

EXECUTIVE SUMMARY

THE IMPORTANCE OF SUSTAINABILITY

- Environmental sustainability is considered an important factor by over half (53%) of Americans when making any type of product purchase decision.
 - Sustainability is most important to consumers when making purchasing decisions related to food packaging (61%), followed by retail goods (48%), office goods (47%), and luxury packaging (44%).
- Three in five adults (61%) would be willing to pay more for food products packaged in sustainable materials, with 35% saying they would be open to paying up to 10% more.
 - Millennials are the most likely to say they would be willing to pay more for sustainably packaged food products, and are considerably more inclined than their older counterparts to pay over 10% more.
- A majority of Americans feel their city (79%) and/or businesses such as restaurants and retail locations (73%) should offer more opportunities to recycle and compost waste.
 - This sentiment is more prevalent among Millennials, particularly compared to Baby Boomers.
- Over three in five consumers prefer to purchase food products packaged sustainably (64%) and/or products from companies that have made public commitments to sustainability goals (61%).

EXECUTIVE SUMMARY (CONTINUED)

SUSTAINABLE DISPOSAL OPTIONS

- Seven in ten adults (70%) are aware of recycling options in their area, primarily city-run, fee-free recycling (52%).
- Over one-third (35%) of consumers know of composting options that are available in their area.
 - Men and Millennials (both 40%) are the most likely to be aware of local composting options.

SUSTAINABLE ACTIVITIES

- Most Americans (93%) engage in sustainable activities, the most common being recycling (72%), followed by using reusable food containers or shopping bags (62%) and limiting their use of single-use plastics like straws and cutlery (45%).
 - Women are significantly more likely than men to engage in the latter two activities.
 - Among generations, recycling is more prevalent among Baby Boomers (78%) than Millennials (67%).
- One in four adults (26%) opt to purchase products made sustainably.

EXECUTIVE SUMMARY (CONTINUED)

RESPONSIBILITY FOR IMPROVING SUSTAINABLE DEVELOPMENT OUTCOMES

- Americans are most likely to rank businesses (72%) among their top two choices when it comes to entities most responsible for improving sustainable development outcomes.
 - This is especially true of Gen X (76%) and Baby Boomers (75%) compared to Millennials (66%).
- Other entities believed to bear responsibility by over half of respondents include consumers (57%) and governments (55%), while relatively few rank non-profit organizations (17%) among their top two.

COMPANY ATTRIBUTES THAT BUILD THE MOST BRAND TRUST

- When viewed by top two rankings, quality (84%) is by far the most helpful company attribute when it comes to building brand trust, followed by cost (46%) and reviews (39%).
- Commitment to sustainability is ranked among the two most helpful attributes by three in ten (31%) respondents; this holds true across genders and generations.