

SUSTAINABILITY IN CONTEXT: **THE POWER OF PURCHASE**

Sustainability continues to be a key consumer **concern** and **aspiration**. It touches on powerful ideals around honoring our connections with nature and one another. It speaks to the hopes – and fears – we have for the world we leave to generations that follow us.

Consumers act on this concern in various spheres of their lives, and most factor sustainability into their **purchase decisions** at some point.

"We adults have to think beyond ourselves. We cannot keep kicking the environmental can down the road. We may have to sacrifice money and comfort."

– Millennial, Male

SOURCE: Sustainability 2019 – Beyond Business as Usual report

32%
of **MILLENNIALS**
always/usually
base purchasing
on sustainability

25%
GEN Z

20%
GEN X

17%
BOOMERS

*Millennials are leading the way as conscious consumers, citing **purchase decisions** (33%) as having impact equal to voting (34%) and community involvement (33%).*

