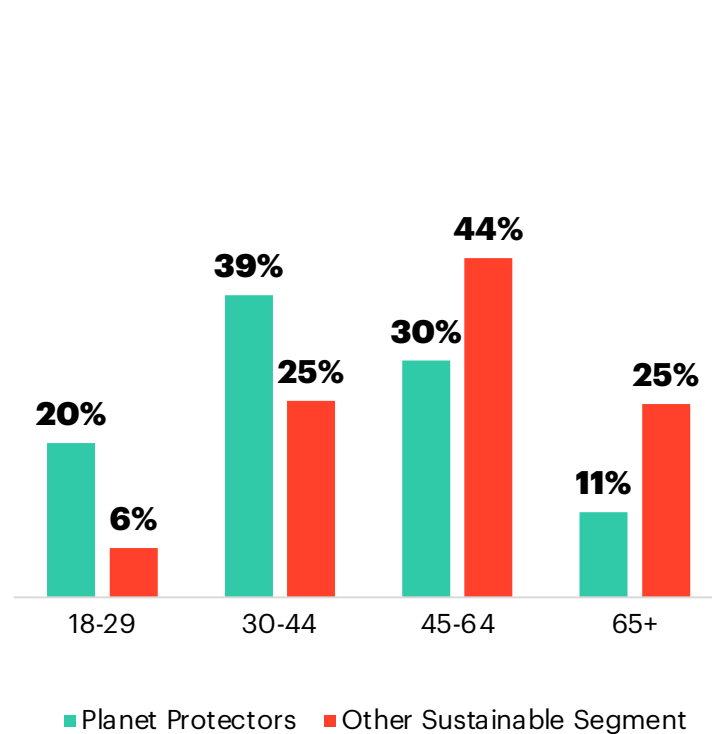


Who are the Conservative Planet Protectors?

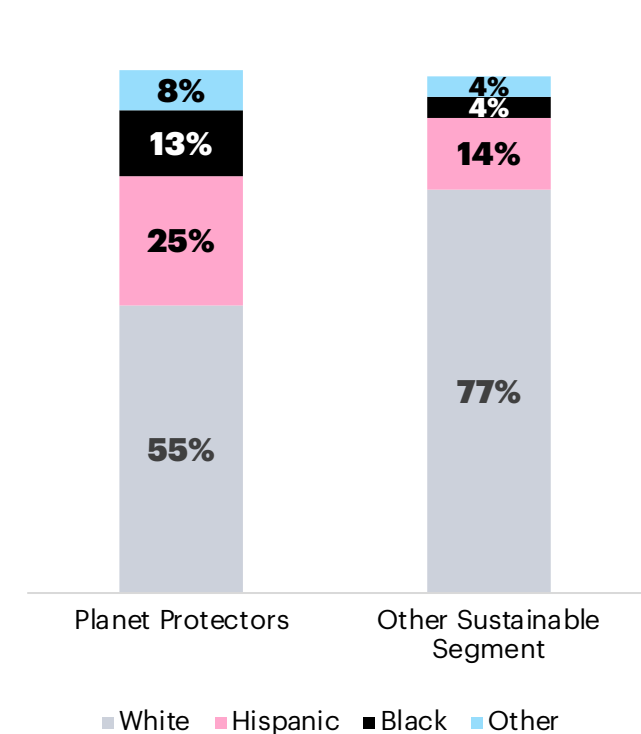
Gender
(% of Conservatives)



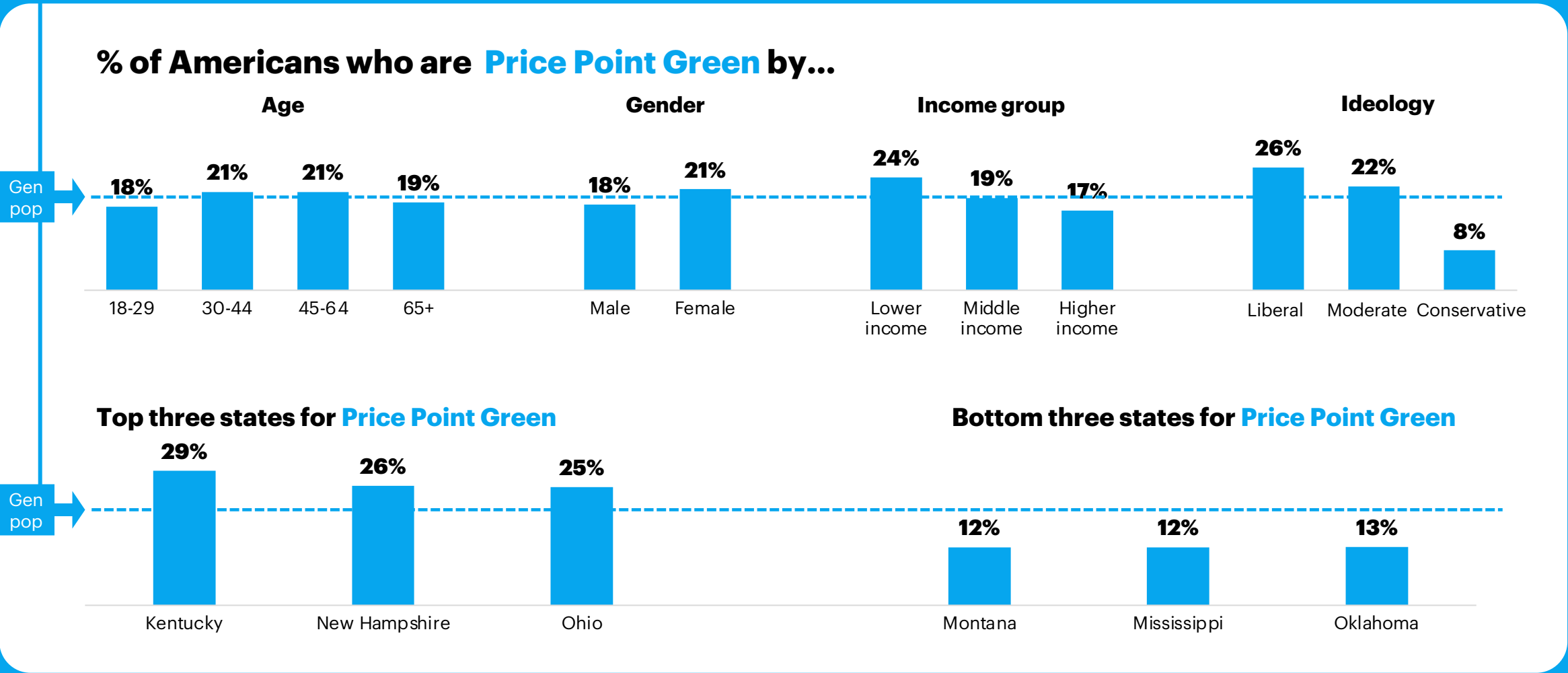
Age
(% of Conservatives)



Race
(% of Conservatives)

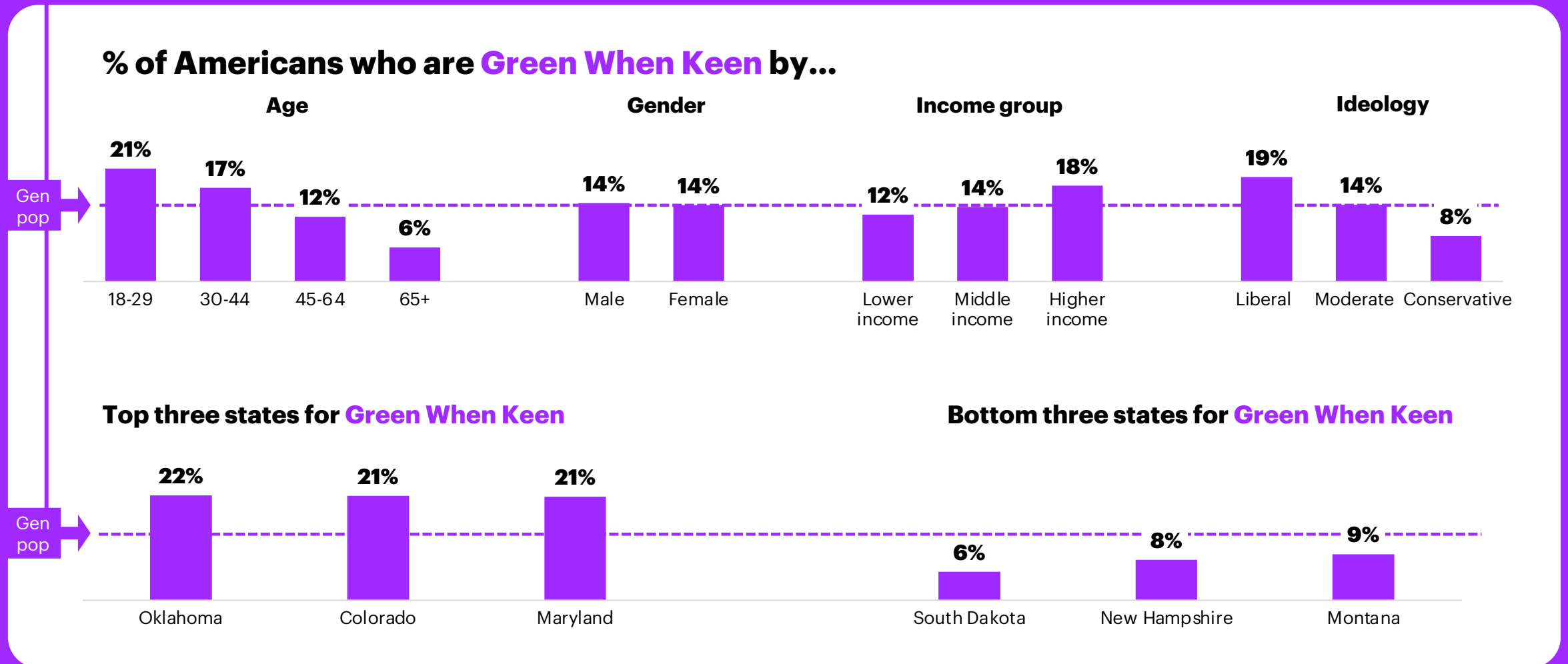


20% of Americans are Price Point Green. Who are they?



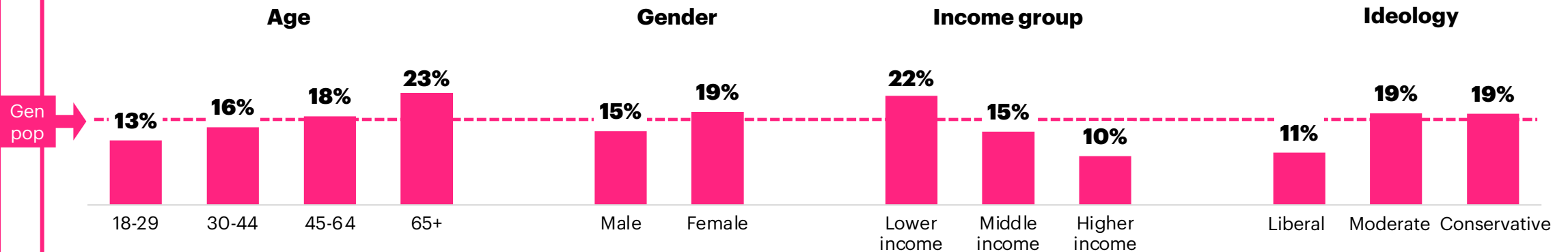
YouGov Profiles: April 2025 (US Price Point Green: n> 5,800). High income: Low income: less than 75% of the median / Middle income: between 75% and 200% of the median / Higher than 200% of the median
Liberal shows "Very liberal" and "Liberal" data. Conservative shows "Very conservative" and "Conservative" data. Alaska, Hawaii, North Dakota, Rhode Island, Vermont, and Wyoming not included in state analysis due to sample.

14% of Americans are Green When Keen. Who are they?

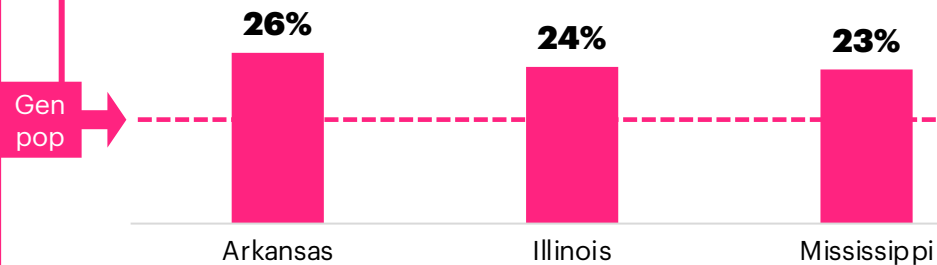


17% of Americans are On the Green Fence. Who are they?

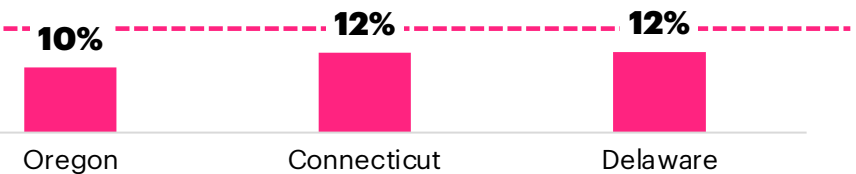
% of Americans who are On the Green Fence by...



Top three states for On the Green Fence

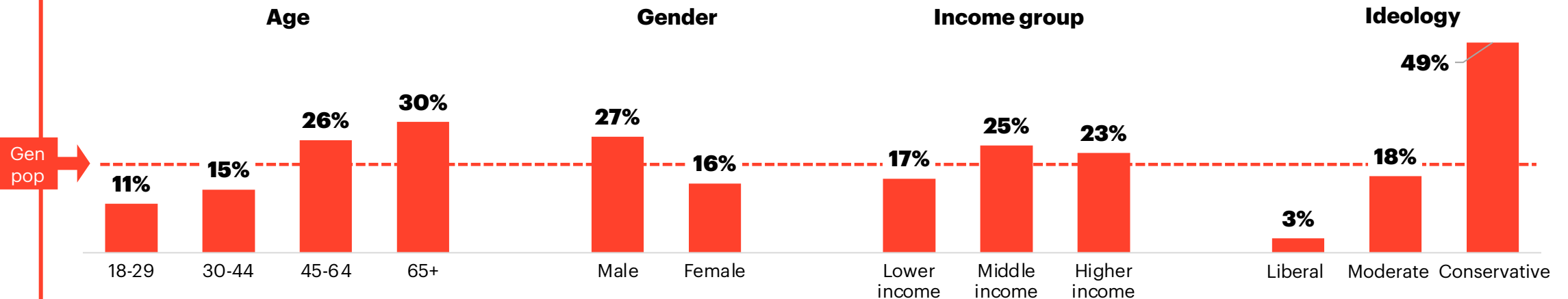


Bottom three states for On the Green Fence

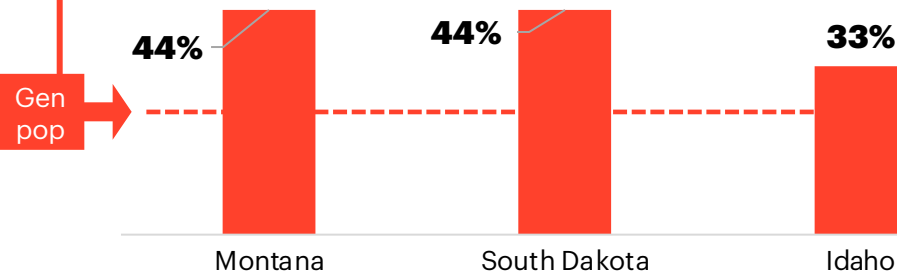


21% of Americans are Green Rejectors. Who are they?

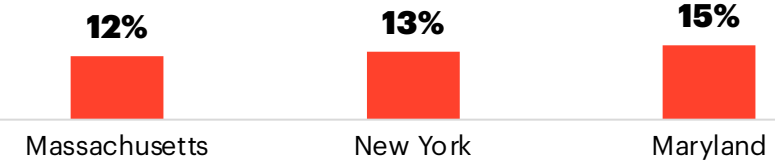
% of Americans who are Green Rejectors by...



Top three states for Green Rejectors



Bottom three states for Green Rejectors

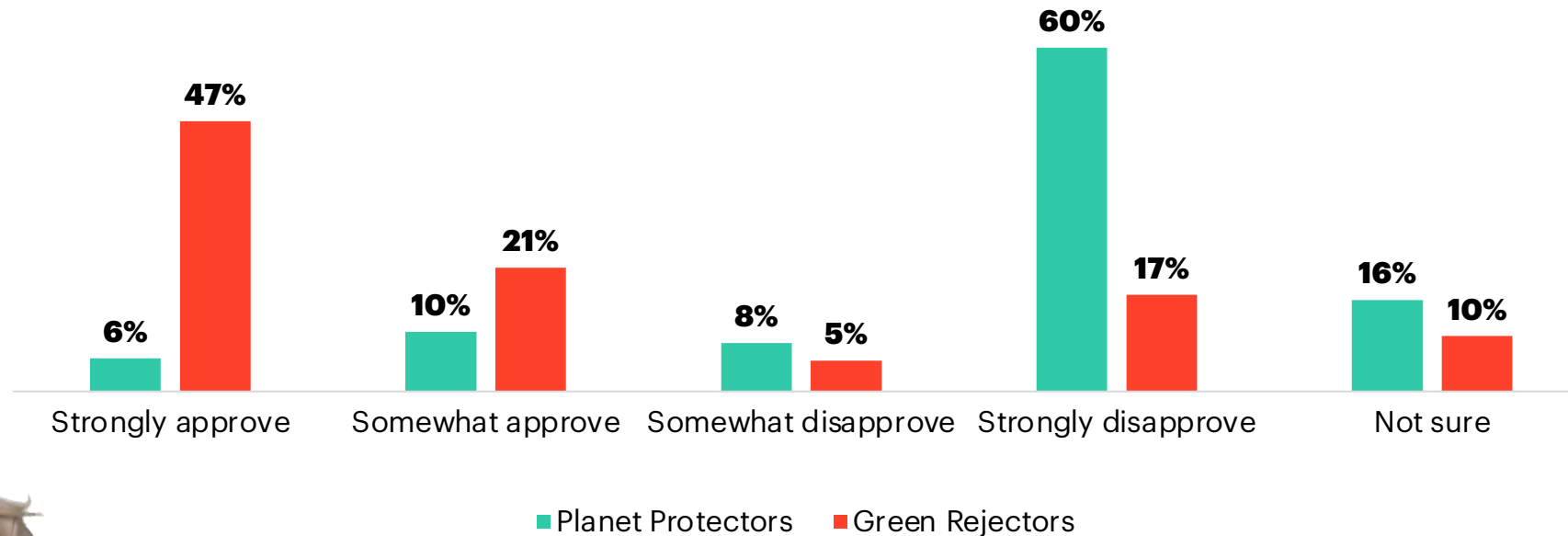


Planet Protectors vs Green Rejectors



Planet Protectors are 3.5x more likely to strongly disapprove of tariffs than Green Rejectors (60% vs 17%)

Do you approve or disapprove of recent tariffs announced by the U.S. government, including a minimum tariff of 10% on all imports to the U.S. from other countries?

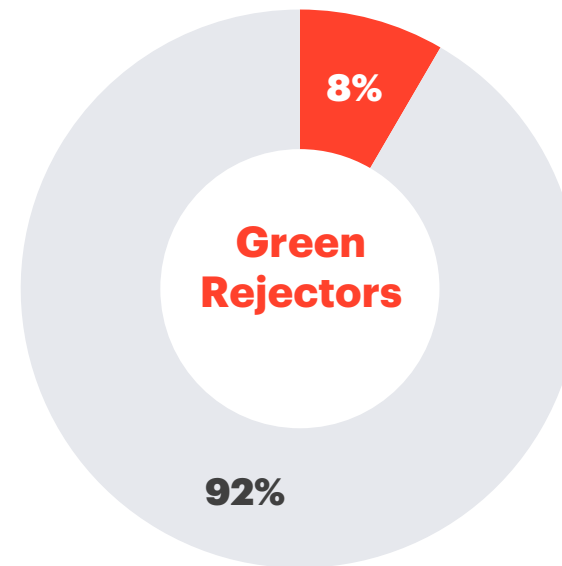
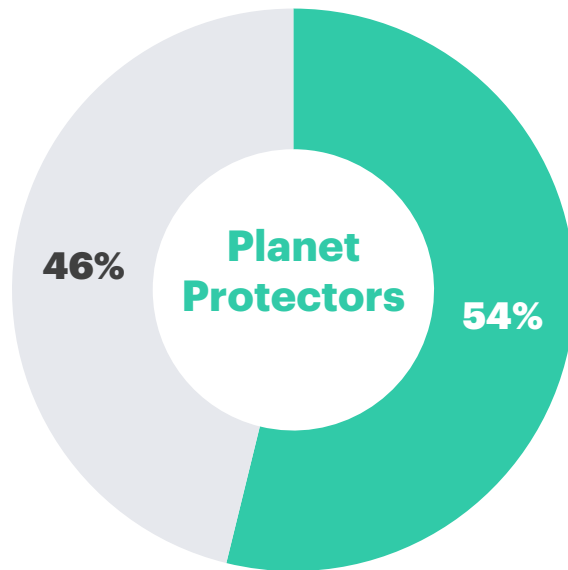


YouGov Profiles + YouGov Surveys: April 2, 2025.
Planet Protectors: n> 500; Green Rejectors: n> 450.

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Planet Protectors are nearly 7x more likely than Green Rejectors to look for “responsible” companies

% who **agree** or **disagree** with the statement:
"I try to buy only from companies who are socially and environmentally responsible"

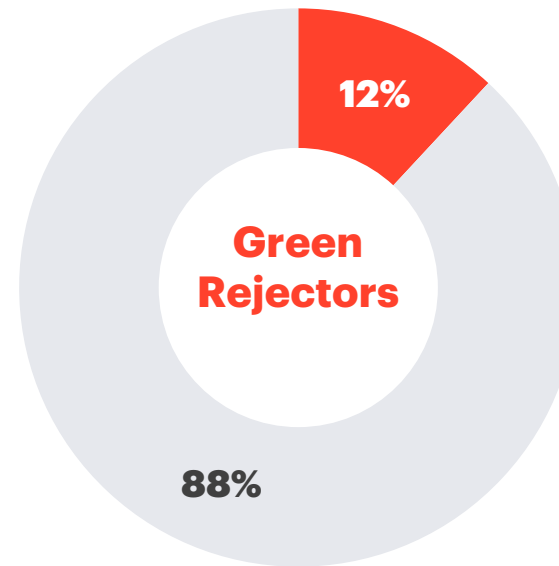
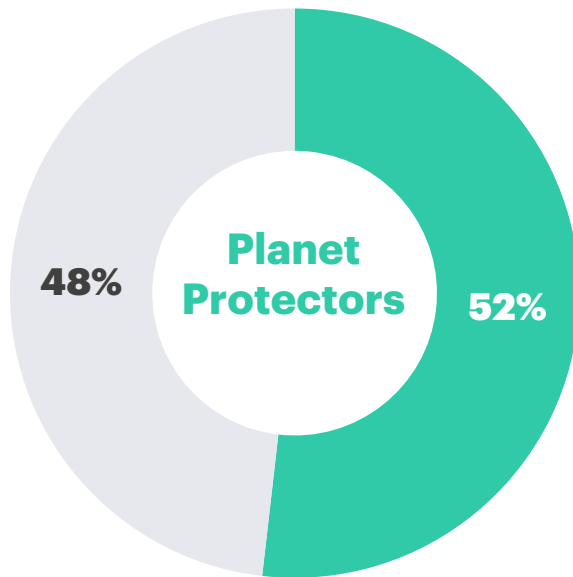


YouGov Profiles: April 2025. 12-month moving average.
(Planet Protectors: n> 1,600; Green Rejectors: n> 1,800)

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Planet Protectors are more than 4x more likely than Green Rejectors to want to reduce meat consumption

% who **agree** or **disagree** with the statement:
"I am actively trying to reduce my meat consumption"

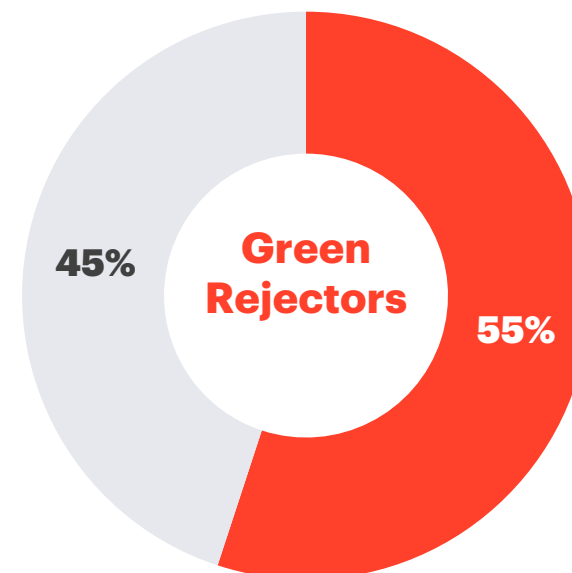
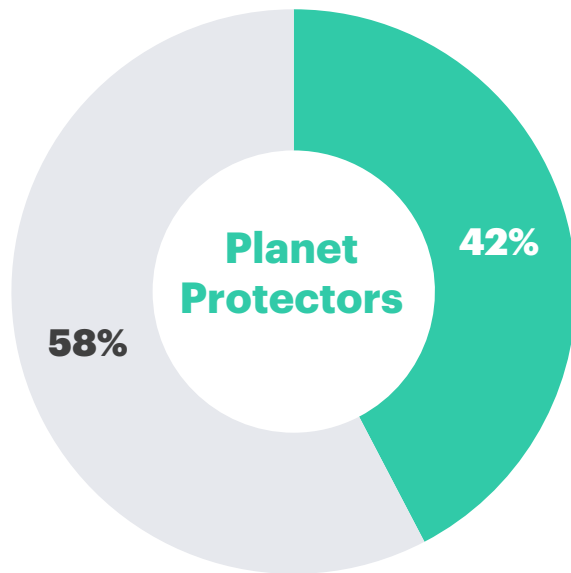


YouGov Profiles: April 2025. 12-month moving average.
(Planet Protectors: n> 1,700; Green Rejectors: n> 1,800)

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Green Rejectors are 22% less likely than Planet Protectors to pay for printed news

% who **agree** or **disagree** with the statement:
"I wouldn't pay money for a printed newspaper"

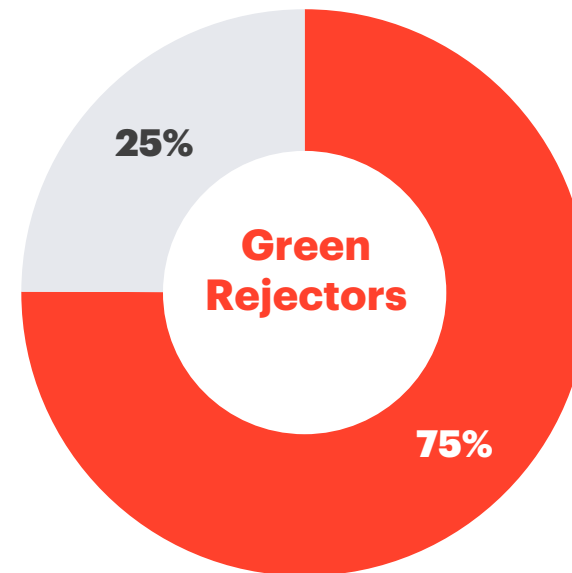
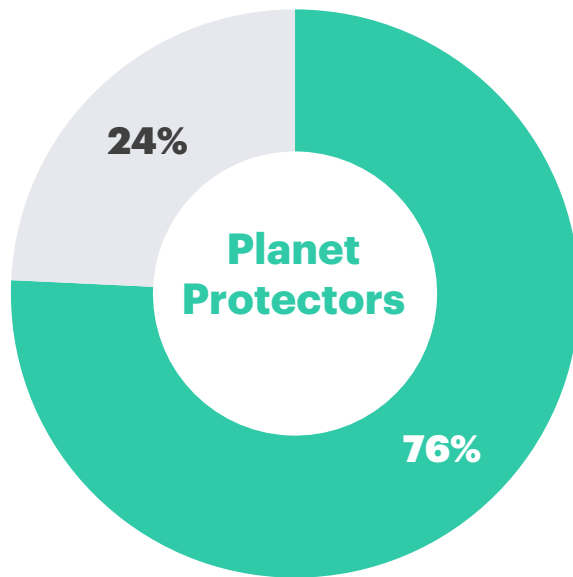


YouGov Profiles: April 2025. 12-month moving average.
(Planet Protectors: n> 2,000; Green Rejectors: n> 2,000)

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Planet Protectors and Green Rejectors agree that brands are in it for the money

% who **agree** or **disagree** with the statement:
"Brands will slap anything on a label to make money"



YouGov Profiles: April 2025. 12-month moving average.
(Planet Protectors: n> 2,300; Green Rejectors: n> 2,300)

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Who do Planet Protectors and Green Rejectors disagree about?

Rank	Public figure	% of Planet Protectors who view positively	% of Green Rejectors who view positively	Difference
1	John Oliver	67%	6%	61%
2	Jane Fonda	64%	9%	55%
3	Robert De Niro	78%	26%	52%
4	Jimmy Kimmel	66%	15%	52%
5	Kristen Wiig	71%	20%	51%
6	Aaron Paul	60%	13%	47%
7	Olympia Dukakis	62%	17%	45%
8	Viola Davis	76%	31%	45%
9	Trevor Noah	50%	6%	44%
10	Billie Eilish	57%	14%	44%

Rank	Public figure	% of Green Rejectors who view positively	% of Planet Protectors who view positively	Difference
1	Elon Musk	68%	18%	50%
2	Mike Lindell	62%	16%	46%
3	Rush Limbaugh	68%	24%	44%
4	Tom Selleck	83%	40%	43%
5	Tucker Carlson	62%	21%	41%
6	Mike Rowe	69%	31%	38%
7	Chuck Norris	82%	44%	38%
8	Scott Baio	57%	20%	37%
9	Mark Levin	50%	14%	36%
10	Kevin Sorbo	49%	14%	35%

YouGov Profiles: April 2025. 12-month moving average. Positive ratings reflect combination of “Very positive” and “Somewhat positive” responses. Ratings rounded to nearest whole number. Sorted by percentage-point differences between each group after rounding. (Each celebrity asked about among Planet Protectors: n> 100; Green Rejectors: n> 100)

Which public figures do Planet Protectors and Green Rejectors agree about?

Rank	Celebrity	% of Planet Protectors who view positively	% of Green Rejectors who view positively
1	Bill Murray	75%	75%
2	Tommy Lee Jones	72%	71%
3	Mel Brooks	68%	68%
4	Gene Hackman*	61%	61%
5	Adam Sandler	60%	59%
6	Molly Ringwald	50%	51%
7	Jennifer Love Hewitt	49%	49%
8	Tommy Chong	47%	48%
9	Billy Bob Thornton	47%	48%
10	John Stamos	47%	48%

YouGov Profiles: April 2025. 12-month moving average. Positive ratings reflect combination of “Very positive” and “Somewhat positive” responses. 3,000+ celebrities and public figures asked about. Agreement filtering required minimum of 40% positive approval and one percentage-point difference between both Planet Protectors and Green Rejectors. Sorted by highest positive ratings.) *Rest in peace. (Each celebrity asked about among Planet Protectors: n> 100; Green Rejectors: n> 100

Explore more data

A woman with dark hair tied back, wearing a white knit sweater, is looking at a piece of fabric hanging on a rack. The fabric has a green leaf pattern. The background shows a workshop or studio with shelves and hanging lights.

Which industries are trending with each segment?

Which industries are most considered?

To determine trending industries among Planet Protectors and Green Rejectors, we looked at survey responses of hundreds of thousands of Americans over the course of 2024 and 2025.

Those surveys included questions about more than 2,000 brands across 40+ industries.

When asked about brand consideration, US respondents are given a list of related brands for each industry and then asked to select all the brands they would consider purchasing from the next time they are in-market.

To understand these industry-level variances, we took the average of all brands within an industry.

A few industries combine sub-sector analyses.

For instance, Olive Garden is measured in the Casual Dining sub-sector, and Wendy's is measured in the Fast Food sub-sector. Survey respondents are asked about Olive Garden alongside competitive casual dining brands like Applebee's and Chili's, while Wendy's appears next to brands like Chick-fil-A and McDonald's.

In this report, both Olive Garden and Wendy's are classified as restaurants, but the data displayed reflects category-level responses for all brands.

Which industries are Planet Protectors and Green Rejectors more likely to consider?



Biggest differences in purchase consideration by industry in 2025

Planet Protectors

Industry		Planet Protectors Avg. Consideration	Green Rejectors Avg. Consideration	Difference
1	Destinations	11.4%	8.2%	3.2%
2	Investment	7.0%	4.2%	2.8%
3	Payment	7.4%	4.9%	2.5%
4	Insurance	6.8%	4.3%	2.5%
5	Soft drinks & beverages	11.2%	8.8%	2.4%
The average Planet Protector considers 10.8% of brands in BrandIndex				

Green Rejectors

Industry		Green Rejectors Avg. Consideration	Planet Protectors Avg. Consideration	Difference
1	Video Game Publishers	22.6%	21.9%	0.7%
2	Airlines	19.4%	19.0%	0.4%
3	Appliances	12.7%	13.3%	-0.6%
4	Consumer banks	10.7%	11.5%	-0.8%
5	Car brands	12.3%	13.2%	-0.9%
The average Green Rejector considers 9.2% of brands in BrandIndex				

YouGov BrandIndex US: April 1, 2024 – March 31, 2025. Industry scores reflect average of purchase consideration for all brands in an industry. Industries ranked by percentage-point difference of industry averages for each segment.

Purchase consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering)

Planet Protectors: n> 450; Green Rejectors: n> 550 per brand.

Request deeper analysis

Biggest shifts in purchase consideration by industry: 2024 vs 2025

Planet Protectors

Industry		2025 average consideration	2024 average consideration	Change in Consideration
1	Airlines	19.0%	14.8%	+4.2
2	Appliances	13.3%	10.5%	+2.8
3	Video Game Publishers	21.9%	19.1%	+2.8
4	Beer, Hard Seltzer, RTD & Non-alc	16.6%	15.3%	+1.3
5	Cable & streaming	11.5%	10.8%	+0.7

Green Rejectors

Industry		2025 average consideration	2024 average consideration	Change in Consideration
1	Airlines	19.4%	14.5%	+4.9
2	Appliances	12.7%	9.7%	+3.0
3	Beer, Hard Seltzer, RTD & Non-alc	14.6%	12.3%	+2.3
4	Car brands	12.3%	10.7%	+1.6
5	Cable & streaming	10.5%	8.9%	+1.6

YouGov BrandIndex US. Industry scores reflect average of purchase consideration for all brands in an industry. Industries ranked by year-over-year change in consideration for each segment.

- 2025 Consideration: April 1, 2024 – March 31, 2025 (Each brand: n> 450).
- 2024 Consideration: April 1, 2023 – March 31, 2024 (Each brand: n> 275).
- Purchase consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering).

[Request deeper analysis](#)

Cross-sector ranking methodology

The insights in this report come from **YouGov BrandIndex**, a daily brand tracking tool that measures consumer perceptions across 16 key metrics and is available in 55+ markets worldwide.

This analysis looks at the brands that Planet Protectors and Green Rejectors are considering purchasing or using, referred to as Consideration.

Consideration is the percentage of a group that would consider a brand the next time they are in the market for a purchase.

The next section compares 2,000+ brands, ranking brands by how much each sustainable segment would consider purchasing each, based on surveys conducted during the below dates:

- **2025 rankings: April 1, 2024 - March 31, 2025**
- **2024 rankings: April 1, 2023 - March 31, 2024**

There are three different ranking formats:

- **Top overall** - Ranked by difference in consideration between each segment (Planet Protectors vs. Green Rejectors) in 2025.
- **Most improved** - Ranked by changes in consideration among a specific segment year-over-year (2024 vs. 2025).
- **Top trenders** - Ranked by difference in consideration changes for each segment (Most improved for Planet Protectors vs. Most improved for Green Rejectors).

To qualify for cross-sector rankings, brands must have survey responses available for at least 183 days between March 1, 2024, and February 28, 2025.

A minimum base size of 200 (n) is also required, though the majority of brands measured in this report far exceed this threshold.

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Brands more likely to be considered by Planet Protectors

YouGov BrandIndex US. April 1, 2024 – March 31, 2025. Each brand asked about among Planet Protectors: n> 450; Green Rejectors: n> 550.

Brands ranked by difference in Consideration between Planet Protectors and Green Rejectors. Consideration rates are rounded to nearest decimal. Displayed differences are calculated from rounded consideration rates.

Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering).

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Get in touch

Top overall

Most improved

Top trenders

Rank	Brand	Industry	Planet Protectors 2025 Consideration	Green Rejectors 2025 Consideration	Difference
1	Target	Retail	45.9%	18.3%	27.6%
2	Ben & Jerry's	Food	32.2%	9.2%	23.0%
3	Pfizer	Drugs & medical	34.8%	15.8%	19.0%
4	Starbucks	Restaurants	29.7%	13.2%	16.5%
5	Moderna	Drugs & medical	25.6%	9.3%	16.3%
6	Trader Joe's	Grocery	30.1%	14.0%	16.1%
7	Google	Online brands	59.0%	43.0%	16.0%
8	Instagram	Online brands	33.8%	18.0%	15.8%
9	Dick's Sporting Goods	Retail	31.4%	16.3%	15.1%
10	Etsy	Online brands	33.3%	18.4%	14.9%

Brands more likely to be considered by Green Rejectors

YouGov BrandIndex US. April 1, 2024 – March 31, 2025. Each brand asked about among Green Rejectors: n> 550; Planet Protectors: n> 450.

Brands ranked by difference in Consideration between Green Rejectors and Planet Protectors. Consideration rates are rounded to nearest decimal. Displayed differences are calculated from rounded consideration rates.

Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering).

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Get in touch

Top overall

Most improved

Top trenders

Rank	Brand	Industry	Green Rejectors 2025 Consideration	Planet Protectors 2025 Consideration	Difference
1	Hobby Lobby	Retail	34.3%	15.2%	19.1%
2	Bass Pro Shops	Retail	32.3%	15.1%	17.2%
3	Chick-fil-A	Restaurants	41.7%	25.7%	16.0%
4	Walmart	Retail	66.5%	51.2%	15.3%
5	Cabela's	Retail	29.3%	14.2%	15.1%
6	Wrangler	Fashion	35.5%	20.8%	14.7%
7	Jimmy Dean	Food	43.3%	30.3%	13.0%
8	Trump Hotels	Hotel & accommodations	16.9%	4.0%	12.9%
9	Oscar Mayer	Food	34.7%	22.4%	12.3%
10	Tractor Supply	Retail	23.4%	11.3%	12.1%

Brands increasingly considered by Planet Protectors

YouGov BrandIndex US.

- 2025 Consideration: April 1, 2024 – March 31, 2025 (Each brand: n> 450)
- 2024 Consideration: April 1, 2023 – March 31, 2024 (Each brand: n> 225)

Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering).

Brands ranked by difference between 2025 and 2024 Consideration rates. Consideration rates are rounded to nearest decimal. Displayed changes in consideration are calculated from rounded consideration rates.

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Get in touch

Top overall			Most improved		Top trenders
Rank	Brand	Industry	Planet Protectors 2025 Consideration	Planet Protectors 2024 Consideration	Change in Consideration
1	Land O’ Lakes	Food	30.8%	22.6%	+8.2
2	Chase	Payment	17.3%	10.4%	+6.9
3	Shell	Retail: Automotive	27.2%	20.5%	+6.7
4	Dannon	Food	25.0%	19.4%	+5.6
5	Siggi’s	Food	11.4%	6.3%	+5.1
6	Shark	Appliances	17.3%	12.3%	+5.0
7	Dolby	Consumer electronics	12.3%	7.6%	+4.9
8	Fairlife	Food	16.5%	11.8%	+4.7
9	LG	Consumer electronics	33.1%	28.5%	+4.6
10	Nature Made	Drugs & medical	36.8%	32.3%	+4.5

Brands increasingly considered by Green Rejectors

YouGov BrandIndex US.

- 2025 Consideration: April 1, 2024 – March 31, 2025 (Each brand: n> 550)
- 2024 Consideration: April 1, 2023 – March 31, 2024 (Each brand: n> 275)

Consideration: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering).

Brands ranked by difference between 2025 and 2024 Consideration rates. Consideration rates are rounded to nearest decimal. Displayed changes in consideration are calculated from rounded consideration rates.

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Get in touch

Top overall

Most improved

Top trenders

Rank	Brand	Industry	Green Rejectors 2025 Consideration	Green Rejectors 2024 Consideration	Change in Consideration
1	X (Formerly Twitter)	Online brands	25.9%	18.6%	+7.3
2	Walmart Plus	Online brands	19.2%	12.9%	+6.3
3	Michelob ULTRA	Beer & hard seltzers	13.2%	7.2%	+6.0
4	Amazon	Online brands	82.7%	76.9%	+5.8
5	Hellmann's Mayonnaise	Food	37.4%	32.3%	+5.1
6	Utz	Snacks	19.1%	14.6%	+4.5
7	V8	Soft drinks & beverages	31.1%	26.6%	+4.5
8	Land O' Lakes	Food	28.9%	24.8%	+4.1
9	Apple	Consumer electronics	29.8%	25.8%	+4.0
10	Goldfish	Snacks	22.5%	18.7%	+3.8

Brands trending more with Planet Protectors than Green Rejectors

YouGov BrandIndex US.

Brands ranked by Planet Protectors Trend Score.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score among Planet Protectors indicates that this group is increasingly considering a brand year-over-year, while Green Rejectors are either decreasing their consideration or increasing it at a significantly slower rate compared to Planet Protectors.

This trend reflects a growing divergence in brand perception between these two consumer segments.

Change in Consideration reflects the percentage-point difference in each year’s consideration for this segment. Changes in Consideration are rounded to the nearest decimal point. Trend Scores are calculated from the rounded scores.

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Top overall			Most improved		Top trenders
Rank	Brand	Industry	Planet Protectors Change in Consideration	Green Rejectors Change in Consideration	Planet Protectors Trend Score
1	Nature Made	Drugs & medical	4.5	-3.9	+8.6
2	Shell	Retail: Automotive	6.7	-1.4	+8.1
3	Dannon	Food	5.6	-2.3	+7.9
4	Clorox	Home & personal	1.5	-6.3	+7.8
5	Roloids	Drugs & medical	3.5	-3.8	+7.3
6	Chase	Payment	6.9	-0.2	+7.1
7	CeraVe	Hair & skincare brands	4.4	-2.6	+7.0
8	Courtyard by Marriott	Hotels & accommodations	2.8	-4.0	+6.8
9	Frigidaire	Appliances	3.5	-3.3	+6.8
10	Wendy's	Restaurants	3.1	-3.6	+6.7

Brands trending more with Green Rejectors than Planet Protectors

YouGov BrandIndex US.

Brands ranked by Green Rejectors Trend Score.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score among Green Rejectors indicates that this group is increasingly considering a brand year-over-year, while Planet Protectors are either decreasing their consideration or increasing it at a significantly slower rate compared to Green Rejectors.

This trend reflects a growing divergence in brand perception between these two consumer segments.

Change in Consideration reflects the percentage-point difference in each year’s consideration for this segment. Changes in Consideration are rounded to the nearest decimal point. Trend Scores are calculated from the rounded scores.

Media networks and charities omitted from overall rankings but displayed in sector rankings later in the report.

Top overall

Most improved

Top trenders

Rank	Brand	Industry	Green Rejectors Change in Consideration	Planet Protectors Change in Consideration	Green Rejectors Trend Score
1	X (formerly Twitter)	Online brands	7.3	-1.3	+8.6
2	V8	Soft drinks & beverages	4.5	-3.2	+7.6
3	Reese's	Snacks	1.2	-6.3	+7.5
4	Visa	Payment	1.3	-5.8	+7.1
5	Dasani	Soft drinks & beverages	0.7	-6.2	+7.0
6	Apple	Consumer electronics	4.0	-2.8	+6.8
7	Dash	Food	0.0	-6.6	+6.6
8	Amazon	Online brands	5.8	-0.7	+6.5
9	Motts	Soft drinks & beverages	0.8	-5.6	+6.4
10	Propel	Soft drinks & beverages	2.9	-3.3	+6.4

Sector rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we isolated brands among their competitors to fully understand who's winning with Planet Protectors and Green Rejectors.

The brands in this section are ranked by difference in Consideration among each sustainable segment, based on surveys conducted between April 1, 2024, and March 31, 2025.

Brands mentioned must have a sample of 300 or more respondents and been tracked for 183 days to qualify for the rankings, unless otherwise mentioned.

The 14 sectors included in this report are:

Airlines, Automotive, Charities & NGOs, Consumer banks, Consumer electronics, Fashion, Food, Hair & skincare, Hotels & accommodations, Media networks, Restaurants, Retail, Snacks, and Travel & transport.

Wireless networks have been excluded from the consumer electronics rankings.



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Which **airlines** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	JetBlue	19.5%	12.5%	7.0%
2	Virgin Atlantic	10.4%	3.6%	6.8%
3	Delta Air Lines	40.1%	33.3%	6.8%
4	United Airlines	34.8%	28.1%	6.7%
5	Air Canada	9.7%	3.1%	6.6%
Highest Planet Protectors Trend Score: Southwest Airlines (+5.3)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Allegiant Airlines	7.8%	6.3%	1.5%
2	Avelo Airlines	1.3%	0.4%	0.9%
3	Frontier	7.0%	6.8%	0.2%
4	Spirit Airlines	5.9%	6.4%	-0.5%
5	Breeze Airways	1.1%	1.8%	-0.7%
Highest Green Rejectors Trend Score: Avelo Airlines (+0.9)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 875; Green Rejectors: n> 1,000). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are. A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **car makers** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Subaru	27.0%	16.0%	11.0%
2	Honda	32.0%	22.5%	9.5%
3	Volvo	10.1%	4.4%	5.7%
4	Kia	17.6%	12.5%	5.1%
5	Hyundai	16.6%	12.1%	4.5%
Highest Planet Protectors Trend Score: Honda (+2.5)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Ford	30.6%	21.6%	9.0%
2	Chevrolet	25.8%	18.8%	7.0%
3	GMC	14.6%	8.3%	6.3%
4	Ram	8.4%	4.4%	4.0%
5	General Motors	12.4%	8.7%	3.7%
Highest Green Rejectors Trend Score: Tesla (+3.9)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 950; Green Rejectors: n> 1,100). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to purchase from one of the following brands, from which of the following would you consider purchasing?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **charities & NGOs** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Planned Parenthood	32.1%	1.6%	30.5%
2	ACLU	20.2%	0.8%	19.4%
3	Sierra Club	15.9%	1.9%	14.0%
4	Southern Poverty Law Center	14.5%	0.6%	13.9%
5	NAACP	14.1%	0.4%	13.7%
Highest Planet Protectors Trend Score: Wounded Warrior Project (+6.9)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	NRA	26.1%	2.8%	23.3%
2	Wounded Warrior Project	37.5%	20.6%	16.9%
3	Association of Mature American Citizens	11.3%	1.6%	9.7%
4	Salvation Army	23.4%	18.0%	5.4%
5	St. Jude Children’s Research Hospital	43.2%	38.4%	4.8%
Highest Green Rejectors Trend Score: Southern Poverty Law Center (+2.7)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 875; Green Rejectors: n> 1,000). Brands are ranked by difference between each sustainable segment. Q: When you next choose to support an organization via membership, volunteering or financial donation, which of the following would you consider supporting?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are.

A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **consumer banks** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Chase	19.4%	13.3%	6.1%
2	Bank of America	13.2%	8.4%	4.8%
3	Capital One Bank	13.6%	10.9%	2.7%
4	Chime	4.3%	1.7%	2.6%
5	Citibank	9.8%	7.3%	2.5%
Highest Planet Protectors Trend Score: Chase (+2.4)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Navy Federal Credit Union	8.7%	6.4%	2.3%
2	Regions Bank	3.8%	1.8%	2.0%
3	USAA	9.1%	7.2%	1.9%
4	Wells Fargo	9.8%	8.4%	1.4%
5	Truist	3.3%	2.2%	1.1%
Highest Green Rejectors Trend Score: Ally (+1.8)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 1,200; Green Rejectors: n> 1,600). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to open a bank account (e.g., checking / savings account, credit card, loans), from which of the following would you consider opening an account?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **consumer electronics** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Apple	37.5%	23.4%	14.1%
2	Zoom	16.0%	7.7%	8.3%
3	Mac	17.7%	9.7%	8.0%
4	iPhone	27.1%	6.9%	34.7%
5	Android	27.0%	5.7%	33.1%
Highest Planet Protectors Trend Score: Android (+5.3)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Vizio	20.2%	14.7%	5.5%
2	HP	30.4%	26.0%	4.3%
3	Dell	23.9%	19.9%	4.1%
4	SiriusXM	19.1%	15.1%	4.0%
5	LG	27.1%	23.6%	3.5%
Highest Green Rejectors Trend Score: Apple (+6.8)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 700; Green Rejectors: n> 875). Brands are ranked by difference between each sustainable segment. Q: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering). Consumer electronics rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **fashion brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Nike	26.5%	11.9%	14.6%
2	Apple Watch	29.2%	16.0%	13.2%
3	Patagonia	16.5%	4.4%	12.1%
4	Old Navy	31.5%	21.0%	10.5%
5	The North Face	22.2%	11.8%	10.4%
Highest Planet Protectors Trend Score: Fruit of the Loom (+5.2)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Wrangler	35.5%	20.8%	14.7%
2	Fruit of the Loom	33.8%	28.2%	5.6%
3	Men's Wearhouse	12.8%	7.5%	5.3%
4	Hanes	37.2%	32.2%	5.0%
5	Skechers	40.0%	36.0%	4.0%
Highest Green Rejectors Trend Score: Nike (+4.9)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 800; Green Rejectors: n> 950). Brands are ranked by difference between each sustainable segment. Q: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering). Fashion rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **food brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Ben & Jerry's	32.2%	9.2%	23.0%
2	Horizon Organic Milk	19.2%	5.0%	14.2%
3	Beyond Meat	14.6%	1.6%	13.0%
4	Impossible Foods	14.2%	1.6%	12.7%
5	Organic Valley	17.1%	5.1%	12.0%
Highest Planet Protectors Trend Score: Dannon (+7.9)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Jimmy Dean	43.3%	30.3%	13.0%
2	Oscar Mayer	34.7%	22.4%	12.3%
3	Hormel	29.9%	18.5%	11.4%
4	Campbell's	49.0%	38.1%	10.9%
5	Johnsonville Sausage	37.5%	26.9%	10.6%
Highest Green Rejectors Trend Score: Dash (+6.7)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 625; Green Rejectors: n> 750). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to purchase packaged goods, from which of the following would you consider purchasing? Food rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are. A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **hair & skincare brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	CeraVe	26.1%	12.2%	13.9%
2	Aveeno	26.4%	16.5%	9.9%
3	Neutrogena	32.0%	22.9%	9.1%
4	Sephora	15.6%	6.8%	8.8%
5	Cetaphil	18.0%	10.0%	8.0%
Highest Planet Protectors Trend Score: CeraVe (+7.0)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Gold Bond	27.0%	23.4%	3.6%
2	Avon	9.1%	5.9%	3.2%
3	Great Clips	11.7%	8.7%	3.0%
4	Head & Shoulders	24.5%	21.7%	2.8%
5	Johnson's Baby	9.9%	7.5%	2.4%
Highest Green Rejectors Trend Score: Avon (+5.4)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 575; Green Rejectors: n> 750). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to purchase [hair products/services or beauty care products], from which of the following would you consider purchasing from? Hair & skincare rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are.

A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **hotel & accommodation brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Airbnb	23.8%	11.4%	12.4%
2	Hyatt	27.0%	14.9%	12.1%
3	Hyatt Place	16.5%	6.9%	9.6%
4	DoubleTree by Hilton	28.5%	19.8%	8.7%
5	Grand Hyatt	16.0%	7.6%	8.4%
Highest Planet Protectors Trend Score: Courtyard by Marriott (+6.8)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Trump Hotels	16.9%	4.0%	12.9%
2	Best Western	30.9%	27.9%	3.0%
3	La Quinta Inn	22.6%	19.6%	3.0%
4	Motel 6	14.0%	11.3%	2.7%
5	Holiday Inn	36.6%	34.5%	2.1%
Highest Green Rejectors Trend Score: Red Roof Inn (+3.1)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 775; Green Rejectors: n> 925). Brands are ranked by difference between each sustainable segment. Q: When you are in the market to stay at a hotel or accommodation service, with which of the following would you consider staying?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **media networks** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	MSNBC	37.7%	4.5%	33.2%
2	PBS	52.4%	19.8%	32.6%
3	NBC	53.6%	25.0%	28.6%
4	CNN	34.3%	5.9%	28.4%
5	CBS	53.3%	27.7%	25.6%
Highest Planet Protectors Trend Score: NBC (+7.1)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Fox News Channel	49.8%	10.1%	39.7%
2	Newsmax	35.6%	5.5%	30.1%
3	Fox	48.0%	22.2%	25.8%
4	Fox Business Network	26.7%	6.3%	20.4%
5	History Channel	49.8%	39.7%	9.9%
Highest Green Rejectors Trend Score: Fox News Channel (+11.4)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 850; Green Rejectors: n> 1,000). Brands are ranked by difference between each sustainable segment. Q: Which of the following broadcast and cable networks would you consider watching?

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are.

A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **restaurants** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Starbucks	29.7%	13.2%	16.5%
2	Panera Bread	35.9%	22.4%	13.5%
3	Chipotle	22.6%	13.9%	8.7%
4	Dunkin'	26.8%	21.0%	5.8%
5	The Cheesecake Factory	18.5%	13.6%	4.9%
Highest Planet Protectors Trend Score: Wendy's (+6.6)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Chick-fil-A	41.7%	25.7%	16.0%
2	Texas Roadhouse	33.6%	20.0%	13.6%
3	Dairy Queen	33.1%	24.1%	9.0%
4	Cracker Barrel	29.1%	20.3%	8.8%
5	Golden Corral	18.0%	9.3%	8.7%
Highest Green Rejectors Trend Score: Starbucks (+3.4)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 850; Green Rejectors: n> 1,100). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to purchase food or drink, from which of the following would you consider purchasing? Restaurant rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are. A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

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Which **retail brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Target	45.9%	18.3%	27.6%
2	Dick's Sporting Goods	31.4%	16.3%	15.1%
3	IKEA	27.9%	14.7%	13.2%
4	REI	19.3%	7.9%	11.4%
5	Wayfair	26.6%	15.2%	11.3%
Highest Planet Protectors Trend Score: Shell (+8.1)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Hobby Lobby	34.3%	15.2%	19.1%
2	Bass Pro Shops	32.3%	15.1%	17.2%
3	Walmart	66.5%	51.2%	15.3%
4	Cabela's	29.3%	14.2%	15.2%
5	Tractor Supply	23.4%	11.3%	12.1%
Highest Green Rejectors Trend Score: Hobby Lobby (+4.3)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 750; Green Rejectors: n> 950). Brands are ranked by difference between each sustainable segment. Q: If a consumer would consider a brand or not the next time they are in the market for a purchase (% considering). Retail rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

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Which **snack brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	KIND	22.0%	10.3%	11.7%
2	Godiva	24.8%	16.5%	8.3%
3	Kashi	14.6%	6.5%	8.1%
4	Special K	23.9%	15.9%	8.0%
5	Triscuit	25.8%	18.3%	7.5%
Highest Planet Protectors Trend Score: Quaker (+4.7)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Hershey	45.2%	36.3%	8.9%
2	Lay's	43.7%	36.3%	7.4%
3	Reese's	39.5%	32.0%	7.5%
4	Pillsbury	40.6%	33.7%	6.9%
5	Fritos	34.5%	28.0%	6.5%
Highest Green Rejectors Trend Score: Reese's (+7.5)				

YouGov BrandIndex: April 1, 2024 – March 31, 2025 (Planet Protectors: n> 625; Green Rejectors: n> 775). Brands are ranked by difference between each sustainable segment. Q: When you are in the market next to purchase packaged goods, from which of the following would you consider purchasing? Snack rankings include multiple BrandIndex categories which further analyze brands by sub-sector.

Trend Scores are calculated by analyzing data from April 1, 2024 – March 31, 2025, against the preceding year (April 1, 2023 – March 31, 2024).

A high trend score with Planet Protectors reflects a brand that more Planet Protectors are considering year-over-year than Green Rejectors are. A high trend score with Green Rejectors reflects a brand that more Green Rejectors are considering year-over-year than Planet Protectors are.

Explore brand tracking

Request segmented analysis



Which **travel & transport brands** are Americans considering?

Planet Protectors

	Brand name	Planet Protectors (% considering)	Green Rejectors (% considering)	Difference
1	Disneyland / Disney World	17.1%	6.0%	11.1%
2	Amtrak	23.8%	13.0%	10.8%
3	Uber	21.4%	11.5%	9.9%
4	Lyft	16.5%	7.4%	9.1%
5	Booking.com	18.2%	13.1%	5.1%
Highest Planet Protectors Trend Score: SeaWorld (+2.6)				

Green Rejectors

	Brand name	Green Rejectors (% considering)	Planet Protectors (% considering)	Difference
1	Norwegian Cruise Lines	10.1%	8.5%	1.6%
2	Holland America Line	5.8%	4.5%	1.3%
3	Cedar Point	4.7%	3.4%	1.3%
4	choicehotels.com	11.9%	10.7%	1.2%
5	Princess Cruises	6.6%	5.8%	0.8%
Highest Green Rejectors Trend Score: Expedia (+3.6)				

Report takeaways



Sustainability attitudes unaffected by sense of momentum loss from political landscape

While 55% of Americans believe sustainability efforts are losing momentum in 2025, sustainability attitudes remain largely unchanged, with 28% of Americans segmented as the Planet Protectors (up from 26% in 2024) and 21% of Americans segmented as Green Rejectors (down from 23% in 2024)



Industry-level trends in purchase consideration

Across 2,000+ brands tracked, Planet Protectors have 11% in their consideration set, while Green Rejectors consider 9%.

Planet Protectors are more likely to consider destinations and financial services brands (Investment, Payment, and Insurance).

The Airline industry increased consideration most among both groups since 2024.



Political leanings may lead to paradoxes between sustainable beliefs and behaviors

Despite the environmental impacts of global trade and print media, Planet Protectors more likely than Green Rejectors to oppose tariffs (68% vs 22%) and pay money for a printed newspaper (40% vs 32%).



Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

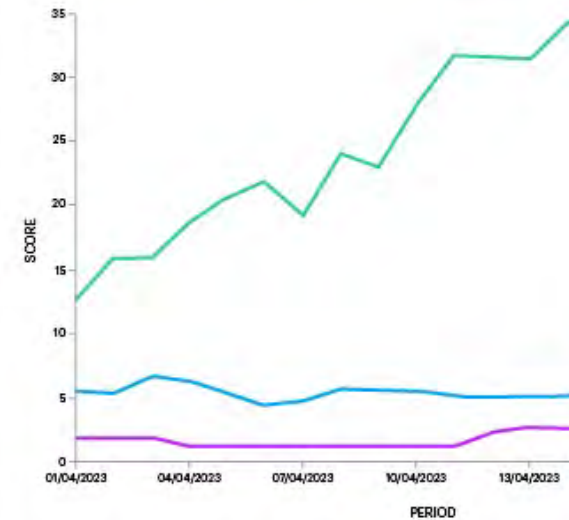
- Advertising awareness
- Brand impression
- Corporate reputation
- Recommendation
- Value perception

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- Category spend
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