

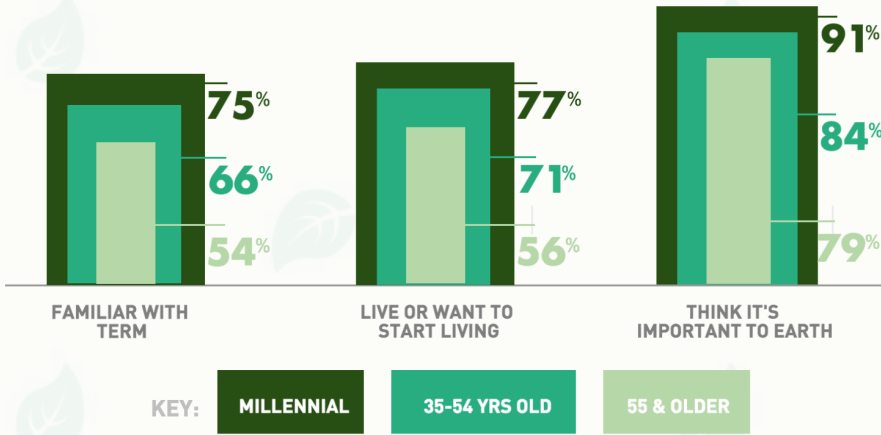


AMERICANS THINK SUSTAINABLE LIVING IS IMPORTANT

SURPRISINGLY, MILLENNIALS MAY NOT PRACTICE AS MUCH AS THEY PREACH



SUSTAINABLE LIVING:



MILLENNIALS

ARE MOST LIKELY TO BE AWARE OF, LIVE AND THINK A SUSTAINABLE LIFESTYLE IS IMPORTANT



ACTIONS
SPEAK LOUDER THAN WORDS

Although millennials say they want to be eco-friendly, older Americans are more likely to participate in many sustainable activities

ECO-FRIENDLY STEPS BEING TAKEN TO HELP ENVIRONMENT:

	MILLENNIAL	55 and OLDER		MILLENNIAL	55 and OLDER
55 & OLDER MORE LIKELY:			MILLENNIALS MORE LIKELY:		
TURN OFF LIGHTS	67%	88%	BUY ORGANIC FOOD	36%	19%
TURN WATER OFF	62%	84%	BIKE/WALK WHEN POSSIBLE	35%	18%
LED LIGHTBULBS	53%	68%	HYBRID/ELECTRIC/DIESEL CAR	25%	8%
ENERGY EFFICIENT APPLIANCES	41%	60%	CARPPOOL	24%	6%
REUSABLE BAGS	41%	50%			
RECYCLE ELECTRONICS	36%	57%			



OVERALL, AMERICANS HAVE MIXED FEELINGS ABOUT USING ECO-FRIENDLY PRODUCTS AND SERVICES

Statement that best describes feelings about using eco-friendly products and services:



POSITIVE 52%

33%

Just common sense to use

19%

Feel proud to use



20%

Skeptical to how well it will work

20%

Too expensive to use

8%

Don't believe necessary to use

NEGATIVE 48%



Want more information about Americans and how they think about living a sustainable lifestyle? Contact us at NAOmni@Ipsos-NA.com for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools.

Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,009 Americans conducted March 21-23, 2016.