

EARTH DAY

AN BIG VILLAGE CARAVAN[®] SPECIAL

APRIL 2022

In celebration of Earth Day on April 22nd, Big Village Insights surveyed Americans about their concerns about the environment, what they're doing to help, and what responsibilities they think brands have when it comes to the long-term health of the planet.

Check out all the findings in the infographic below—Happy Earth Day!

Environmental Concerns

How concerned are you about each of the following issues facing the planet today?

(Very/somewhat concerned summary)

Key 2019 2020 2021 2022

Lack of available fresh water to a large amount of people and other living creatures



The welfare and longevity of threatened/endangered animal species



Deforestation/excessive clearing of trees



Extreme weather events



Reliance on fossil fuels for energy



Doing Your Part

Which of the following actions/activities have you done or are you willing to do under the intention of 'doing your part' to help the planet?



35%

Purchase from more companies who place special emphasis on sustainability



31%

Consider purchasing a hybrid/electric vehicle



22%

Educate others on ways of 'being green' and how it can help the environment



21%

Install solar panels on your home



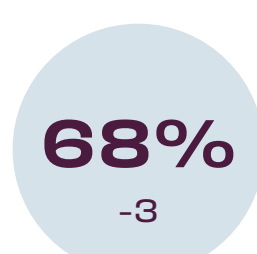
20%

Make monetary donations to environmental groups

Brand Responsibilities

All else being equal, do you have more admiration for companies and brands that have strong values and commitments towards the long-term health of the planet?

*Comparisons are made from April 12-14, 2021



Yes



No



Maybe

To what extent do you agree or disagree with these statements?

(Strongly/Somewhat agree Summary)



86%

Brands should be doing more to create and sell sustainable products



85%

More brands should be making a concerted effort to reduce their carbon emissions



84%

Generally, I think too many brands talk about being environmentally friendly but then don't back it up with real actions



79%

I am more likely to support a brand that prioritizes sustainability



77%

I think brands' sustainability efforts are having an impact on improving the planet

Which of these brands do you associate with being environmentally friendly?

TESLA

37%

BEYOND MEAT

28%



28%

amazon

24%

Google

21%



19%

STARBUCKS

17%

TOMS

17%

Disney

15%

IKEA

15%

