

The Consumer Perspective on Sustainability

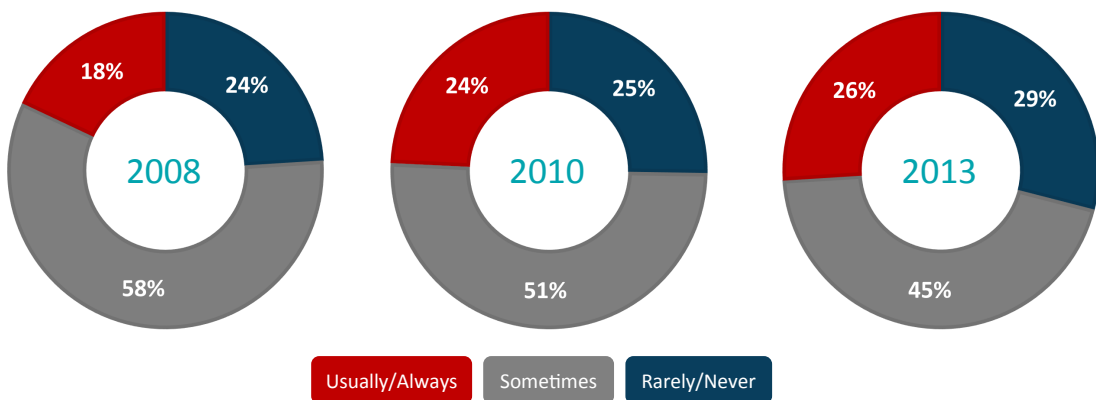
How consumers think about companies and their products in terms of sustainability can be divided into four zones



The frequency with which consumers are making sustainable purchases is plateauing



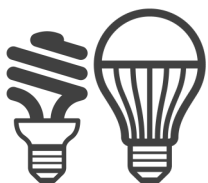
How often are your purchasing decisions based upon your concerns for issues such as the environment and social well-being?



Purchase and usage of specific sustainable products have leveled off

Which of the following products do you currently own or use?

ENERGY-EFFICIENT LIGHT BULBS



52% 50%

ENERGY-EFFICIENT APPLIANCES



43% 46%

RECYCLED PAPER PRODUCTS



42% 42%

WATER FILTER



39% 38%

HYBRID CAR



4% 8%

■ 2010 ■ 2013

Source: [Sustainability 2013 report](#), The Hartman Group