

THE CONSCIOUS CONSUMER

Conscious Consumerism offers an easy way for ordinary people to have a say, take action, show they care and, at some level, have an impact, where systems are perceived to be broken -be it environmental, waste, social, or other.

The increasing awareness and urge to make a positive difference, provides a fertile ground for business to profit while solving a problem, which begs the question: Who are the Conscious Consumers?

On this slide we provide an overview of the demographic and psychographic profile of the conscious consumers in the UK. For more details on the research or to receive the full research report, visit: www.telltaleresearch.com

Priorities in Life

91% Spending time with friends & family

85% Maintaining physical & mental health

73% Living an ethical, socially-responsible life

72% Living a green, eco-friendly life

42% Pursuing my hobbies & passions

Attitudes to sustainability

The sustainability issues they care the most about:



Climate Change



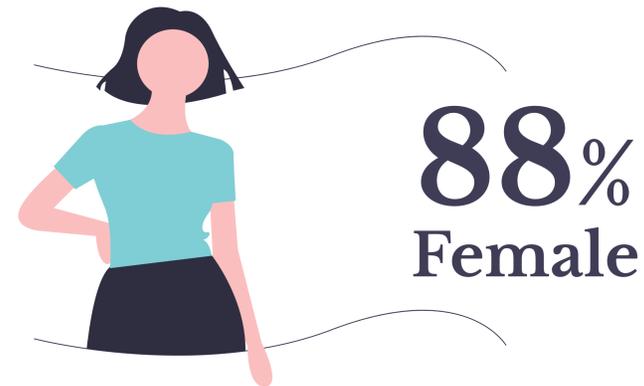
Fast Fashion



Plastic Pollution



Food Waste



Politically left leaning



Attitudes to brands

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“Not enough is being done by brands” (84%)

“I am happy to pay more for sustainable products” (67%)

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Behaviour changes

STARTED...

58% Compost at home

MORE OFTEN...

81% Freeze food

LESS OFTEN...

87% Using single-use carrier bags

STOPPED...

70% Buying things in plastic packaging