ENVIRONMENTAL IMPACT



of COVID-19 & Changes in Consumer Behavior

This week's insights were collected Friday, April 24 - Sunday, April 26 among a general population of n=300 U.S. consumers age 18+.

A little good news...

Consumers recognize the positive impact stay at home orders/government mandates have had on the environment and are now more aware of the impact of their own actions.

As consumers take steps toward minimizing their carbon footprint in the future, a brand's commitment to sustainability will be increasingly important.





Pas	t and	Futur	e Behav	ior	
PRE COVID-19 Behavior POST COVID-19 Future Behavior					Starting <u>New</u> Behavior Post COVID-19
		■ Will not do	■ Will do less ■ Same	■ Will do more	
Recycling	65	62	65	28	+8
Using re-usable shopping bags when shopping	49	12 10	49	29	+12
Reusing empty packages	45	11 10	54	26	+13
Limiting use of disposable utensils/plates/cups	41	14 3	57	26	+13
Buying locally sourced products	28	114	57	28	+16
Limiting driving or using a fuel efficient/electric car	28	17 7	49	27	+16
Buying organic products	27	23 <mark>4</mark>	56	18	+7
Gardening/growing your own fruits/vegetables	23	36	2 37	24	+14
Purchasing environmentally friendly packaging when possible	21	16 <mark>3</mark>	59	23	+14
Buying brands committed to being environmentally friendly	18	13 3	58	26	+17
Buying plant-based products	17	29	5 50	16	+9
Composting	9	46	2 36	15	+13

impact your actions in the future compared to before the pandemic? Will you...? / Q3: What impact do you believe the COVID-19 stay at home orders have had on

Q1: Which of these environmental actions did you regularly participate in prior to the COVID-19 pandemic? / Q2: And how will the COVID-19 pandemic

Base: Total (N=300)

the environment? / Q4: Since the COVID-19 pandemic, which best describes you...?