

CENSUSWIDE

BRAND VALUES EXECUTIVE SUMMARY

2023/2024

■ EXECUTIVE SUMMARY

Prepared for: Censuswide

Sample: 2,004 Nationally Representative UK General Consumers

In field: 13.10.2023 – 16.10.2023

Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.

QUESTION 1

How important or unimportant, if at all, is it to you for the brands you shop with to have missions/values that align with your own?

- Almost half (46%) of Brits said it is important* to them that the brands they shop with have missions/values that align with their own.
- This is compared with just over 1 in 7 (15%) Brits who said it is unimportant* that the brands they shop with have missions/values that align with their own.
- Almost half (49%) of male consumers surveyed said it is important* to them that the brands they shop with have missions/values that align with their own, compared with over 2 in 5 (43%) female consumers surveyed who said the same.
- Millennials surveyed (57%) are most likely to say it is important* to them that the brands they shop with to have missions/values that align with their own, followed by Generation Z (48%), Generation X (44%), and finally, Baby Boomers surveyed (32%) who said the same.
- Over half of Brits in Greater London (51%) and the West Midlands (51%) said it is important* to them that the brands they shop with have missions/values that align with their own, making these the most likely to say this. This is compared with respondents in the North East (39%) who are the least likely to think it is important*.
- Brits in Birmingham are more likely than Brits in Norwich to say it is important* to them that the brands they shop with have missions/values that align with their own, (53% vs 39%).

*Very important' and 'Fairly important' answers combined.

**Very unimportant' and 'Fairly unimportant' answers combined.

QUESTION 2

How important or unimportant, if at all, is it to you for the brands you shop with to have missions/values that align with your own?

- Over a third (36%) of Brits try to primarily buy from brands whose missions / values align with their own.
- Almost 3 in 10 (28%) Brits research brands' missions / values before making a purchase with them.
- Over a third (34%) of Brits try to avoid purchasing from brands whose missions / values do not align with their own.
- Almost 2 in 5 (38%) Brits would stop purchasing from a brand after it, or its leadership, behaved in a way that does not align with their values.
- 3 in 10 (30%) Brits would encourage others to stop shopping with a brand after it, or its leadership, behaved in a way that does not align with their values.
- Over 3 in 10 (32%) male consumers research brands' missions / values before making a purchase with them, compared with a quarter (25%) of female consumers surveyed who said the same.
- Over 2 in 5 (45%) Millennials surveyed try to primarily buy from brands whose missions / values align with their own, compared with a third (33%) of Generation X, and under 3 in 10 (27%) Baby Boomers who said the same.
- Just over 2 in 5 (41%) consumers surveyed in Greater London try to primarily buy from brands whose missions / values align with their own, compared with just over 3 in 10 (31%) consumers surveyed in Scotland who said the same.

QUESTION 3

Why, if at all, do you purchase from brands that don't align with your values? (Tick all that apply)

- 2 in 5 (40%) Brits purchase from brands that don't align with their values because of cost.
- Just under a third (32%) of Brits purchase from brands that don't align with their values because they like the products.
- Almost 3 in 10 (29%) Brits purchase from brands that don't align with their values because of convenience.
- A quarter (25%) of Brits purchase from brands that don't align with their values because of necessity (i.e. they need to use the products they sell).
- Over a fifth (22%) of Brits purchase from brands that don't align with their values because there is no alternative.
- Over 2 in 5 (44%) Generation X surveyed purchase from brands that don't align with their values because of cost, compared with over a third (35%) of Generation Z who said the same.
- Almost a third (32%) of Brits in Brighton purchase from brands that don't align with their values because there is no alternative, compared with just over 1 in 10 (12%) Brits in Bristol who said the same.

QUESTION 4

What values, if any, are most important to you when deciding which brands to engage with / purchase from? (Tick up to three)

The five most important values to Brits when deciding which brands to engage with / purchase from are:

1. Quality (23%)
 2. Environmental sustainability (18%)
 3. Putting people ahead of profits (13%)
 4. Transparency (13%)
 5. Ethical employment practices (12%)
- Just over a fifth (21%) of male consumers surveyed said quality is one of the most important values to them when deciding which brands to engage with / purchase from, compared with almost a quarter (24%) of female consumers surveyed who said the same.
 - Almost 3 in 10 (27%) Baby Boomers surveyed said that quality is one of the most important values to them when deciding which brands to engage with / purchase from, compared with just under a fifth (19%) of Generation Z surveyed who said the same.
 - Over a quarter (26%) of consumers surveyed in Brighton said environmental sustainability is one of the most important values to them when deciding which brands to engage with / purchase from, compared with just under 1 in 10 (9%) consumers surveyed in Cardiff who said the same.
 - Over a fifth (21%) of Brits who are retired said environmental sustainability is one of the most important values to them when deciding which brands to engage with / purchase from, compared with 1 in 16 (6%) students who said the same.

QUESTION 5

Where, if anywhere, do you actively seek out information about a brand's missions/values? (Tick all that apply)

The places Brits actively seek out information about a brand's missions / values are:

1. The brand's own website (22%)
 2. The brand's own social media channels (e.g., TikTok, Instagram, Facebook, LinkedIn, X (formerly known as Twitter), YouTube) (19%)
 3. Independent websites for checking a brand's values (e.g., GoodOnYou, Ethical Consumer, The Good Shopping Guide) (17%)
 4. The brand's advertising (15%)
 5. Non-brand-owned social media accounts (e.g., influencers, journalists, reviewers, media outlet social accounts) (12%)
 6. Third-party press (e.g., non-brand-owned print magazines, newspapers or online publications) (11%)
- Over two thirds (67%)* of Brits actively seek information about a brand's missions / values.
 - Male consumers surveyed are more likely than female consumers surveyed to actively seek out information about a brand's missions/values via third-party press (14% vs 8%).
 - Generation Z (16%) and Millennials (14%) are more likely than Baby Boomers (9%) surveyed to actively seek out information about a brand's missions/values via third-party press.
 - Consumers surveyed who deem it very important for the brands they shop with to have missions/values that align with their own are around 4x more likely than those who deem this very unimportant to actively seek out information about a brand's missions/values via third-party press (16% vs 6%).

*Reverse of 'N/A - I don't actively seek information about a brand's missions / values'

QUESTION 6

In a typical week, how frequently, if ever, do you look at content (i.e. news articles, posts, blogs, videos) on each of the following?

- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on Instagram three times per week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on TikTok twice a week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on LinkedIn once a week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on X (formerly known as Twitter) twice a week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on Facebook three times per week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on YouTube three times per week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on television (i.e. the news) four times per week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) in magazines (digital, print) once a week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) in the news (digital newspapers, news sites (e.g. BBC News, Daily Mail, Google News), print newspapers) three times per week.
- On average*, Brits look at content (i.e. news articles, posts, blogs, videos) on brand's websites twice a week.
- 2 in 5 (40%) male consumers surveyed look at content on television (i.e. the news) 6 or more times a week, compared with over a third (35%) female consumers who said the same.
- Almost a third (32%) male consumers surveyed look at content in the news (digital newspapers, news sites (e.g. BBC News, Daily Mail, Google News), print newspapers) 6 or more times a week, compared with almost a quarter (24%) of female consumers surveyed who said the same.
- Over 2 in 5 (43%) Brits who are retired look at content in the news (digital newspapers, news sites (e.g. BBC News, Daily Mail, Google News), print newspapers) 6 or more times a week, compared with just 1 in 20 (5%) students who said the same.

*Mean: (Times per week excl. N/A).

QUESTION 7

Where, if anywhere, have you seen a piece of content about a brand's mission or values that resonated with you? (Tick all that apply)

The top five places that Brits have seen a piece of content about a brand's mission or values that resonated with them are:

1. The brand's own social media channels (e.g., TikTok, Instagram, Facebook, LinkedIn, X (formerly known as Twitter), YouTube) (20%)
 2. The brand's own website (19%)
 3. The brand's advertising (17%)
 4. Websites for checking a brand's values (e.g., GoodOnYou, Ethical Consumer, The Good Shopping Guide) (14%)
 5. A non-brand-owned social media account (e.g., influencers, journalists, reviewers, media outlet social accounts) (13%)
- 1 in 10 (10%) Brits said they have seen content about a brand's mission or values that resonated with them in publications (e.g., print magazines and newspapers or online publications).
 - Over half (53%)* of Brits surveyed have seen a piece of content about a brand's mission or values that resonated with them.
 - Almost 3 in 5 (58%)* male consumers surveyed have seen a piece of content about a brand's mission or values that resonated with them, compared with half (49%)* of female consumers surveyed who said the same.
 - 1 in 6 (16%) Generation Z surveyed have seen a piece of content about a brand's mission or values that resonated with them in publications (e.g., print magazines and newspapers or online publications), compared with 1 in 20 (5%) Baby Boomers who said the same.
 - Almost two thirds (63%)* of Brits who work full time have seen a piece of content about a brand's mission or values that resonated with them, compared with almost 3 in 10 (28%)* retired Brits who said the same.
 - A third (33%) of Brits who think it is very important for the brands they shop with to have missions / values that align with their own said they have seen a piece of content about a brand's missions of values that resonated with them on the brand's own social media channels (e.g., TikTok, Instagram, Facebook, LinkedIn, X (formerly known as Twitter), YouTube), compared with just 1 in 16 (6%) who think it is very unimportant for the brands they shop with to have missions / values that align with their own

*Reverse of 'N/A – I have never seen a piece of content about a brand's mission or values that resonated with me', 'N/A – there is nowhere specific that I have seen this' and 'I don't remember'

QUESTION 8

What, if anything, resonated with you about the piece of content? (Tick all that apply)

*Respondents who have seen a piece of content about a brand's mission or values that resonated with them

The top eight elements about a piece of content about a brand's mission or values that respondents say resonated with them are:

1. Human stories (27%)
 2. Eye-catching visuals (25%)
 3. Emotion (23%)
 4. Humour (21%)
 5. Useful educational content (20%) / Compelling storytelling (20%)
 6. Compelling research / statistics (18%)
 7. Leadership visibility (17%)
- 1 in 9 (11%) Brits say shock factor resonated with them when they saw a piece of content about a brand's mission or values, whilst a further 11% said the same about a celebrity spokesperson.
 - Almost a quarter (24%) of Baby Boomers surveyed said compelling research / statistics resonated with them, compared with almost a fifth (19%) of Generation X and almost a fifth (18%) of Millennials who said the same.
 - Over a fifth (21%) of Brits who think it is fairly important for the brands they shop with to have missions / values that align with their own said compelling research / statistics have resonated with them, compared with just under 1 in 7 (13%) Brits who think it is fairly unimportant for the brands they shop with to have missions / values that align with their own who said the same.

QUESTION 9

How likely, if at all, are you to do the following when you see a piece of content from a brand or in the news that shows that their missions / values align with yours?

- Almost a quarter (24%) of Brits are likely* to share the content on their social media when they see a piece of content from a brand or in the news that shows that their missions / values align with theirs.
- Just over a third (34%) of Brits are likely* to leave a positive review for a brand (i.e. on Google or TrustPilot) when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- 3 in 10 (30%) Brits are likely* to leave a positive comment on the post or article when they see a piece of content from a brand or in the news that shows that their missions / values align with theirs.
- 2 in 5 (40%) Brits are likely* to make a purchase from a brand when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- Almost 2 in 5 (39%) Brits are likely* to recommend a brand to friends and family etc. when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- Just over 3 in 10 (31%) Brits are likely* follow a brand on social media when they see a piece of content from a brand or in the news that shows that their missions / values align with theirs.
- Almost 3 in 10 (27%) Brits are likely* to subscribe to more content from a brand (i.e. newsletters, catalogues, promotion emails) when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- Just over 3 in 10 (31%) Brits are likely* to spend more with a brand when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- Almost 2 in 5 (37%) Brits are likely* to choose to make a purchase from a brand over a cheaper brand when they see a piece of content from the brand or in the news that shows that their missions / values align with theirs.
- Almost 2 in 5 (38%) Millennials and 3 in 10 (30%) Generation Z surveyed are likely* to share the content to their social media when they see a piece of content from the brand or in the news that shows their missions / values align with theirs, compared with just over a fifth (22%) of Generation X Brits and, finally, under 1 in 10 (9%) Baby Boomers who said the same.

*Very likely' and 'Somewhat likely' responses combined.

**Very unlikely' and 'Somewhat unlikely' responses combined.

QUESTION 10

To what extent do you agree or disagree, if at all, with each of the following statements?

'Brands are doing a good job of making their missions and values visible'

- Under 2 in 5 (35%) Brits agree* that brands are doing a good job of making their missions and values visible.
- Millennials surveyed are most likely to agree* with the statement 'Brands are doing a good job of making their missions and values visible', while those who are Baby Boomers are least likely to agree* (43% vs 20%).
- 7 in 10 (70%) Brits who say it's very important to them that the brands they shop with have missions/values that align with their own agree* that brands are doing a good job of making their missions and values visible, while just 1 in 12 (8%) of those who said it's very unimportant to them feel the same.

'More visible brand missions and values would help me to make easier purchasing decisions'

- Almost 2 in 5 (39%) Brits agree* that more visible brand missions and values would help them to make easier purchasing decisions.
- Millennials surveyed are most likely to agree* with the statement 'More visible brand missions and values would help me to make easier purchasing decisions', while those who are Baby Boomers are least likely to agree* (46% vs 31%).
- Just over 7 in 10 (71%) Brits who say it's very important to them that the brands they shop with have missions/values that align with their own agree* that more visible brand missions and values would help them to make easier purchasing decisions, while just 1 in 12 (8%) of those who said it's very unimportant to them feel the same.

'I think brands that make their mission and values visible / easily accessible are more trustworthy'

- Over 2 in 5 (42%) Brits agree* that they think brands that make their mission and values visible / easily accessible are more trustworthy.
- Millennials surveyed are most likely to agree* with the statement 'I think brands that make their mission and values visible / easily accessible are more trustworthy', while those who are Baby Boomers are least likely to agree* (48% vs 33%).
- Just over 7 in 10 (71%) Brits who say it's very important to them that the brands they shop with have missions/values that align with their own agree* that they think brands that make their mission and values visible / easily accessible are more trustworthy, while just under 1 in 10 (9%) of those who said it's very unimportant to them feel the same.

'I am often wary that brands' missions and values are misleading / false (e.g. greenwashing)'

- Almost half (46%) of Brits agree* that they are often wary that brands' missions and values are misleading / false (e.g. greenwashing).
- Millennials are most likely to agree* with the statement 'I am often wary that brands' missions and values are misleading / false (e.g. greenwashing)', while those who are Generation Z are least likely to agree* (50% vs 42%).
- Almost two thirds (64%) of Brits who say it's very important to them that the brands they shop with have missions/values that align with their own agree* that they are often wary that brands' missions and values are misleading / false (e.g. greenwashing), while less than half (47%) of those who said it's very unimportant and less than half (46%) of those who said it's fairly unimportant to them feel the same.

'I think brands genuinely do value things like sustainability, diversity and inclusion and social and economic justice etc. over profit'

- Under 2 in 5 (35%) Brits agree* that they think brands genuinely do value things like sustainability, diversity and inclusion and social and economic justice etc. over profit.
- Millennials surveyed are most likely to agree* with that they think brands genuinely do value things like sustainability, diversity and inclusion and social and economic justice etc. over profit, while Baby Boomers are least likely to agree* (45% vs 23%).
- Brits who say it's very important to them that the brands they shop with have missions/values that align with their own are much more likely than those who think this is very unimportant to agree* that they think brands genuinely do value things like sustainability, diversity and inclusion and social and economic justice etc. over profit (64% vs 8%).

*"Strongly agree" and "Somewhat agree" responses combined.

QUESTION 11

What type of brands, if any, do you think generally have missions and values that best align with your own (Tick all that apply)

The top 10 types of brands Brits think generally have missions and values that best align with their own are:

1. Supermarkets (19%)
 2. Beauty (14%)
 3. Fashion (13%) / Health & Fitness (13%)
 4. Entertainment (e.g. Netflix, Disney+, Amazon Prime) (12%) / Travel (12%)
 5. Technology (e.g. Google, Apple etc.) (11%) / Hospitality (e.g. restaurants, pubs, hotels) (11%) / Banking (11%)
 6. Gaming (10%)
- Brits are least likely to think that gambling (5%) brands generally have missions and values that best align with their own.
 - 1 in 5 (20%) female Brits said that beauty brands generally have missions and values that best align with their own, while just 1 in 14 (7%) male Brits said the same.
 - Almost 3 in 10 (29%) Brits who say it's very important to them that the brands they shop with have missions/values that align with their own said that supermarkets generally have missions and values that best align with their own, while just 1 in 16 (6%) of those who said this is very unimportant to them feel the same

QUESTION 12

What type of brands, if any, do you think are best at communicating their missions and values? (Tick all that apply)

The top 10 types of brands Brits think generally have missions and values that best align with their own are:

- Supermarkets (18%)
 - Beauty (12%) / Fashion (12%)
 - Technology (e.g. Google, Apple etc.) (11%) / Health & Fitness (11%) / Banking (11%)
 - Entertainment (e.g. Netflix, Disney+, Amazon Prime) (10%)
 - Travel (9%) / Media (e.g. broadcasters) (9%) / Hospitality (e.g. restaurants, pubs, hotels) (9%)
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- Brits are least likely to think that gambling (6%) brands are best at communicating their missions and values.
 - 1 in 6 (16%) female Brits said that beauty brands are best at communicating their missions and values, while just 1 in 12 (8%) male Brits said the same.
 - Millennials (17%), Generation X (20%) and Baby Boomers (20%) are all most likely to think that supermarkets are best at communicating their missions and values. However, Generation Z are most likely to think that fashion (17%) brands are best at communicating their missions and values.
 - Baby Boomers surveyed are more likely than Generation Z to think that supermarkets are best at communicating their missions and values (20% vs 12%).
 - Millennials surveyed are more likely than Baby Boomers surveyed to think that health and fitness brands are best at communicating their missions and values (15% vs 6%).

QUESTION 13

What type of brands, if any, do you think behave in a way that does NOT align with your missions and values? (Tick all that apply)

The top eight types of brands that Brits think behave in a way that does not align with their missions and values are:

1. Gambling (18%)
 2. Utilities (e.g. energy providers) (11%) / Banking (11%) / Gaming (11%)
 3. Fashion (10%) / Media (e.g. broadcasters) (10%)
 4. Beauty (9%)
 5. Car manufacturers (8%)
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- Brits are least likely to think that hospitality (e.g. restaurants, pubs, hotels) (5%) and health and fitness (5%) brands behave in a way that does not align with their missions and values.

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We are proud to have an impressive reach with a depth of network from C-Suite to full time parents across 65 markets at a competitive rate in territory or worldwide.

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For further details on this Executive Summary, contact info@censuswide.com