

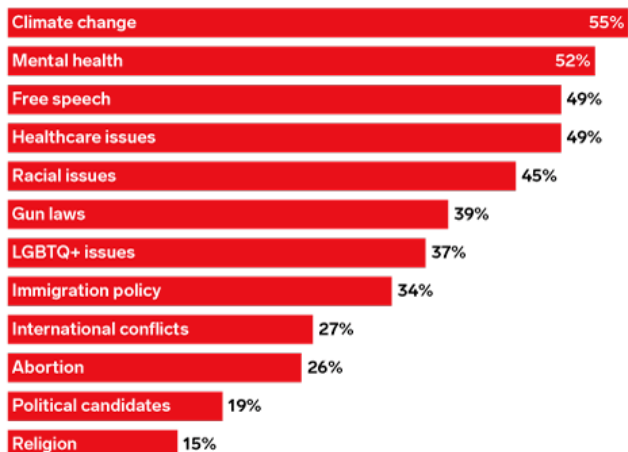
Consumers want companies to take a stance on climate change, mental health

Article

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Subjects US Adults Believe Businesses Should Take a Public Stance On, May 2023

% of respondents



Note: ages 18+

Source: Bentley University and Gallup, "Bentley-Gallup Business in Society Report," Oct 11, 2023

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Insider Intelligence | eMarketer

Key stat: Over half (55%) of US adults think that businesses should take a public stance on climate change, per May 2023 data from Bentley University and Gallup. Nearly as many (52%) think companies should take a stand on mental health.

Beyond the chart:

- US consumers are less interested in hearing from companies on controversial topics like religion, politics, and abortion.
- Taking a stance on politicized issues can be a slippery slope for brands, **as evidenced by the backlash Bud Light** received after partnering with transgender influencer Dylan Mulvaney.
- If brands do choose to speak out, messaging needs to be authentic and true to the brand's voice, otherwise it could come off as inauthentic and pandering.

Use this chart:

- Align marketing messaging with consumer expectations.

More like this:

- **Lessons from Chewy, Target, and Alo Yoga on resonating with customers in 2024**
- **Authenticity drives Brooklinen's paid social success**

- How Abercrombie & Fitch and e.l.f. Beauty stay relevant when marketing to Gen Z
- Gen Z consumers increasingly identify as LGBTQ+

Note: Respondents were asked "Do you think that business, in general, should take a public stance on subjects that have to do with the following?"

Methodology: Data is from the October 2023 Bentley University and Gallup "Bentley-Gallup Business in Society Report." 5,458 US adults ages 18+ were surveyed online during May 8-15, 2023. The sample was weighted to be demographically representative of the US adult population using the most recent current population survey figures.