

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+.

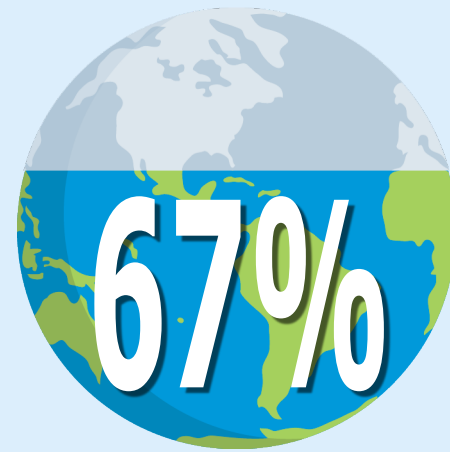
A little good news...

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.

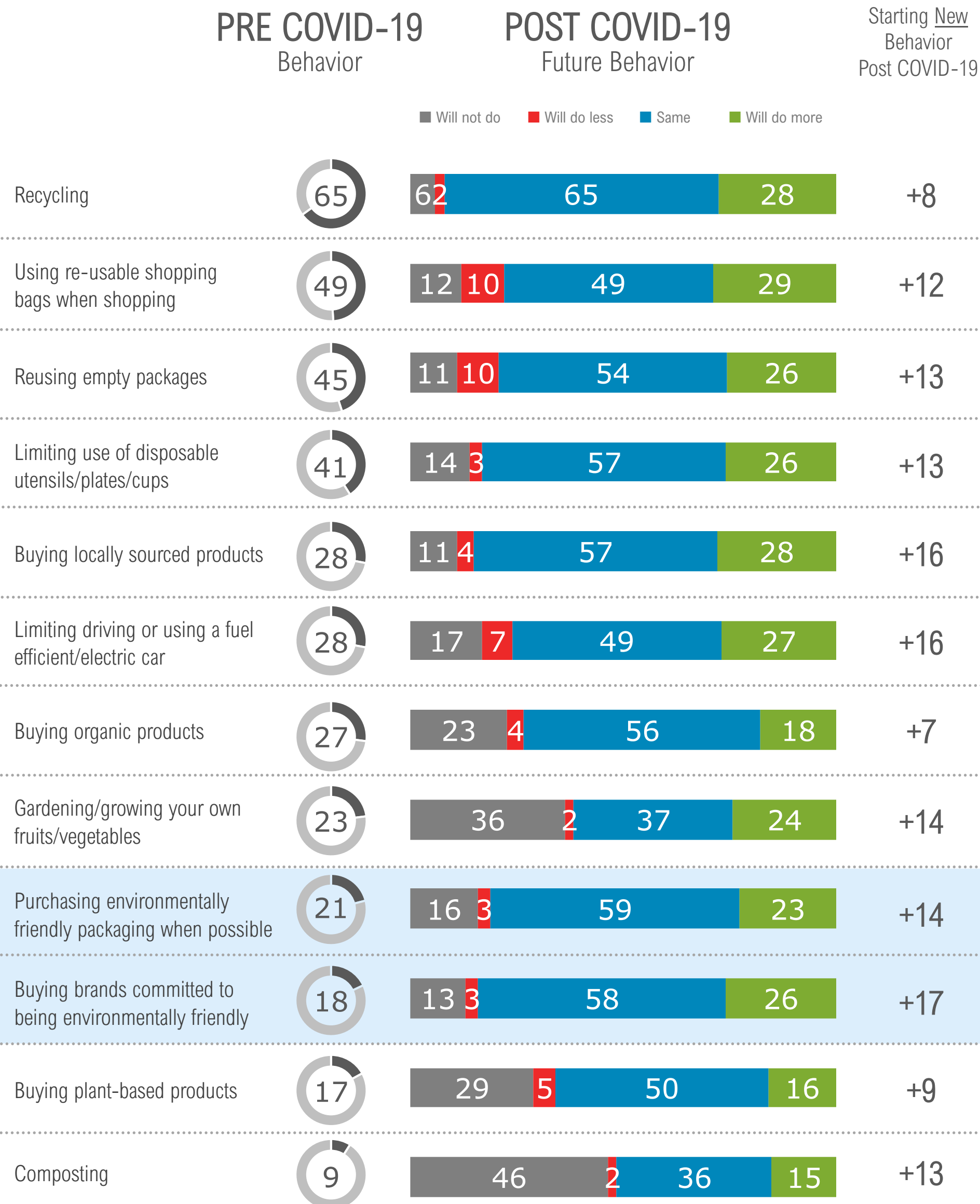


believe COVID-19 stay at home orders have had a **POSITIVE IMPACT** on the environment



say they are now **MORE AWARE** of how their actions/the actions of others impact the environment

Past and Future Behavior



Base: Total (N=300)
 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 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 the environment? / Q4: Since the COVID-19 pandemic, which best describes you...?