

Consumers Consider Agriculture and Energy To Be Key Elements For Limiting Climate Change

Geo: Global

Time Range: February 2022 - April 2023

 sharethis

Methodology



ShareThis measures online behavior by page views originating from searches, clicks, and shares of content on more than three million global domains, representing over 40 billion events each month.

Here we observed the online behavior of both the **ShareThis global population of users** as well as **an audience of users specifically consuming content about climate change and sustainability practices** during the timeframe of February 2022 through April 2023.

ShareThis investigated sustainability and climate change online behavior by looking at the growth of the most prevalent keywords consumed over time, which brands were most associated with sustainability in the global consciousness, in which industry categories a sustainability audience is most likely to consume content, and their highest indexing subcategories of interest.

Limiting the Effects of Climate Change Through Sustainability



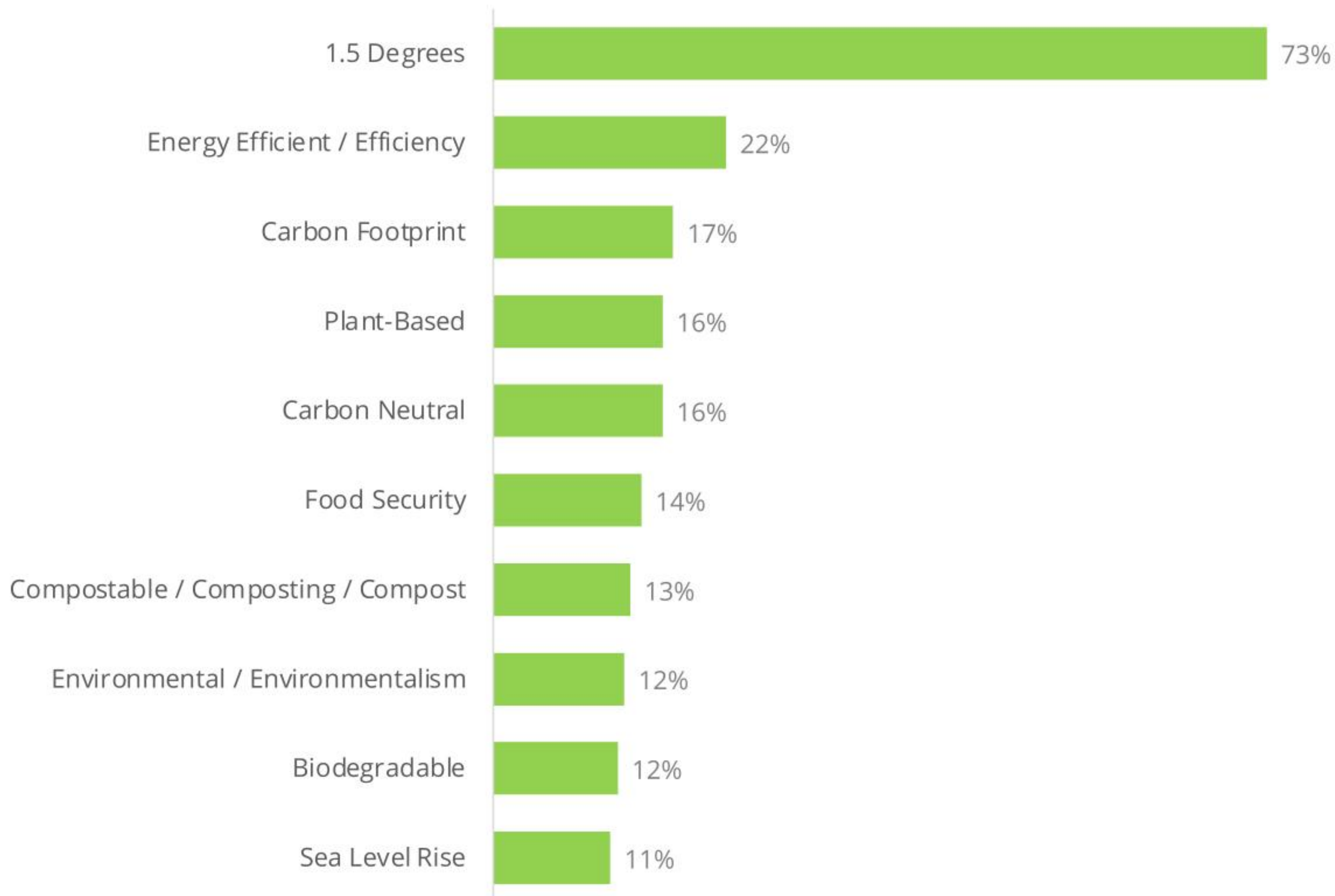
ShareThis observes energy use, food production, and efforts to limit global warming standing out in our data when it comes to sustainability. The global ShareThis population is paying close attention to companies that are offering climate change solutions and are invested in the discussion around the 1.5° target threshold. They are most likely to go to the scientific industry for their information and are currently most interested in agriculture's challenges in the face of climate change.

The 1.5 Degree Threshold Is Top of Mind

Online Behavior by the Global ShareThis Audience



Average Month-Over-Month Keyword Growth (%):



Containing global warming below 1.5°C/2.7°F offers the best chance to limit the worst effects of climate change, according to the scientific community. Top keywords used by the global ShareThis population are focused on this threshold and the ways to achieve it, including energy efficiency, carbon goals, and the effects of our food system.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global
Time Frame: December 2022 - April 2023

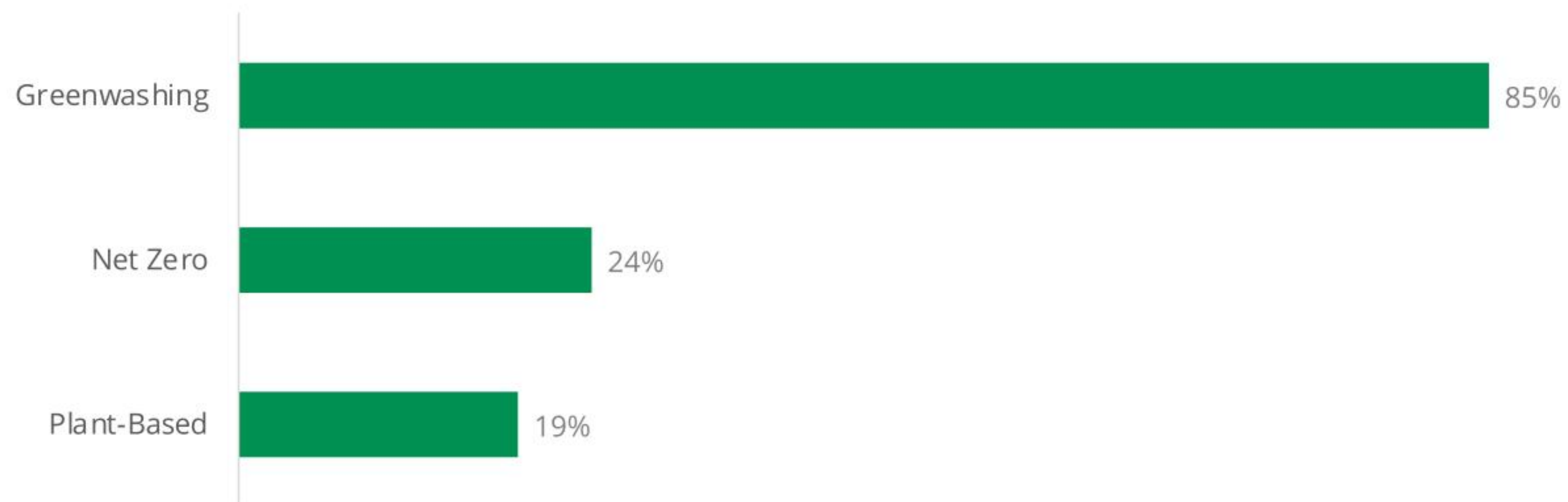
Greenwashing Is a Concern in the Wake of Climate Promises



Online Behavior by the Global ShareThis Audience

Since last year, the global community has increased their usage of the keywords “greenwashing,” “net zero,” and “plant based” the most. Greenwashing describes misleading publicity by an organization so as to appear environmentally responsible to the public, and many companies have released ambitious climate pledges recently. “Net Zero” is a common factor in many of those pledges, some aiming to be net zero by as early as the 2030s. ShareThis suspects that the growth of “plant-based” reflects the boom in plant-based food options that have become available, even at fast food retailers.

Top Year-Over-Year Keyword Growth (%):



Global Home, Food, and Apparel Brands Rise to the Top for Sustainability



Online Behavior of a Global ShareThis Sustainability Audience

Brand Index by a Sustainability Audience:

16.30x



12.12x



8.08x



2.89x



1.19x



1.15x



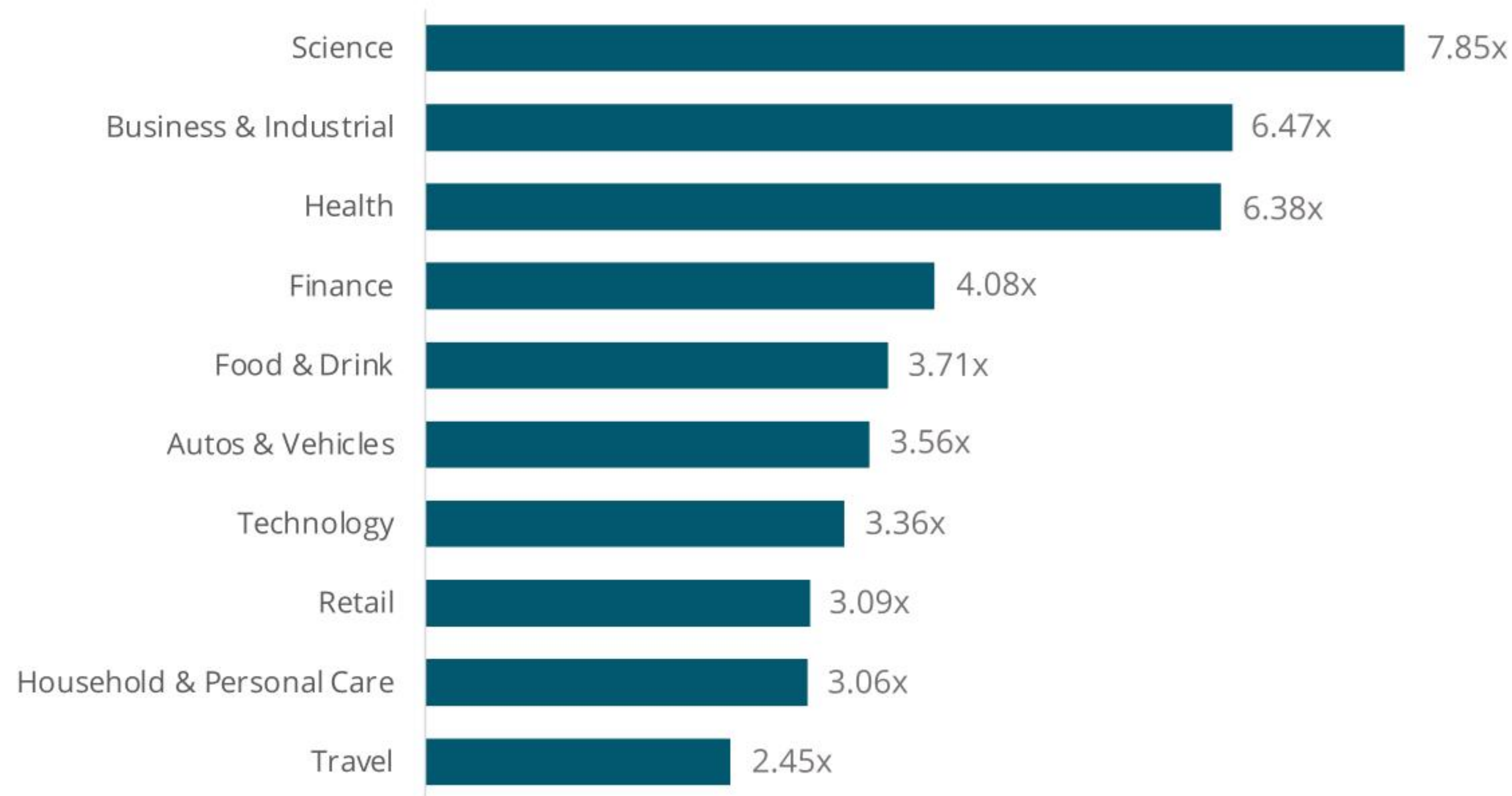
An index number (i.e., 16.30x) quantifies above-average interest | Geo: Global | Time Frame: January - April 2023

A Sustainability Audience Trusts Science

Online Behavior of a Global ShareThis Sustainability Audience



Industry Category Index by a Sustainability Audience:



When it comes to the industry categories in which a sustainability audience is most likely to spend their time, Science tops the list. High in the top ten are also Food & Drink and Auto, who have made their shift to sustainability known in the public eye more recently. Here, Business & Industrial includes agriculture, energy & utilities, and construction.

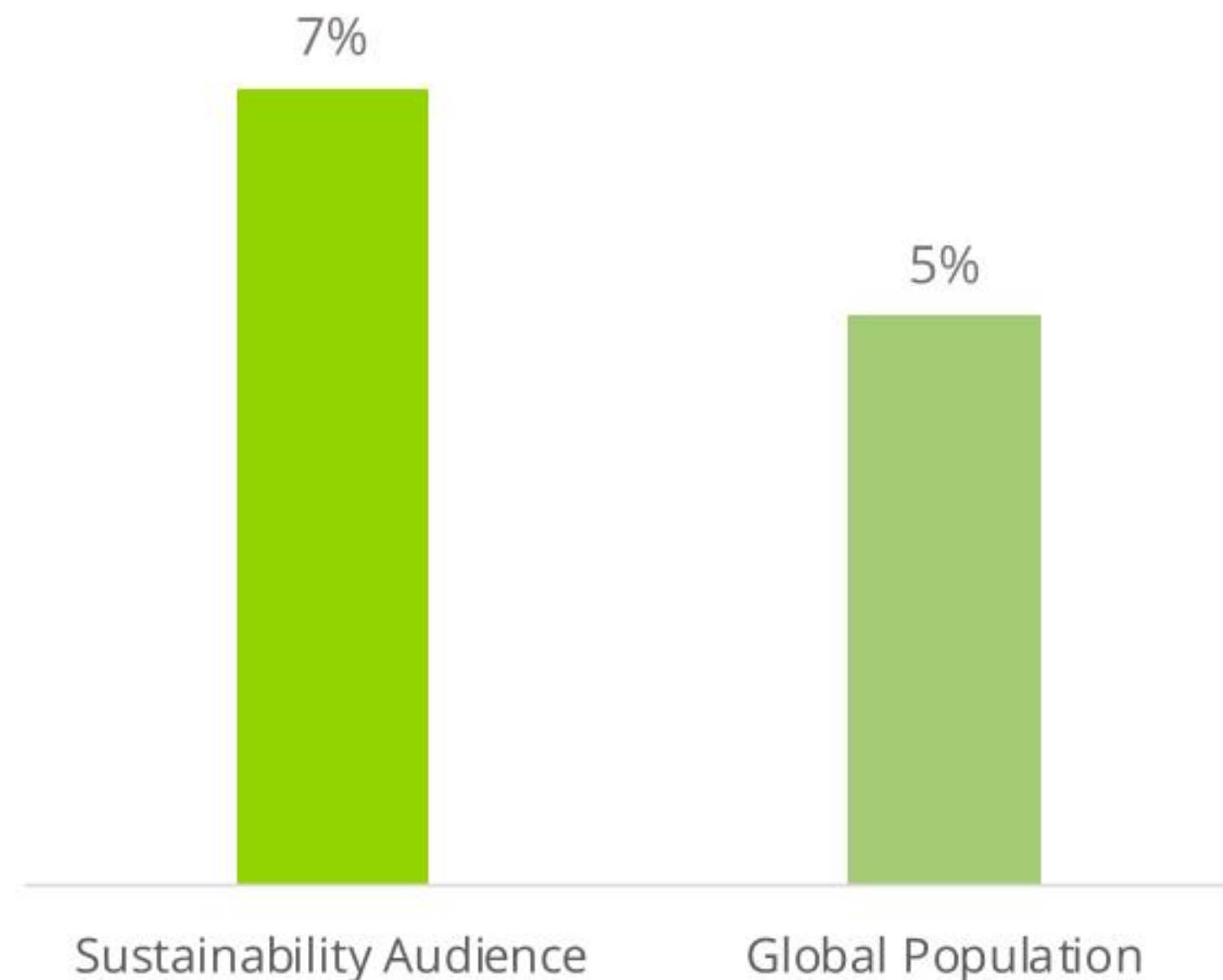
Earth Day Excitement is Accelerated for All



Online Behavior of a Global ShareThis Sustainability Audience Versus the Global ShareThis Population

As Earth Day approached, ShareThis observed that online behavior around the holiday grew more quickly by the sustainability audience than the general global population. However, because the general population is not far behind, we can see how Earth Day has become a more recognized holiday, globally, which is very promising.

Average Week-Over-Week Growth in "Earth Day" Behavior (%):



Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: February - April 2023

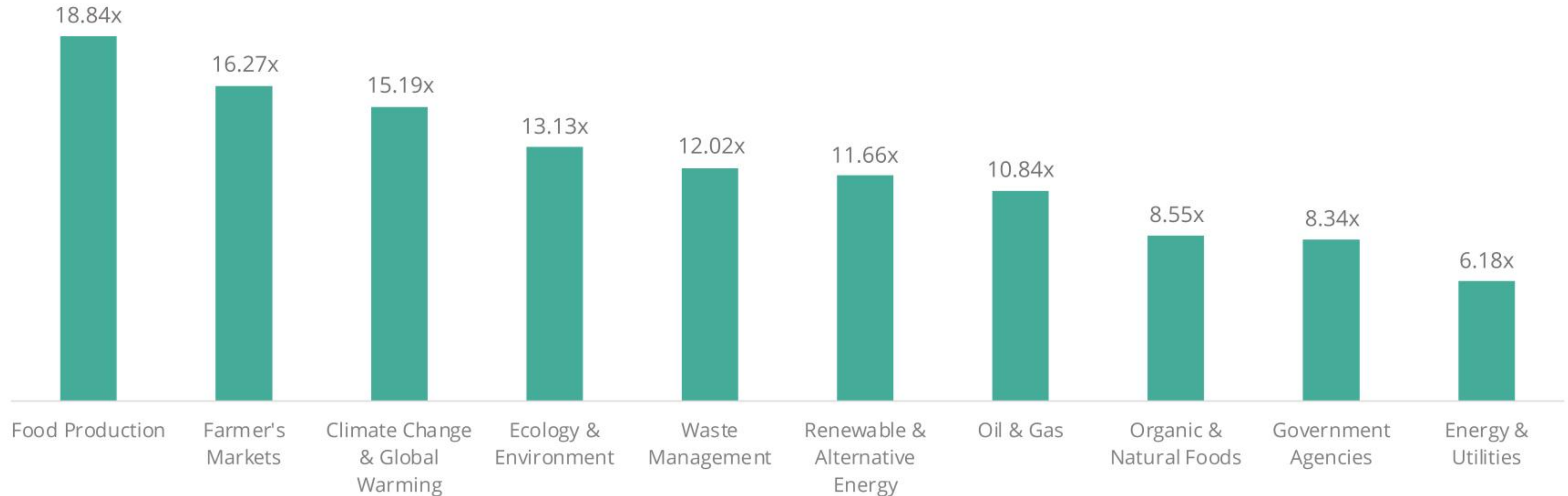
Agriculture is a Key Interest of Those Invested in Sustainability



Online Behavior of a Global ShareThis Sustainability Audience

Food production and local farmer's markets are highest indexing for a global sustainability audience this spring, ahead of climate change and the environment in general. Climate change can disrupt food production in terms of availability and quality, which in turn raises food prices as we've recently been seeing alongside inflation. After food, this audience is invested in energy and management of our resources. As Earth Day approaches, ShareThis has observed a **7% average week-over-week increase in Earth Day content consumption** by this audience.

Highest Indexing Categories of Interest:



An index number (i.e., 7.85x) quantifies above-average interest. Here we observed searches & shares only | Geo: Global | Time Frame: February - April 2023

ShareThis' Sustainability Insights Takeaways



1

Top sustainability and climate change related keywords used by the global ShareThis population are focused on the 1.5°C/2.7°F threshold and the ways to achieve it, including energy efficiency, carbon goals, and our food systems.

2

The top five highest indexing brands for sustainability in ShareThis data are in the home, apparel, and food industries: Unilever, Patagonia, Nestle, Schneider Electric, and Ikea.

3

The scientific industry is the industry category that a sustainability audience is most likely to engage with online. ShareThis data also shows that they are more likely to consume content regarding industrial endeavors and health.

4

A sustainability audience is highly interested in agriculture as it relates to sustainability and climate change, as changing conditions affect our food supply and quality of nutrition.

Audiences to Activate

Consider the following segments in your activation strategy



Relevant Segments

- ShareThis > Business & Industrial > Agriculture & Forestry > Food Production
- ShareThis > Business & Industrial > Construction & Maintenance > Civil Engineering
- ShareThis > Business & Industrial > Energy & Utilities > Oil & Gas
- ShareThis > Business & Industrial > Energy & Utilities > Renewable & Alternative Energy
- ShareThis > Business & Industrial > Energy & Utilities > Waste Management
- ShareThis > Food & Drink > Food & Grocery Retailers > Farmer's Markets
- ShareThis > Food & Drink > Organic & Natural Foods
- ShareThis > Law & Government > Government Agencies
- ShareThis > Science > Ecology & Environment > Climate Change & Global Warming
- ShareThis > The Changing Consumer > Ecofriendly
- ShareThis > The Changing Consumer > Smart Home
- ShareThis > The Changing Consumer > Sustainable Fashion
- ShareThis > The Changing Consumer > Urban Farmer

Custom

Create your own custom audiences or feeds using relevant privacy compliant signals, such as sustainability, climate action, food systems, climate solutions, and more.

Thank You