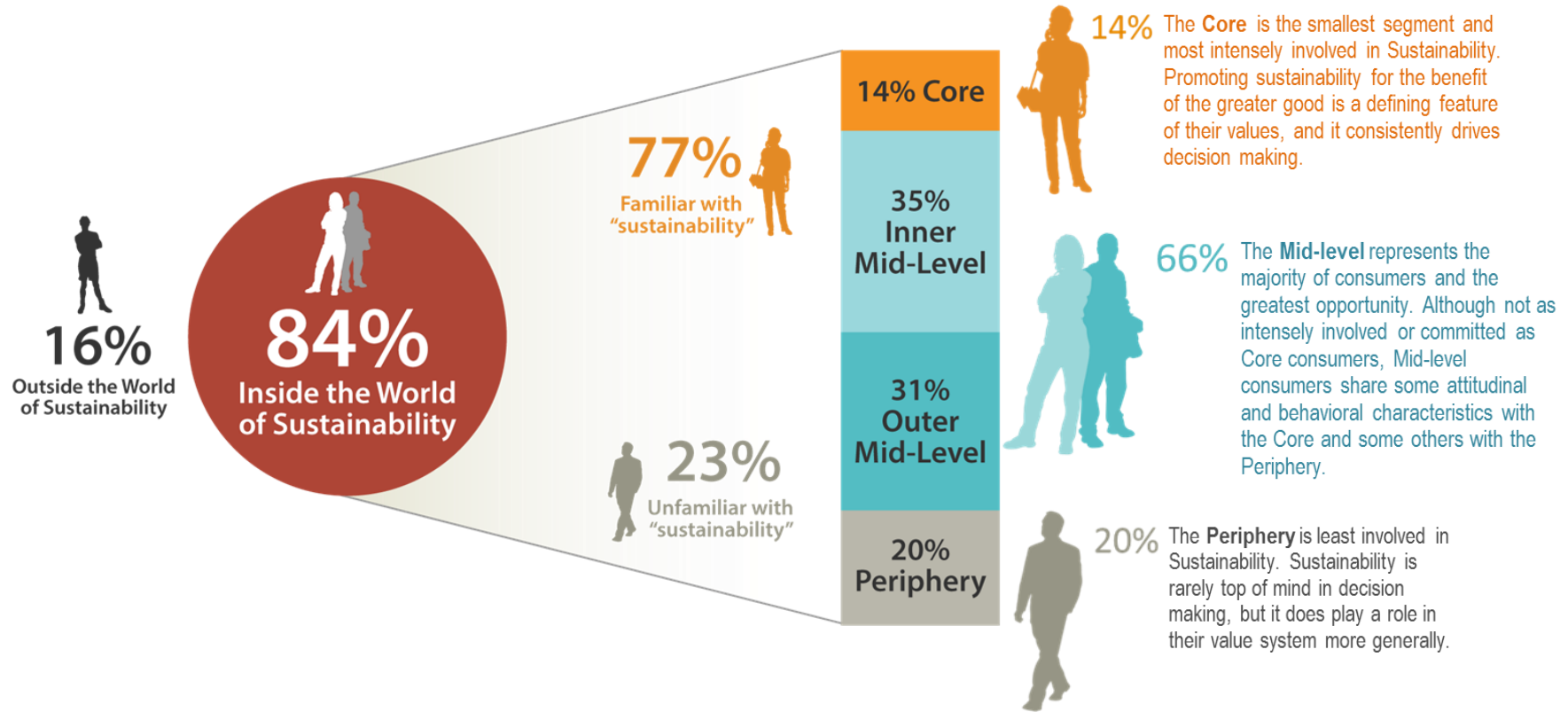




Consumer Participation Within the World of Sustainability

Eight in ten U.S. consumers are inside the World of Sustainability. Consumer culture can be thought of as comprising multiple "worlds" of activity centered on different topics: sustainability, health and wellness, technology, etc. Anyone who considers sustainability when making purchase decisions inhabits this "World of Sustainability." Each world has a quick-changing, involved Core and a slow-moving, less-involved Periphery.



Segmentation is based on respondent behavior regarding: animal testing, packaging, community issues, supporting companies helping the local community, recycling, and price. Base: n=1,587.