

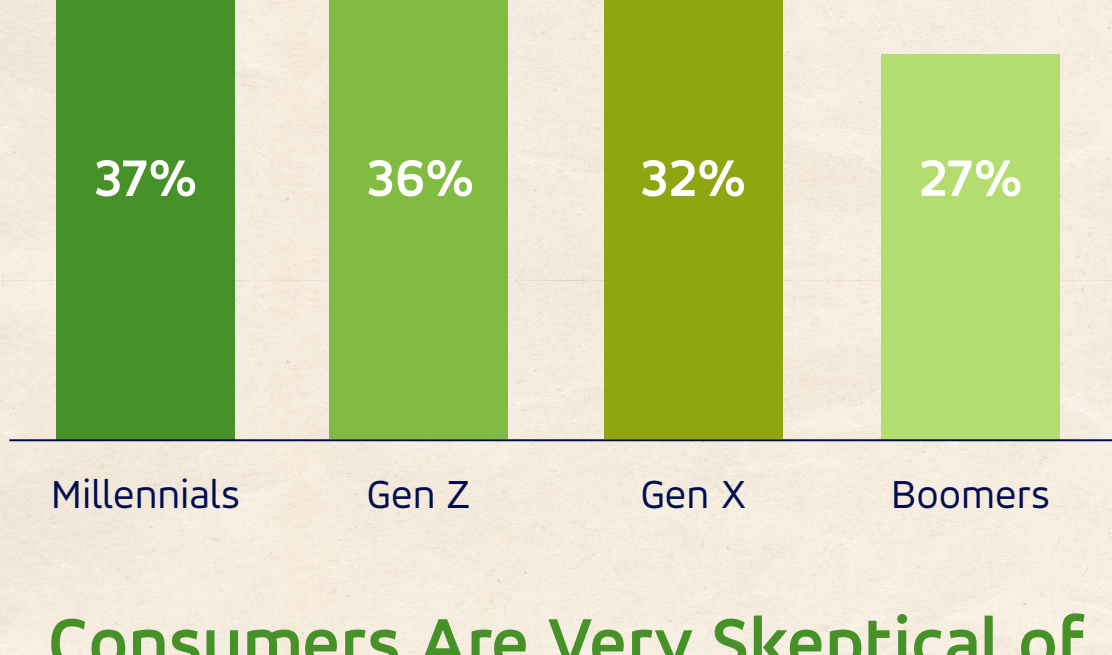
**Sustainability Survey:**

**Consumers Remain Committed to Sustainability Even as Trust Is Low**



**Sustainability Is Important Among All Generations — With Younger Generations Leading the Charge**

Respondents who said sustainability was very important:



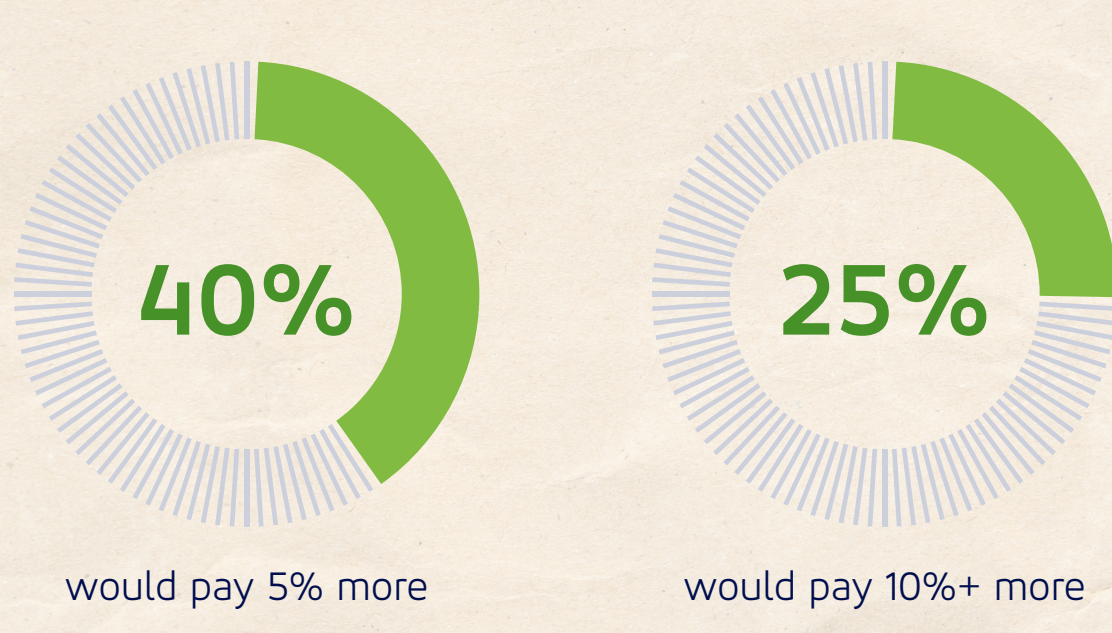
**Consumers Are Very Skeptical of Brands' Sustainability Messaging**



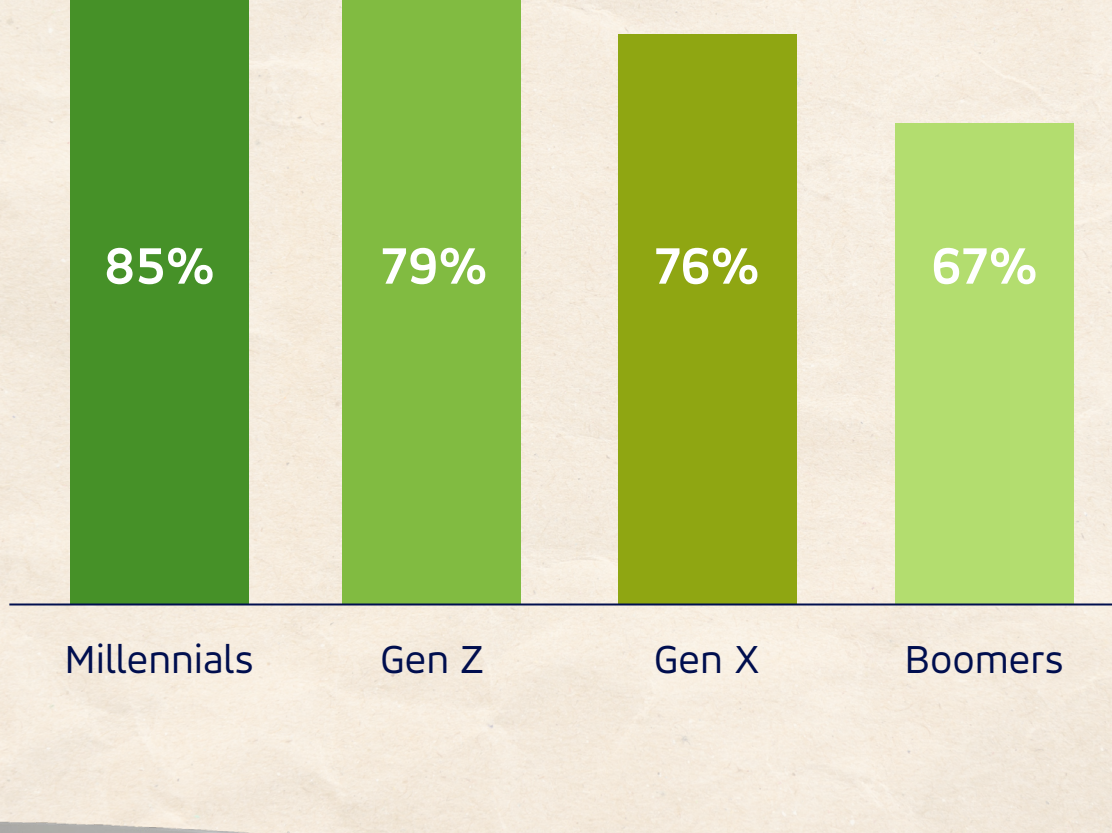
of consumers trust the accuracy of brands' sustainability messaging

**For Most Consumers, Sustainability Is Worth the Premium**

**65%** of consumers are willing to pay more for sustainable products

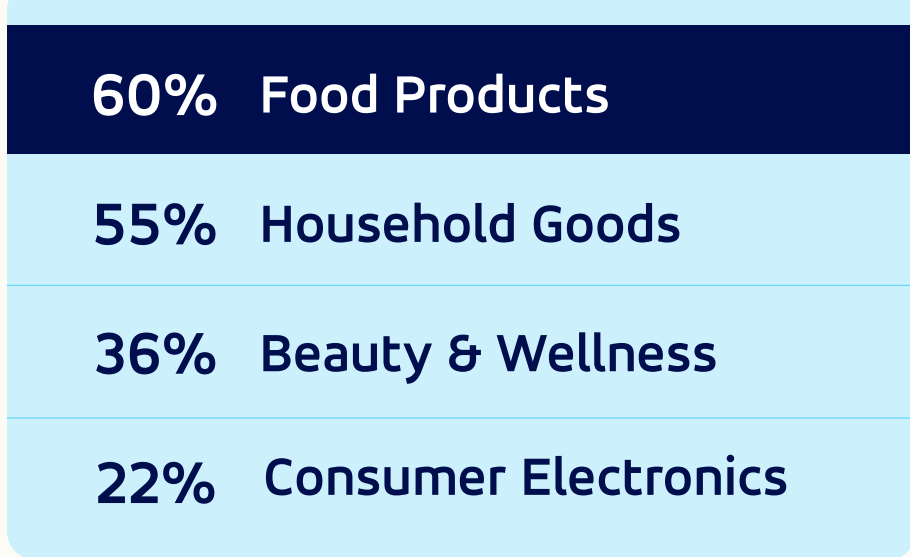


**83%** would opt for slower, more sustainable shipping for online purchases if incentivized

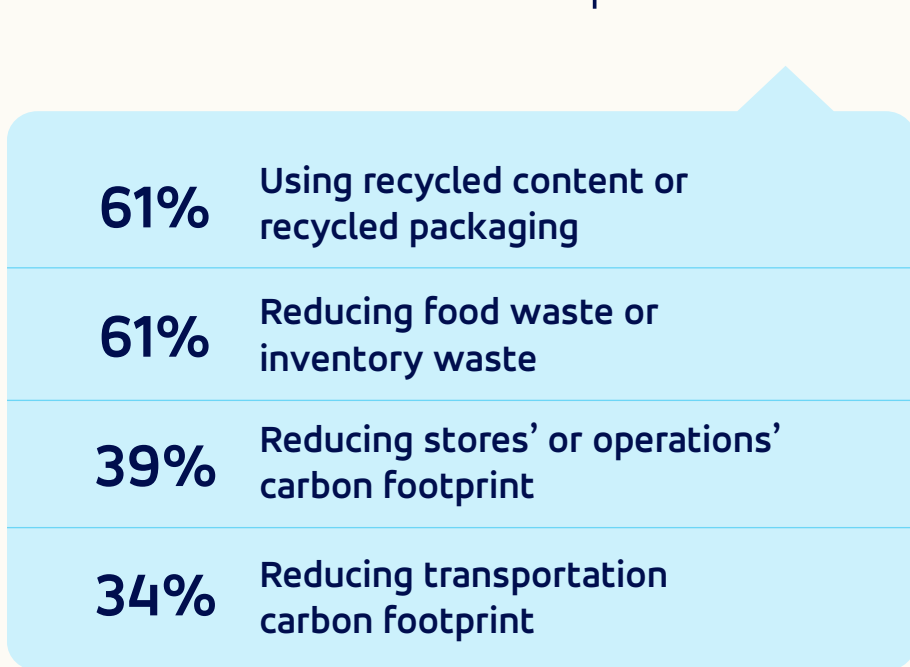


**Sustainable Food, Recycled Packaging, and Reducing Food Waste Are Important to Consumers**

The most popular product categories consumers have introduced into their sustainable shopping habits:

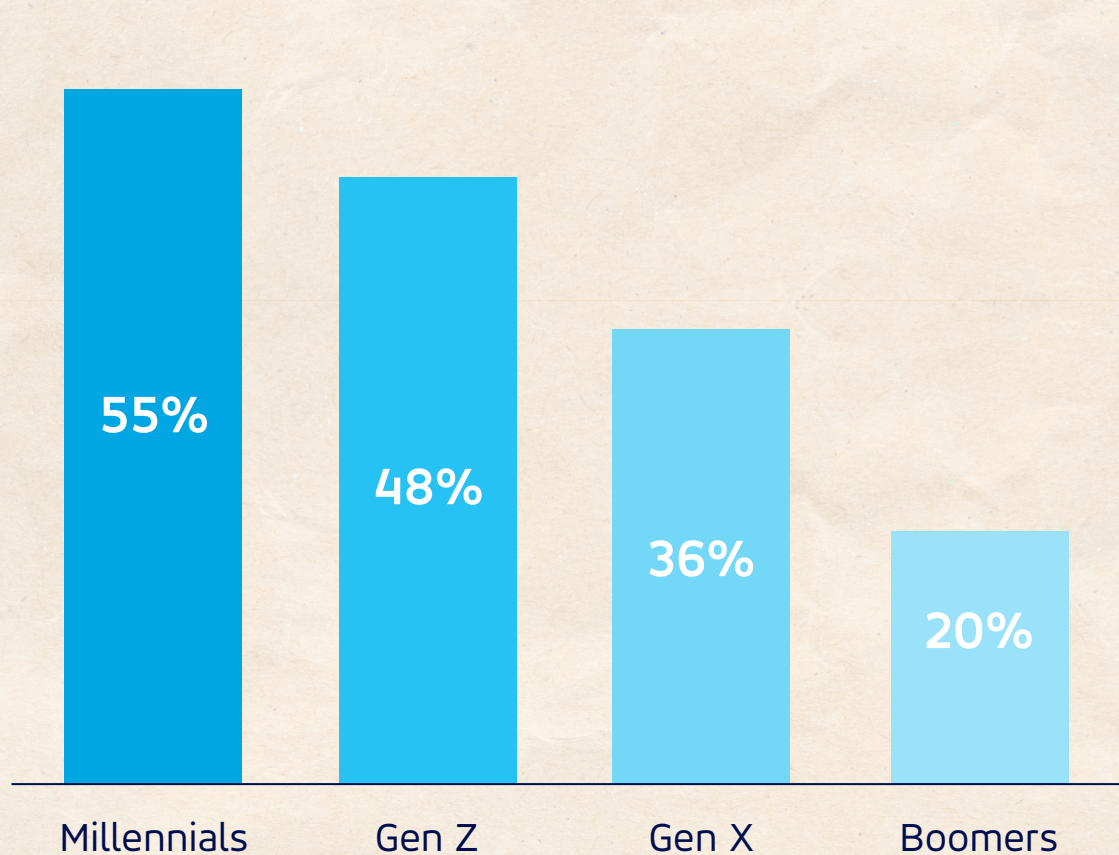


Consumers want retailers or brands to adopt these environmental practices:



**Popularity of EVs Reduces Across Each Generational Divide**

Generations most likely or very likely to purchase an electric vehicle (EV):



Top consumer concerns around owning an EV include:

