

LIVING AN ECO-FRIENDLY LIFESTYLE



The decisions that brands and businesses make reflect heavily on a consumer's perception. In a recent survey, the majority said that they wish brands and businesses would make it easier for them to live an environmentally conscious lifestyle.

It appears that it's less important to older generations:

MILLENNIALS: 83%



XERS: 73%



BOOMERS: 71%



MATURES: 65%



It is more important to women than to men:

FEMALES: 77%



MALES: 73%



It is also more important to those living in an urban area than those in a rural area:

URBAN: 83%



SUBURBAN: 72%



RURAL: 71%

