

DID YOU KNOW?

Authentic ESG efforts resonate with younger consumers and impact brand choice

Insights based on Global Country Average across 15 countries where the Essentials survey is conducted.

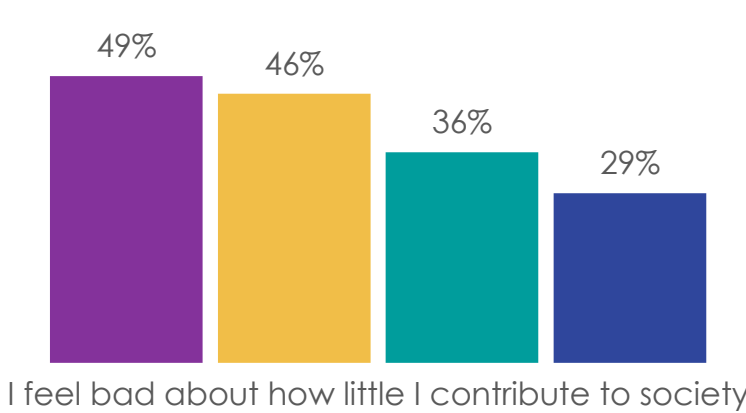
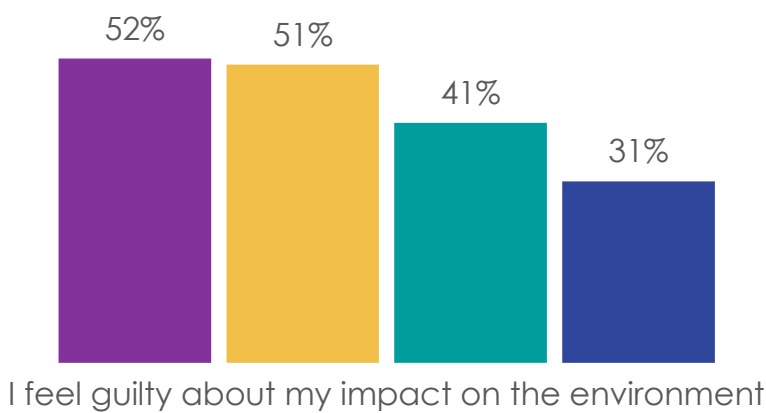


April 2024

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

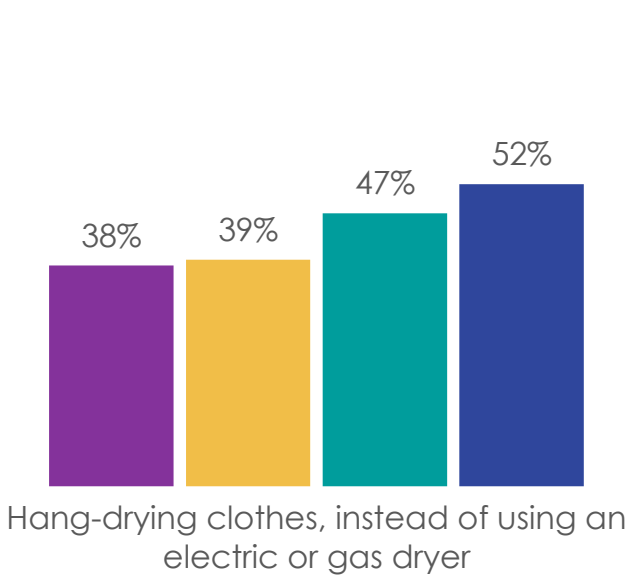
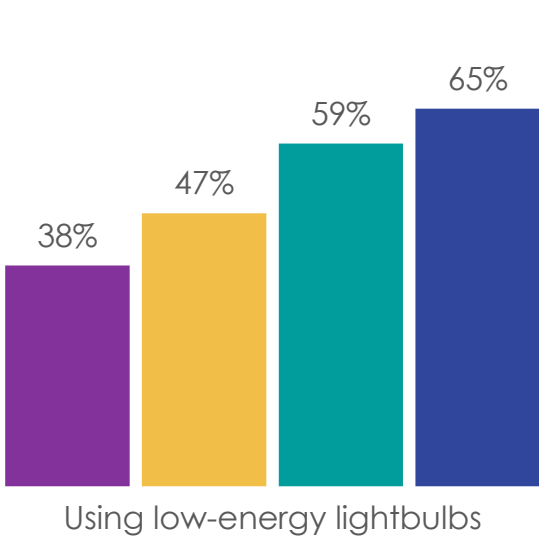
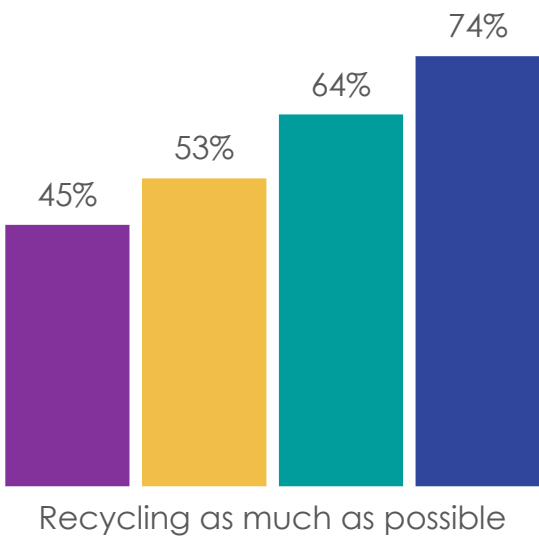
GEN Z MILLENNIALS GEN X BOOMERS



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

CURRENTLY DOING TO HELP THE ENVIRONMENT BY GENERATION

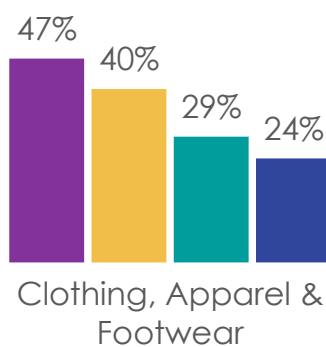
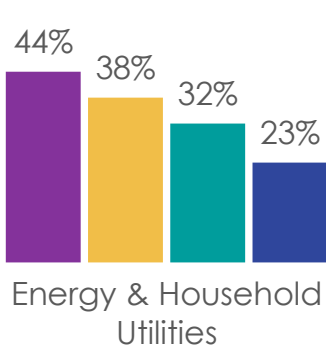
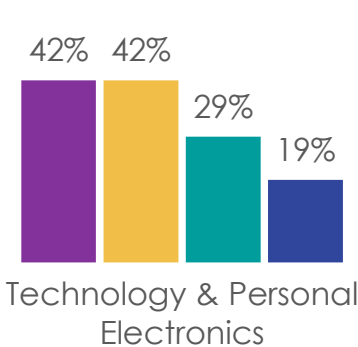
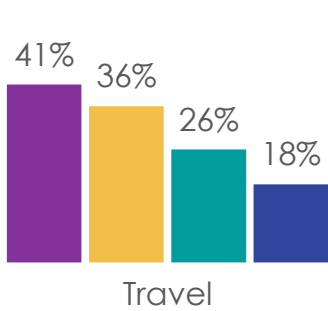
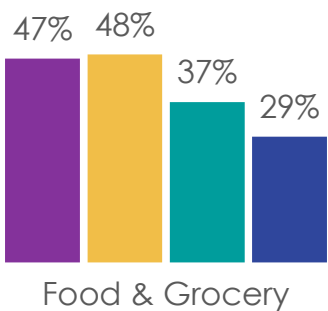
GEN Z MILLENNIALS GEN X BOOMERS



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

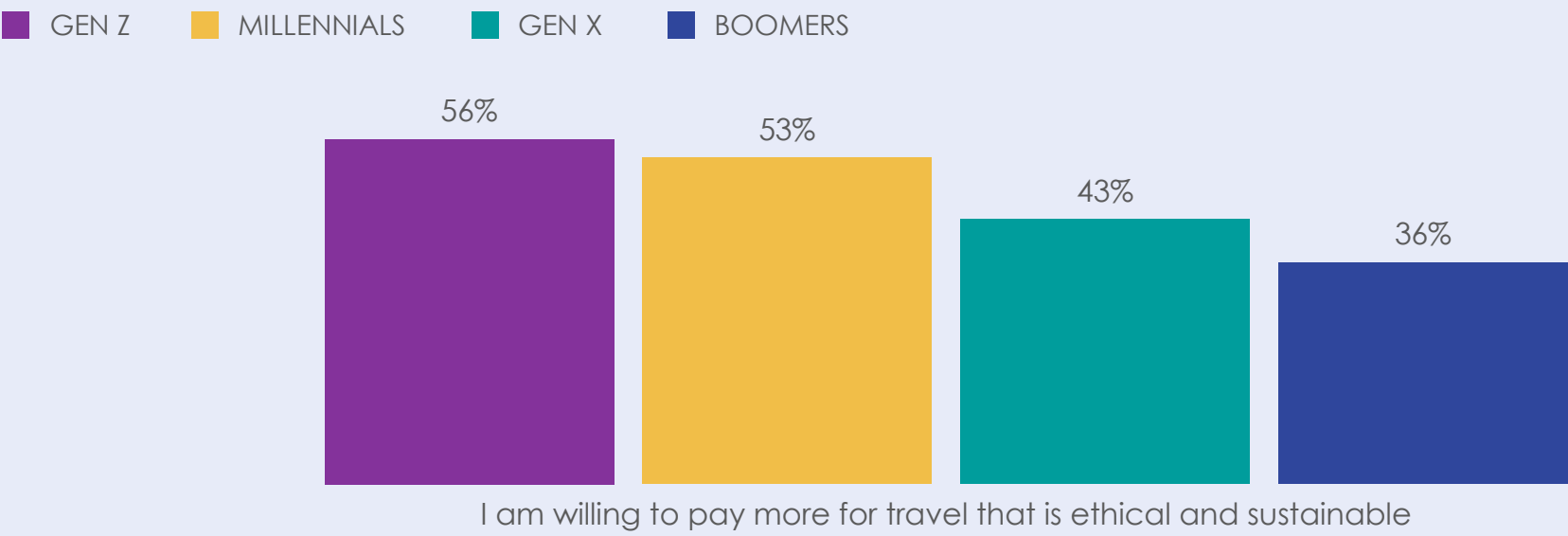
"IN THE PAST SIX MONTHS, I HAVE SWITCHED A ... BRAND I USUALLY BUY FROM BECAUSE IT'S NOT ENVIRONMENTALLY RESPONSIBLE" TOP-2 BOX AGREEMENT

GEN Z MILLENNIALS GEN X BOOMERS



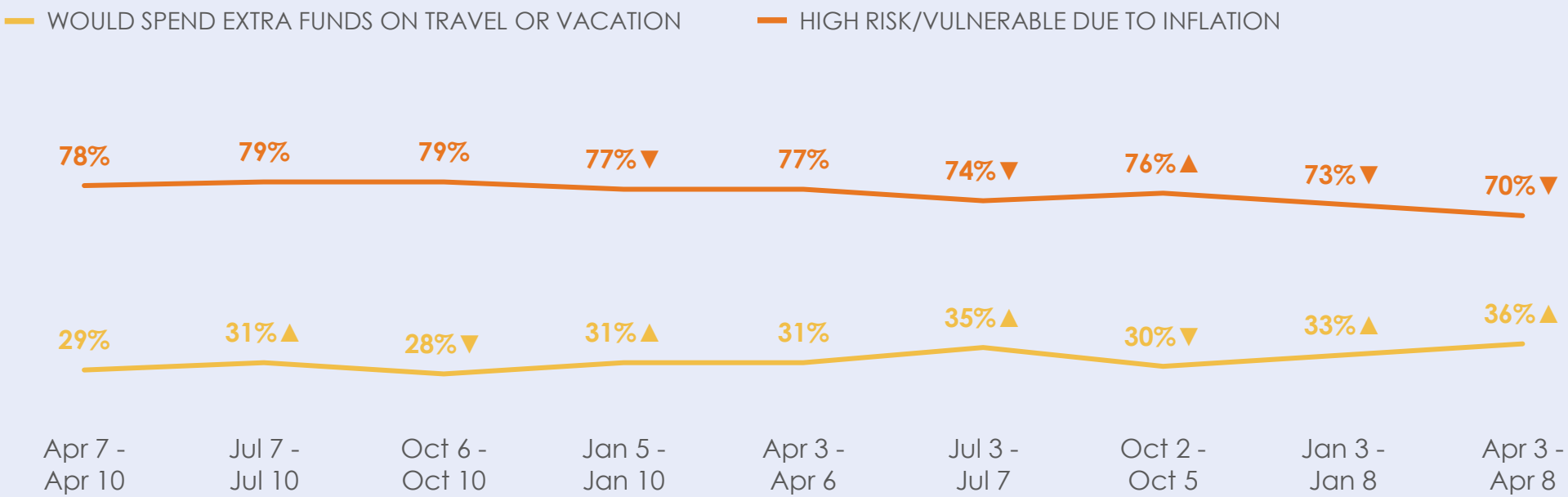
Gen Z and Millennials say they are more willing to invest in sustainable travel than their older counterparts

ATTITUDE TOWARD ETHICAL AND SUSTAINABLE TRAVEL
TOP-2 BOX AGREEMENT



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

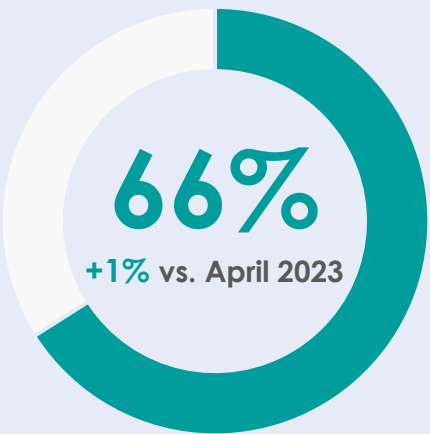
PERSONAL RISK DUE TO INFLATION VS. ALLOCATING EXTRA FUNDS
FOR TRAVEL
TRENDED



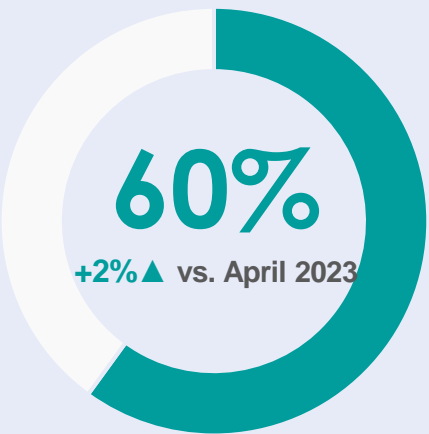
▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

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

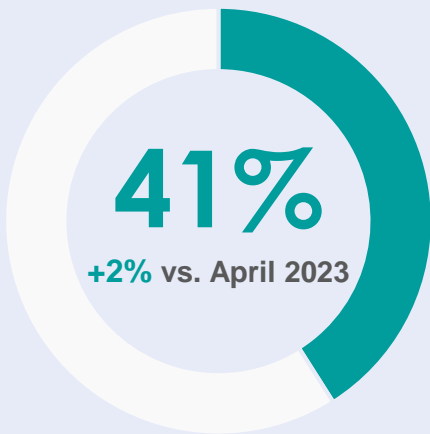
TRAVEL ATTITUDES AND BEHAVIORS



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
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