

# DID YOU KNOW?

Authentic ESG efforts resonate with younger consumers and impact brand choice



ESSENTIALS  
SYNDICATED

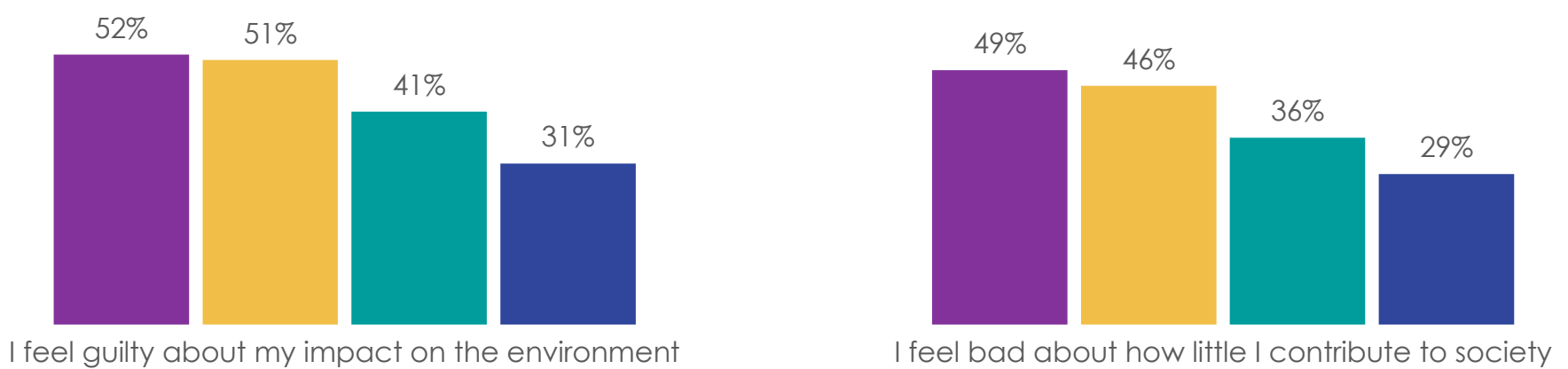
April 2024

## Younger generations are more likely to feel guilty about their impact on the environment and how little they contribute to society

### FEELINGS ABOUT IMPACT ON ENVIRONMENT AND CONTRIBUTION TO SOCIETY

TOP-2 BOX AGREEMENT

GEN Z MILLENNIALS GEN X BOOMERS

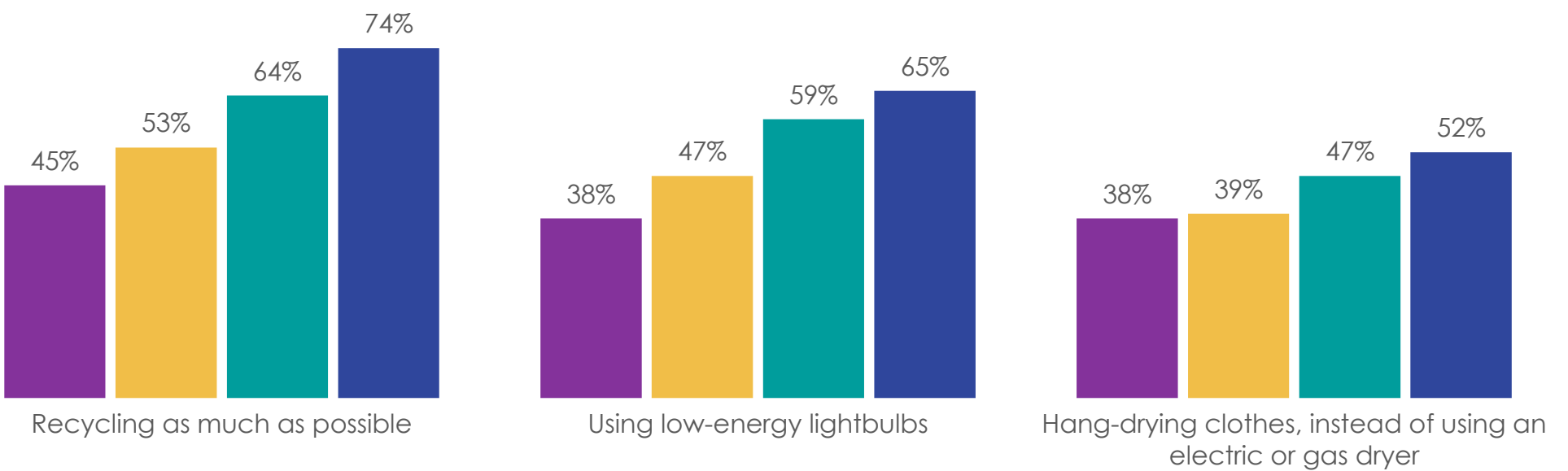


## Older generations are more likely to participate in mainstream at-home environmental action

### CURRENTLY DOING TO HELP THE ENVIRONMENT

BY GENERATION

GEN Z MILLENNIALS GEN X BOOMERS

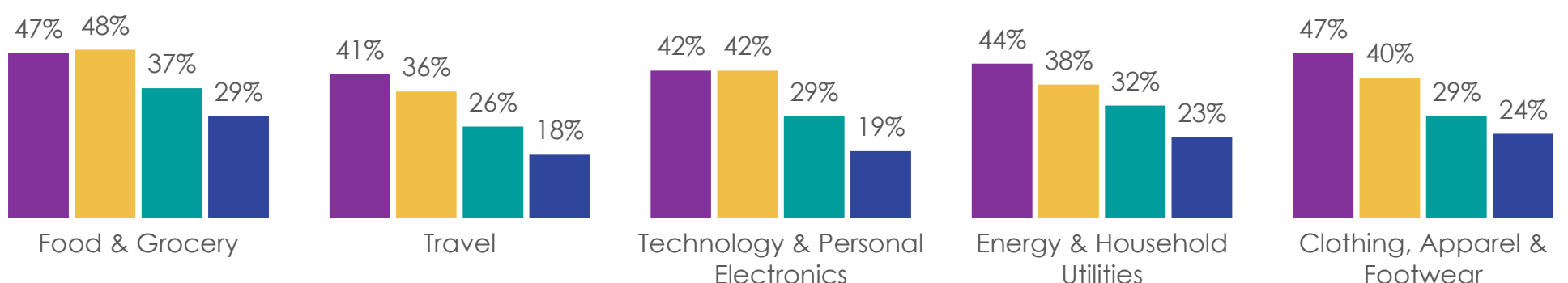


## Younger generations say they act via their wallet, switching away from brands that aren't environmentally or socially responsible

### "IN THE PAST SIX MONTHS, I HAVE SWITCHED A ... BRAND I USUALLY BUY FROM BECAUSE IT'S NOT ENVIRONMENTALLY RESPONSIBLE"

TOP-2 BOX AGREEMENT

GEN Z MILLENNIALS GEN X BOOMERS

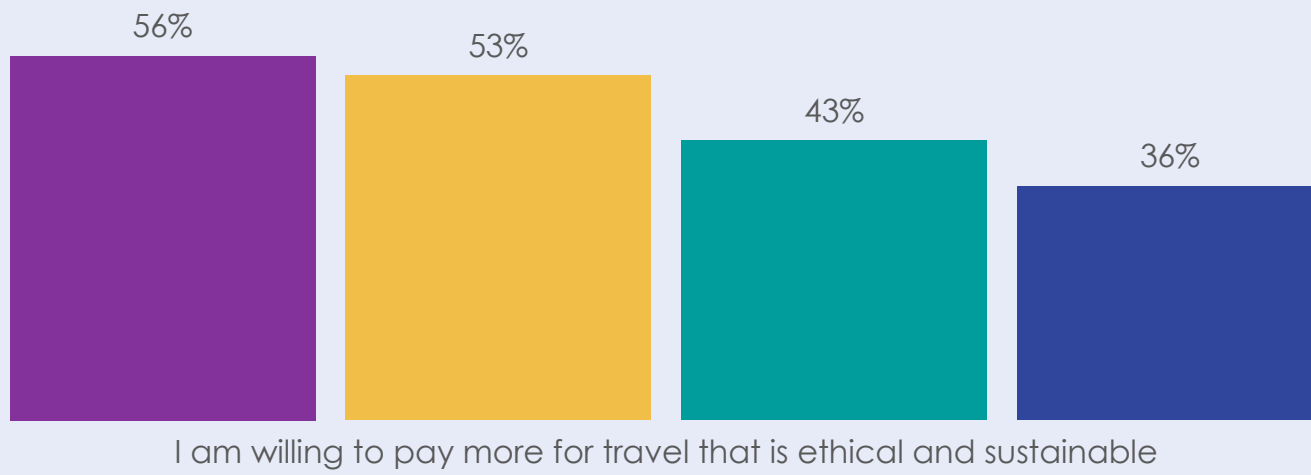


# Gen Z and Millennials say they are more willing to invest in sustainable travel than their older counterparts

## ATTITUDE TOWARD ETHICAL AND SUSTAINABLE TRAVEL

TOP-2 BOX AGREEMENT

GEN Z MILLENNIALS GEN X BOOMERS



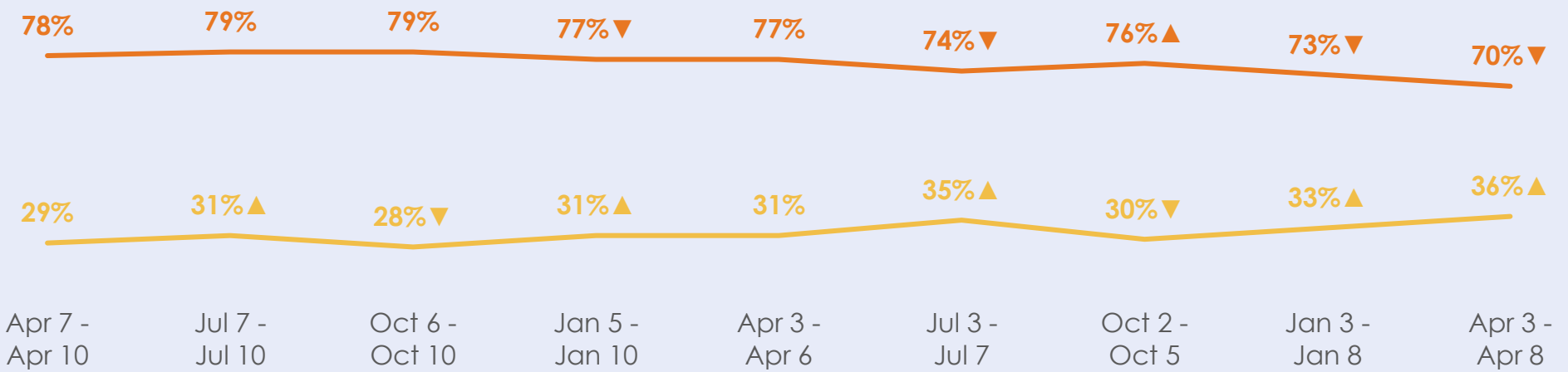
# As inflation eases, the tendency to funnel extra income into travel grows

## PERSONAL RISK DUE TO INFLATION VS. ALLOCATING EXTRA FUNDS FOR TRAVEL

TRENDED

WOULD SPEND EXTRA FUNDS ON TRAVEL OR VACATION

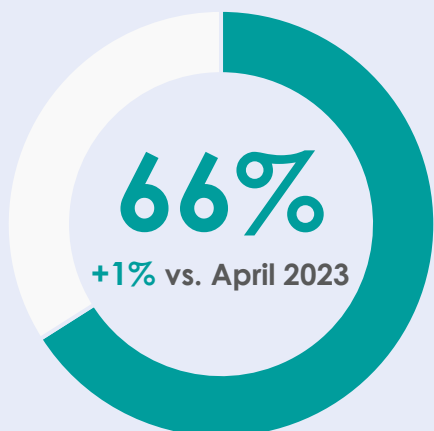
HIGH RISK/VULNERABLE DUE TO INFLATION



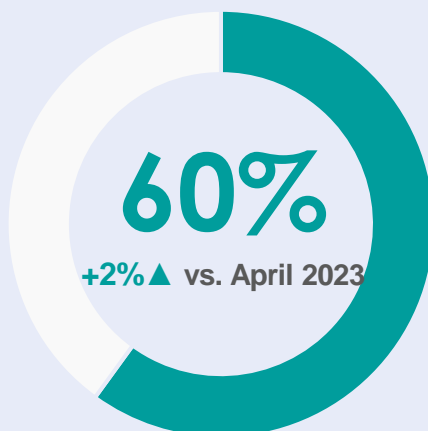
▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

# As warmer months approach for many, plans are already taking flight

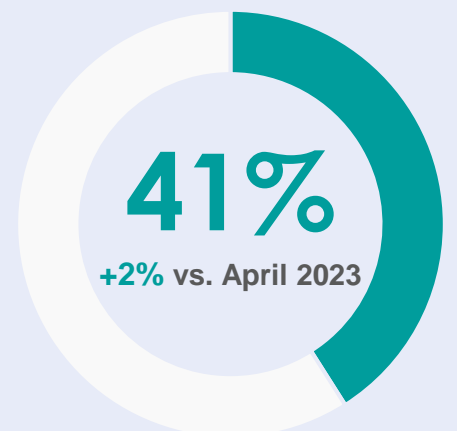
## TRAVEL ATTITUDES AND BEHAVIORS



**Important to be able to travel** outside of hometown or city  
Top-2 Box Agreement



**Have leisure travel plans** in the next 3 months



**Shopped for Travel/ Vacation** in the past 2 weeks

▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

For more insights, country detail, or subscription information, contact [essentials@ipsos.com](mailto:essentials@ipsos.com)

