

THE HEART PARTS WAYS WITH THE WALLET

52% GLOBALLY CARE ABOUT BRANDS' ENVIRONMENTAL EFFORTS, BUT ONLY 38% AGREE THEY WILL PAY MORE



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Environmentally-friendly products and processes no longer get bonus points exclusively from passionate "tree huggers." Biodegradable, recycled and non-hazardous are household words regardless of how committed we are - or are not - to living the green life. More than half of us globally, 52%, agree to care what efforts brands are making to help the environment. Only 38% of us, though, agree to be willing to pay more for "green" or environmentally-friendly products, indicating that even among those who applaud manufacturers' efforts to protect the Earth, the applause fades away at the cash register.

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