

June 2021: ESG Brand Perception Index Insights

Behind the scenes of the ANA Swayable Brand Perception Index, Swayable surveyed over 15,000 US consumers during the month of June to find out what they really think about 432 brand's ESG performance.

This month we do a deep dive into the sector that consumers are consistently awarding the highest overall ESG ratings to: **Fast-Moving Consumer Goods (FMCG)**. Many brands that made it to the overall top 20 are packaged goods that families buy each week, such as **Welch's (#8)**, **Campbell Soup (#9)**, and **Hershey's (#1)**, alongside popular cleaning products like **Lysol (#3)** and **Clorox (#2)**.

Interestingly, FMCG was one exception to an otherwise consistent demographic trend: in all other verticals, younger consumers give higher ESG ratings on average than older consumers. In FMCG, this is not the case. Respondents under 35 gave median ESG scores 6 points lower than those over 55. Since many of the top-scoring brands are typically bought in a family household context, this may reflect the fact that younger consumers are less likely to have begun maintaining a household.



Vertical Insights: Fast Moving Consumer Goods (FMCG)

Consumers often recalled specific investment initiatives made by brands in their communities or the world, suggesting this is a strong driver of their perceptions of the brand's overall ESG impact. For example:

"General Mills has impressed me with their commitment to worldwide hunger"
- Female, 22, Queens, New York

"Target was taking care of its employees during the pandemic lockdown and sending them help kits." - Male, 22, Nashville, Tennessee

"Home Depot helps employ veterans"
- Female, 38, Atlantic City, New Jersey

"HEB, our local grocery chain, is active in supporting the food bank and public education" - Female, 78, San Antonio, Texas

Women's #1
Dove
Overall ESG

ESG Perceptions varied significantly between demographic segments for many brands. For example, **Dove**, which has been widely recognized for forward-leaning storytelling on body positivity for women and girls, was number one among women.

Among men however, it did not reach the top 20.

All Ages Favorite
Clorox
Overall ESG

Young consumers had very different views on the ESG impact of many brands compared with older consumers. While **Mrs. Meyers Clean Day** and **Huggies** did better with consumers under 35, **Campbell Soup**, in contrast, earned its high position largely through strong support from the 55+ consumer segment. There were also brands whose positive perceptions crossed the generational divide: **Lysol** and **Clorox**, for example, ranked highly across all age ranges.