

Earth Day



22nd Apr.

Earth Day, celebrated annually on the 22nd April, is a worldwide event to support and raise awareness for environmental protection. Using our TGI consumer data, we look at the adults in Great Britain who are **willing to make lifestyle compromises** in order to benefit the environment and how they differ to those who believe **there is too much concern with the environment**

Among adults within Great Britain...

Prepared to **make lifestyle compromises to benefit the environment**

47%

18%

Believe that there is **too much concern with the environment**

Compared to the average adult in Great Britain, these people are...



more likely to pay more for **environmentally friendly products**



more likely to agree that it's only worth being environmentally friendly to **save money**



more likely to prefer **eating vegan food**



more likely to avoid buying something with **too much packaging**



more likely to take their own **reusable cup** to a coffee shop



more likely to have never heard of **climate change / global warming**