

EXECUTIVE SUMMARY

THE IMPORTANCE OF SUSTAINABILITY

- Environmental sustainability is considered an important factor by three in five Canadians (59%) when making any type of product purchase decision.
 - This is especially true of women (63%) compared to men (56%).
- Sustainability is most important to consumers when making purchasing decisions related to food packaging (63%), followed by retail goods (56%), office goods (53%), and luxury packaging (45%).
 - Consumers ages 45 and older are significantly more likely than those ages 18-34 to indicate environmental sustainability is important when purchasing retail goods.
- Over three in five adults (62%) would be willing to pay more for food products packaged in sustainable materials, with 40% saying they would be open to paying up to 10% more.
 - Those ages 18-34 are the most likely to say they would be willing to pay more for sustainably packaged food products, and are far more willing than their older counterparts to pay over 10% more.
- Four in five Canadians feel businesses such as restaurants and retail locations (81%) and/or their city (80%) should offer more opportunities to recycle and compost waste.
 - These sentiments are shared by significantly more women than men.
- Seven in ten consumers prefer to purchase food products packaged sustainably (71%) and/or products from companies that have made public commitments to sustainability goals (69%).
- Close to three in five (57%) would rather purchase a high-end product that is packaged sustainably compared to a similar product with less sustainable packaging.
 - Younger respondents are more inclined to express this preference than those ages 45 and older.

EXECUTIVE SUMMARY (CONTINUED)

SUSTAINABLE ACTIVITIES

- The vast majority of Canadians (97%) engage in sustainable activities, the most common being recycling (90%), followed by using reusable food containers or shopping bags (79%) and limiting their use of single-use plastics like straws and cutlery (66%).
- To a lesser extent, other sustainable activities engaged in by consumers include printing less paper (56%), composting (48%), and opting to purchase products made sustainably (36%).
 - With the exception of recycling, women are significantly more likely than men to conduct all of these activities.
 - Recycling and using reusable food containers or shopping bags is most prevalent among respondents ages 55 and older.

RESPONSIBILITY FOR IMPROVING SUSTAINABLE DEVELOPMENT OUTCOMES

- Canadians are most likely to rank businesses (73%) among their top two choices when it comes to entities most responsible for improving sustainable development outcomes.
 - This is particularly true of respondents ages 35-44 (78%).
- Two in three adults (66%) regard governments as one of the top two entities that bear responsibility, while roughly half (49%) feel the same of consumers. Few (12%) count non-profit organizations among their top two.
 - Women are more inclined than men to hold governments accountable, while non-profit organizations are most likely viewed as responsible by men and younger adults ages 18-34.