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# YouGov Consumer Framework: Sustainability and product labels

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Who's buying eco-labeling and who isn't?

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# Introduction

As of March 2022, more than 175 million US adults say they prefer brands that are sustainable. But does that necessarily mean they believe brands that say they are sustainable?

This YouGov consumer framework equips market researchers and advertisers with an overview of the opportunities and potential risks involved with eco-labeling.

The following actionable insights drawn from YouGov Profiles data divide the total adult US population into groups based on their preference for sustainable brands and their skepticism toward the authenticity of sustainable packaging.

Ultimately, the consumer framework answers: Who's buying eco-labeling, and who isn't?


[Learn about YouGov Profiles](#)

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# YouGov Consumer Framework: Sustainability and product labels

Population: USA 18+ (256 Million)

		<div> "I prefer brands that are sustainable"</div>		
		Agree	Neither	Disagree
"Brands will slap anything on a label to make money"	Agree	Justify my love c. 117.8m (46%)	That don't impress me much c. 68.7m (27%)	
	Neither	Yours faithfully c. 31.1m (12%)	Jury's out c. 38.5m (15%)	
	Disagree			

# Justify my love:

## Audience Profile

This group represents almost half of US adults, who prefer sustainable brands but believe that brands will slap anything on a label for money.

Profiling data for this audience is compared to a nationally representative USA 18+ sample.

**44%**

aged 25-44  
(vs 35%)

**49%**

not a parent  
(vs 43%)

**41%**

higher educated (finished  
aged 20+) (vs 37%)

**40%**

say it is acceptable for brands to discuss  
'environmental issues' (vs 31%)

**61%**

agree, "I am open to substituting meat/dairy  
products with plant-based alternatives" (vs 45%)

**50%**

agree "Advertising affects how I perceive my  
body image" (vs 36%)

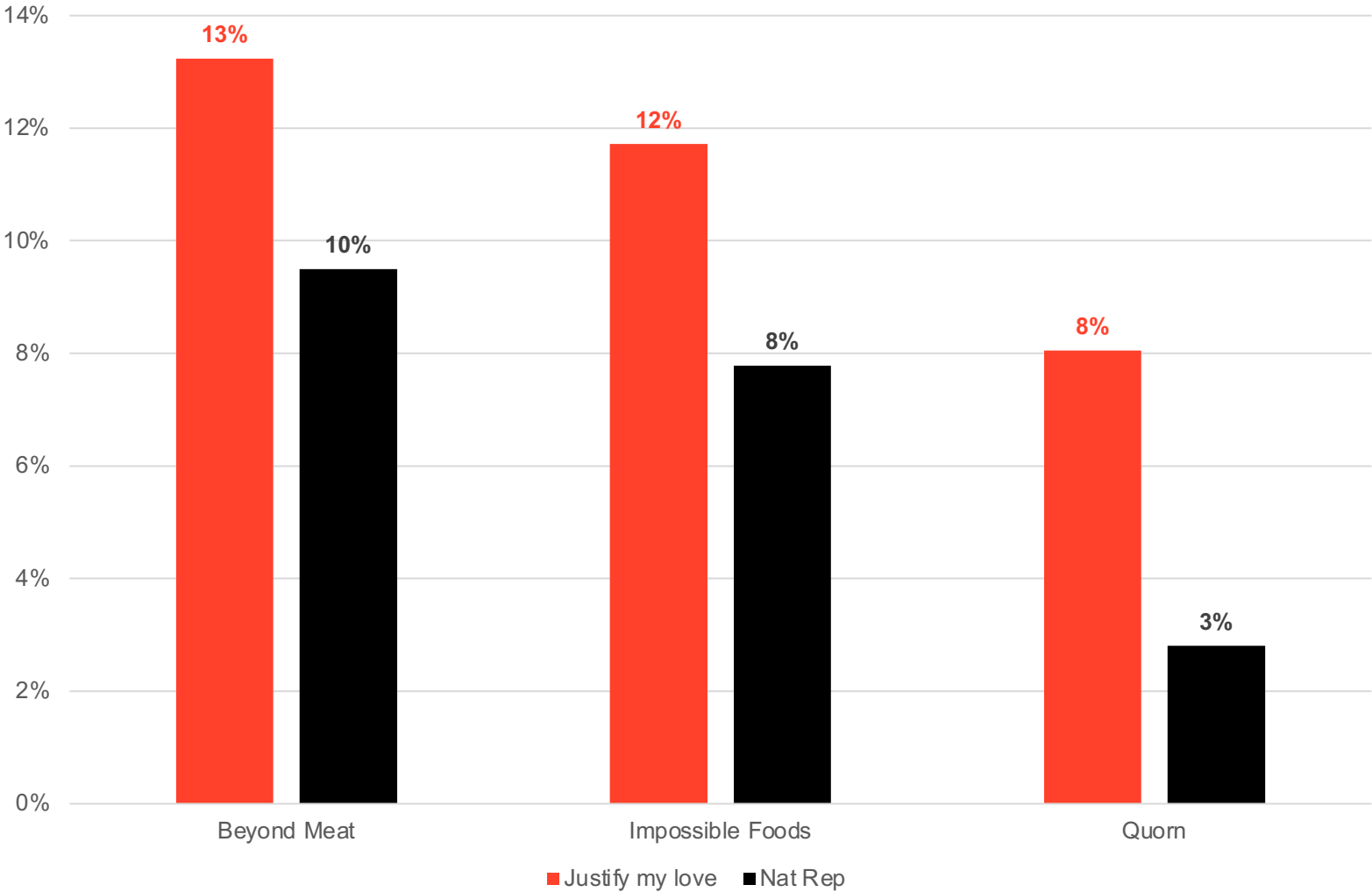
**64%**

are "prepared to pay more for foods that  
don't contain artificial additives" (vs 51%)

# Justify my love:

When you next make a **purchase**, which brands would you consider?

Brand	Justify my love	Nat Rep
Beyond Meat	13%	10%
Impossible Foods	12%	8%
Quorn	8%	3%



# That don't impress me much:

## Audience Profile

This group makes up just over a quarter of the nation, who expressed skepticism about eco-labeling and do not prefer sustainable brands.

Profiling data for this audience is compared to a nationally representative USA 18+ sample.



**44%**  
aged 55+ (vs 37%)



**38%**  
have a child older than 18 (vs 32%)



**48%**  
married (vs 40%)



**38%**  
highest education is high school (vs 32%)



**62%**  
don't use food delivery services (vs 50%)



**63%**  
have never eaten plant-based substitutes (vs 44%)

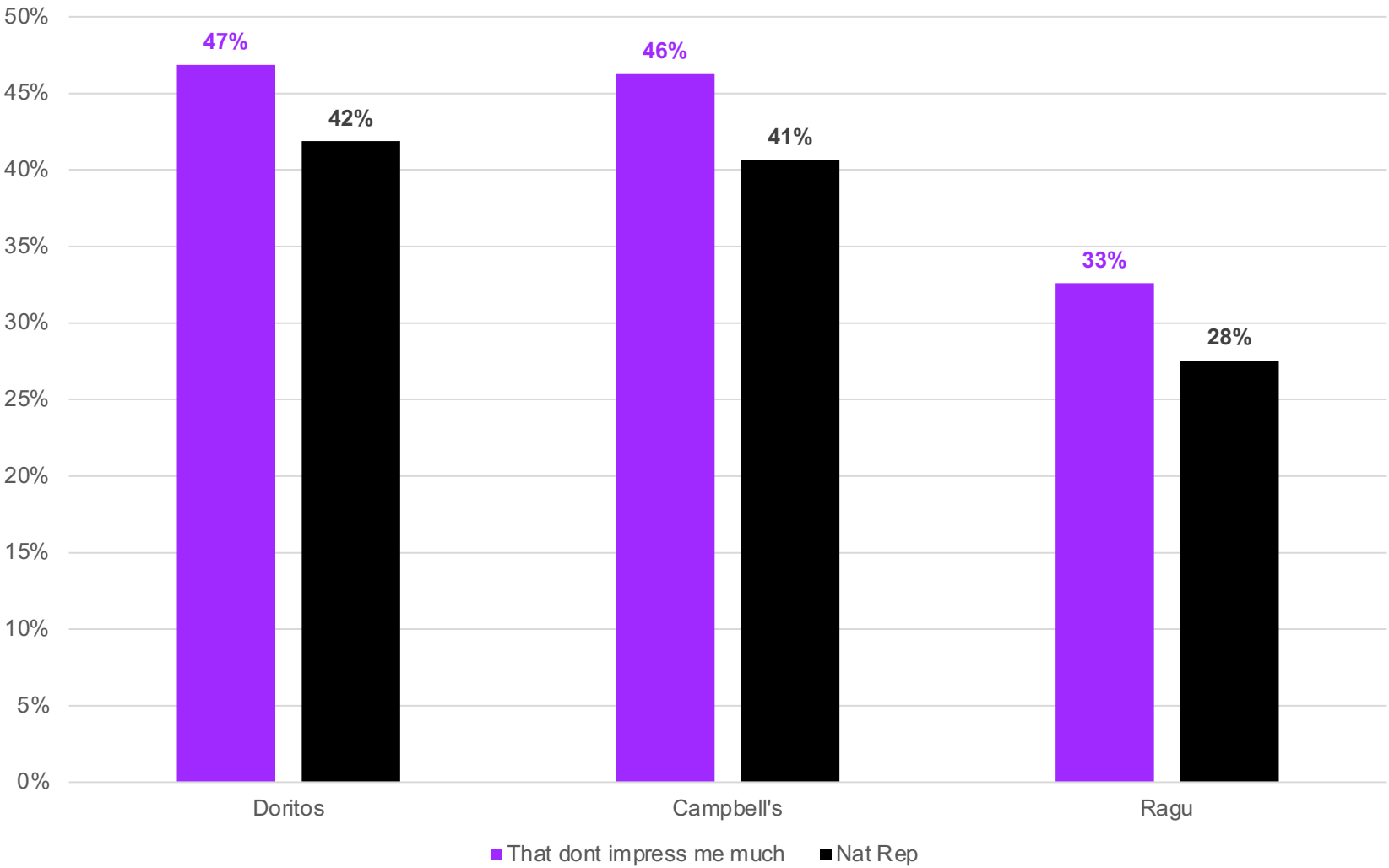


**32%**  
say it is "not at all important" that brands have a clear and transparent P.O.V on the wider issues in society (vs 17%)

# That don't impress me much:

When you next make a **purchase**, which brands would you consider?

Brand	Don't Impress	Nat Rep
Beyond Meat	47%	42%
Impossible Foods	46%	41%
Quorn	33%	28%



# Yours faithfully:

## Audience Profile

This group of 12% prefers sustainable brands and did not express skepticism about the messages marketers communicate.

Profiling data for this audience is compared to a nationally representative USA 18+ sample.

**55%**

Female (vs 51%)

**40%**

aged 55+ (vs 37%)

**21%**

retired (vs 17%)

**41%**

higher educated (finished aged 20+) (vs 37%)

**51%**

say "Fitness is a cornerstone of my daily life" (vs 39%)

**41%**

consider 'health content of food' when deciding what to eat (vs 36%)

**36%**

say it is acceptable for brands to discuss 'environmental issues' (vs 32%)

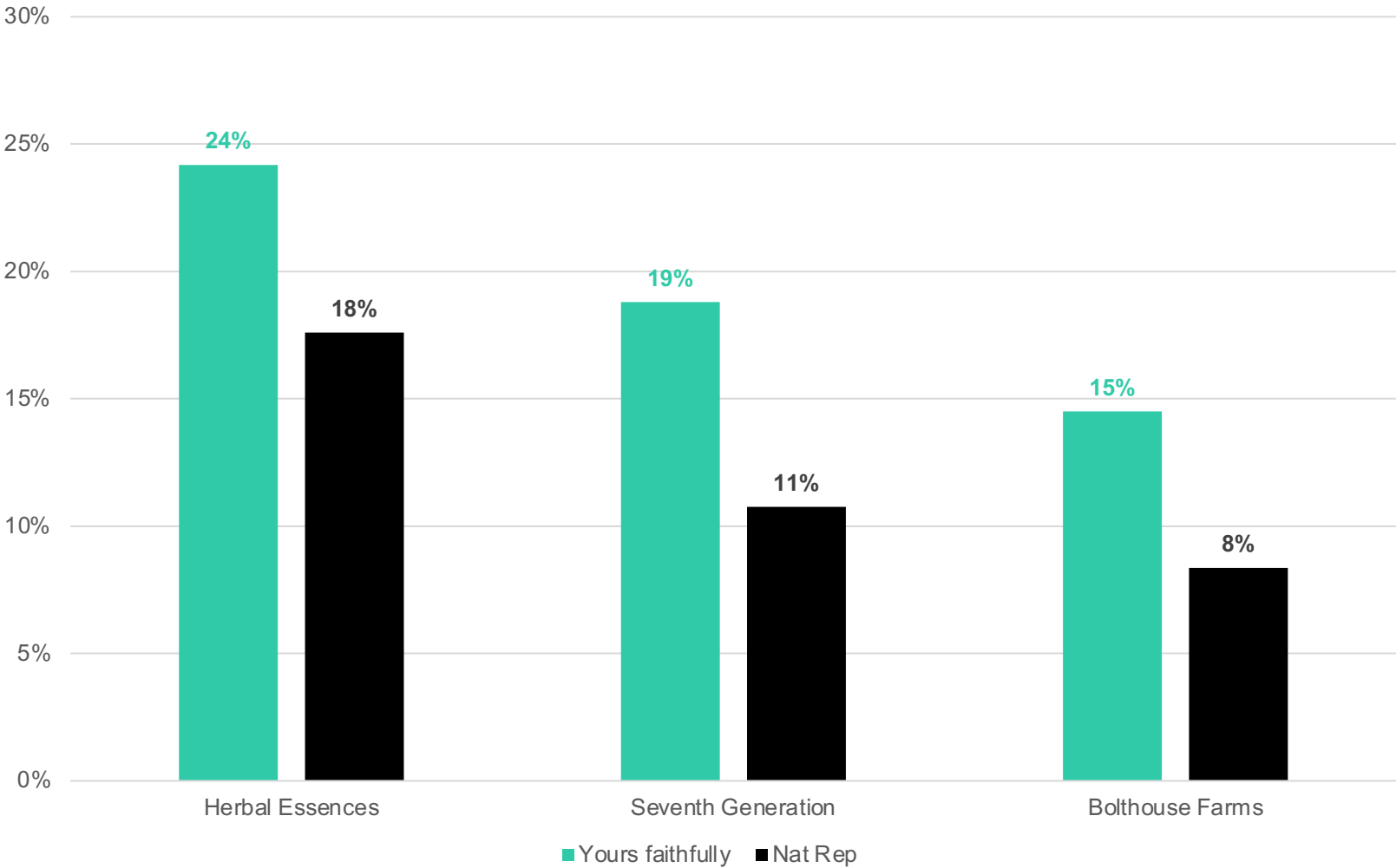
**46%**

say it is very important that brands show they care (vs 43%)

# Yours faithfully:

When you next make a **purchase**, which brands would you consider?

Brand	Yours faithfully	Nat Rep
Herbal Essences	24%	18%
Seventh Generation	19%	11%
Bolthouse Farms	15%	8%



## Jury's out:

# Audience Profile

This last 15% did not indicate skepticism about the brand labeling and did not express a preference toward sustainable brands.

Profiling data for this audience is compared to a nationally representative USA 18+ sample.

**45%**

highest education is high school (vs 32%)

**62%**

don't work (vs 54%)

**21%**

live in a rural area (vs 18%)

**58%**

don't drink alcohol (vs 43%)

**62%**

have never eaten tofu / soy (vs 52%)

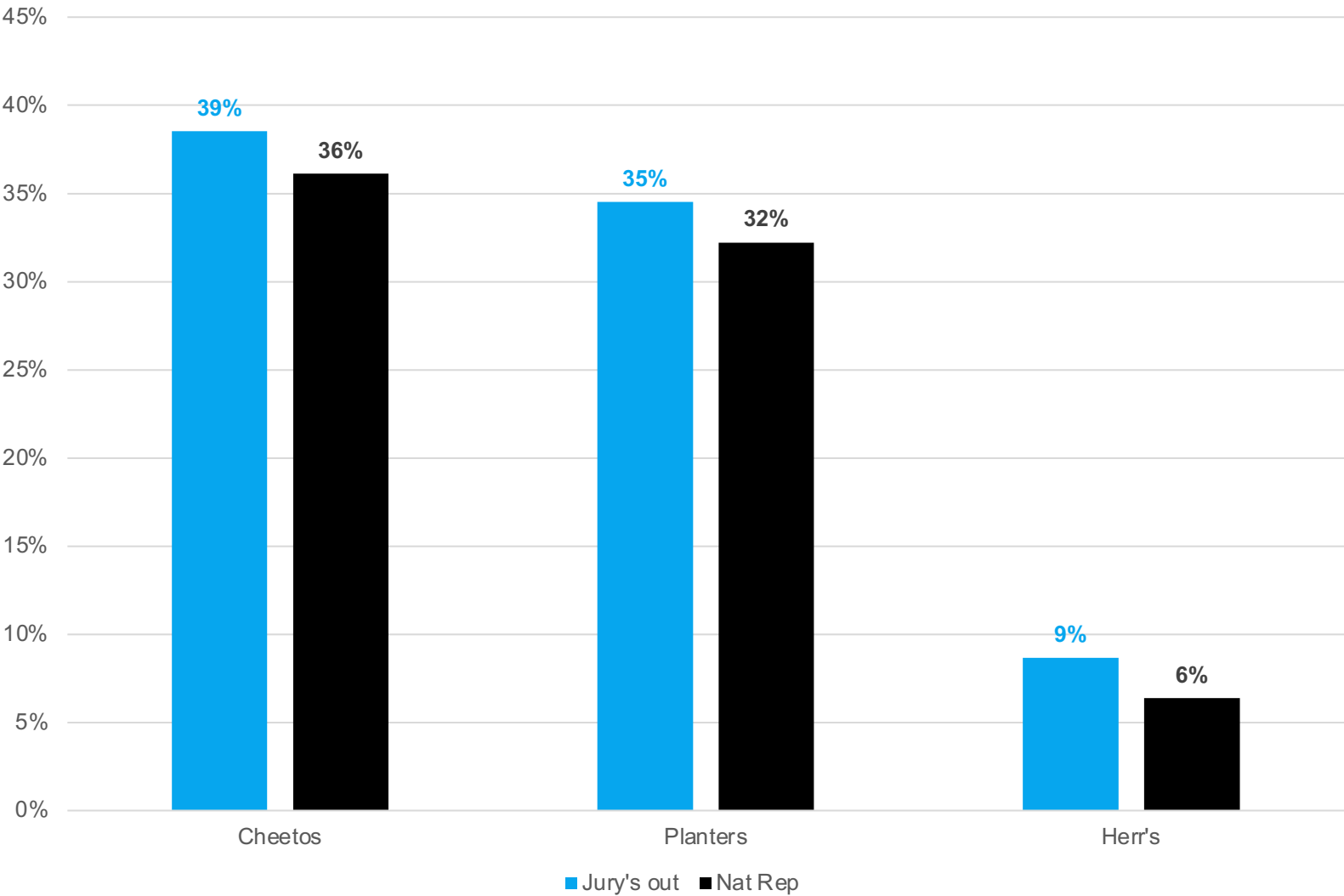
**38%**

never drink coffee (vs 26%)

# Jury's out:

When you next make a **purchase**, which brands would you consider?

Brand	Jury's out	Nat Rep
Cheetos	39%	36%
Planters	35%	32%
Herr's	9%	6%



# Synopsis

Nearly 150 million US adults (58%) say they prefer brands that are sustainable. However, only 21% of these forward-focused consumers view brands that label products with eco-friendly messaging without skepticism.

The group of 117.8 million Americans identified in this framework as “Justify my love,” requires brands to show their work. Is this worth it?

Well, these consumers represent the largest segment in this debate, over-index as Millennials, indicating a longer consumer lifestyle, and have expressed a greater willingness than others to spend more on natural products.

Considering this, and with over 100 million US adults indicating no preference toward sustainable purchases, it seems best for brands to avoid eco-labeling unless they can truly commit to sustainability.

[Learn more](#)

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

## Request Demo

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**

Over **230,000** highly engaged US panelists (18+)

**4**

Global Variables – 100% square across **50,000** panelists on the **10,000** most used variables

**2**

Dataset updated weekly

**5**

Passively tracked data

**3**

Access to over **400,000** data variables

**6**

Re-contactable respondents



**YouGov** Profiles

# Thank you

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