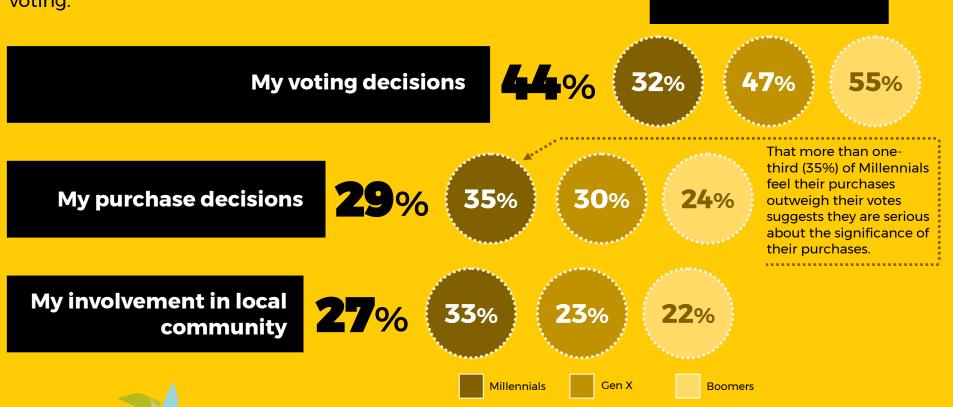
## **Sustainability 2017: Ballots or Dollars?**

Purchasing decisions or voting decisions, which has a greater impact on society?

In 2017, consumers overall believe voting has a bigger impact than purchasing but with clear variations by age. Older consumers, particularly Boomers, see more impact from their voting decisions. Millennials are noticeably less positive about voting.



Source: Sustainability 2017 report

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