



THE HARTMAN GROUP & SUSTAINABILITY BY THE NUMBERS



10



NUMBER OF SYNDICATED REPORTS
PUBLISHED SINCE 1996 BY THE
HARTMAN GROUP ABOUT SUSTAINABILITY
AND FOOD & THE ENVIRONMENT FROM
THE CONSUMER PERSPECTIVE

1/3



OF CONSUMERS SIMPLY DO NOT
KNOW WHETHER OR NOT A PRODUCT
CAN BE CLASSIFIED AS SUSTAINABLE

20

PERCENTAGE INCREASE OVER 6-
YEAR PERIOD IN CONSUMERS'
FAMILIARITY WITH THE TERM
"SUSTAINABILITY" (54 PERCENT
FAMILIAR IN 2007 COMPARED TO 74
PERCENT IN 2013)

26



PERCENTAGE OF CONSUMERS
WHO CANNOT FIND SUSTAINABLE
OPTIONS WHERE THEY SHOP

4

ZONES OF
RESPONSIBILITY

HOW CONSUMERS THINK ABOUT
COMPANIES AND THEIR PRODUCTS IN
TERMS OF SUSTAINABILITY CAN BE
DIVIDED INTO FOUR ZONES
PERSONAL / SOCIAL / ECONOMIC
/ ENVIRONMENTAL



8

PERCENTAGE OF CONSUMERS WHO
SAY THEY OWN A HYBRID CAR

3

PERCENTAGE OF CONSUMERS WHO
SAY THEY OWN AN ELECTRIC CAR

