

# Attitudes toward Brand Ethics - US - January 2020

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## This report looks at the following areas:

- What does it mean to follow "ethical business practices?"
- Deep down inside people want to be good
- Brands need to educate consumers about sustainability

About half of all consumers think companies have a responsibility to "do what's right for the Earth, even if it's less profitable," but education about sustainable practices beyond simply using recycled materials may be necessary.



"About two thirds of adults say they want the brands they support to be ethical. What exactly that means is murky, but most consumers believe that brands have an obligation to not jeopardize their customers' health or safety."

- Kristen Boesel, Senior  
Lifestyles and Leisure Analyst

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