

EARTH DAY 2021:

Conservation Concerns, Celebrations & Choices

In celebration of Earth day on April 22nd, Big Village Insights surveyed Americans about their concerns about the environment, their planet-friendly shopping habits, and their plans to participate in in-person and/or virtual Earth Day activities in the age of COVID-19.



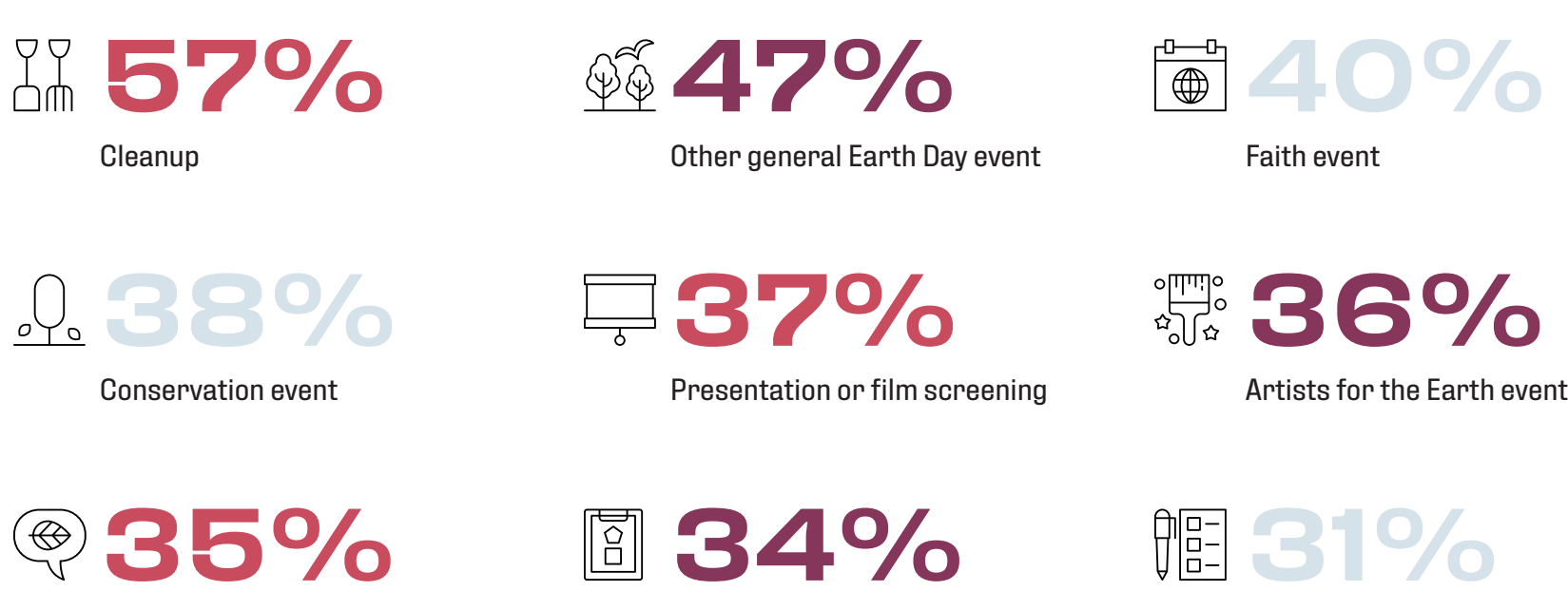
BiVillage

CARAVAN
Omnibus Surveys

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

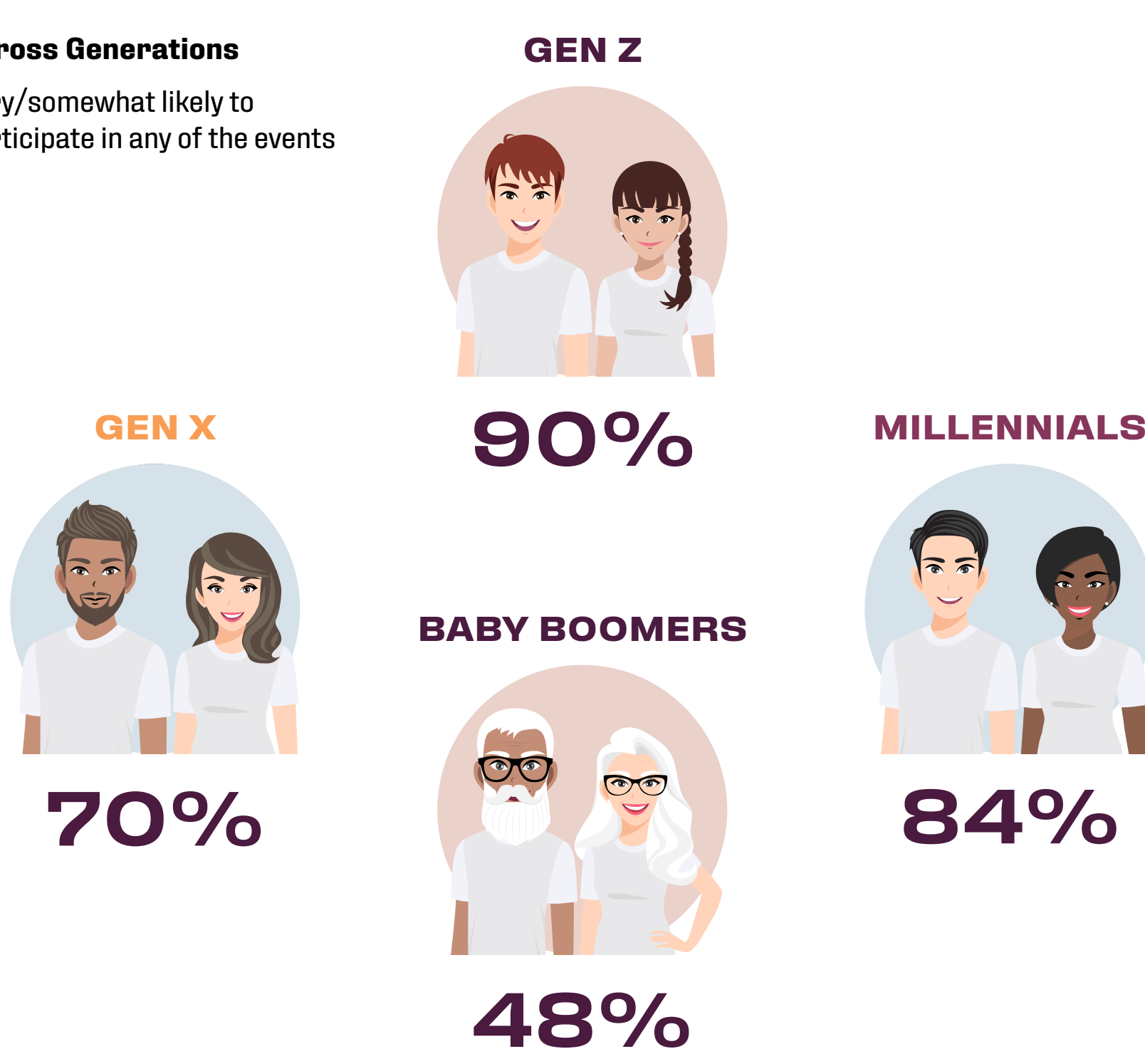
CELEBRATING EARTH DAY

To observe Earth Day, [EARTHDAY.ORG](https://earthday.org) will be coordinating both in-person and online events around the world. **How likely are you to participate in any of these types of events related to Earth Day 2021?**



Across Generations

Very/somewhat likely to participate in any of the events

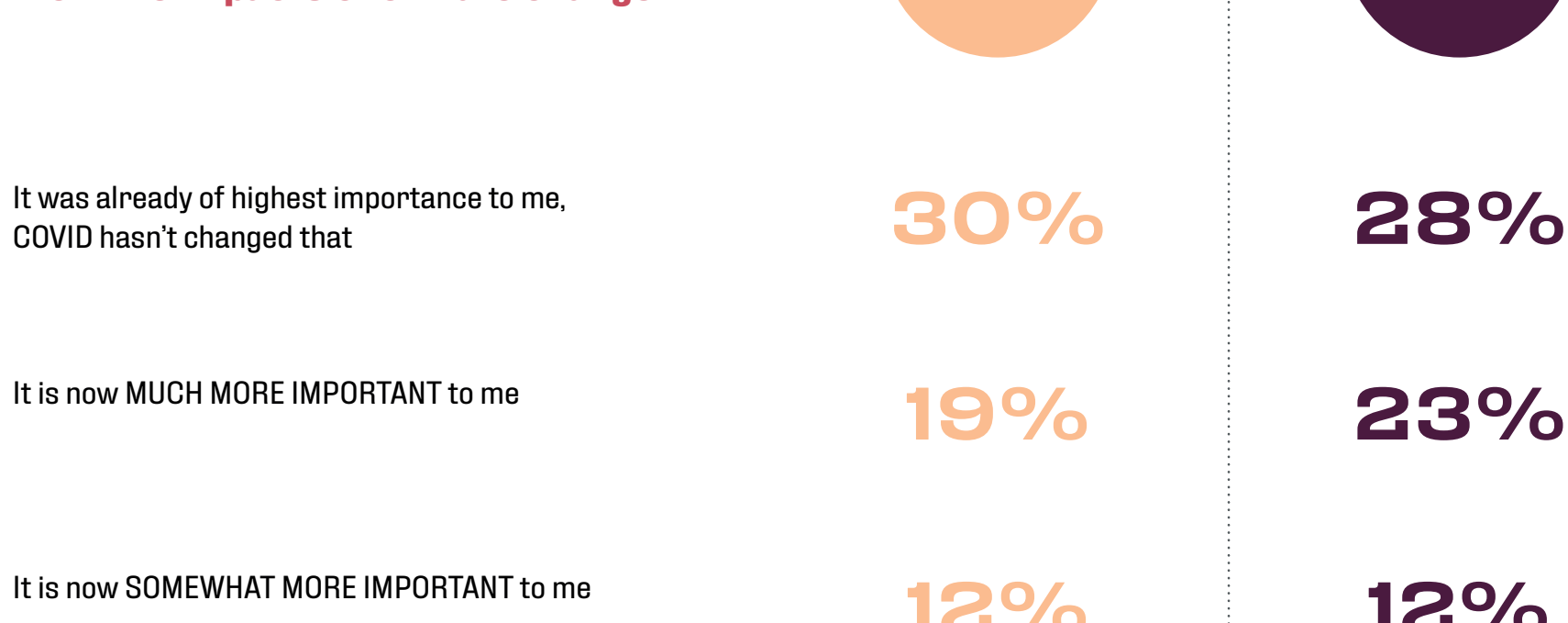


CONSERVATION CONCERNS

How concerned are you about each of the following issues facing the planet today? (Very/somewhat concerned summary)

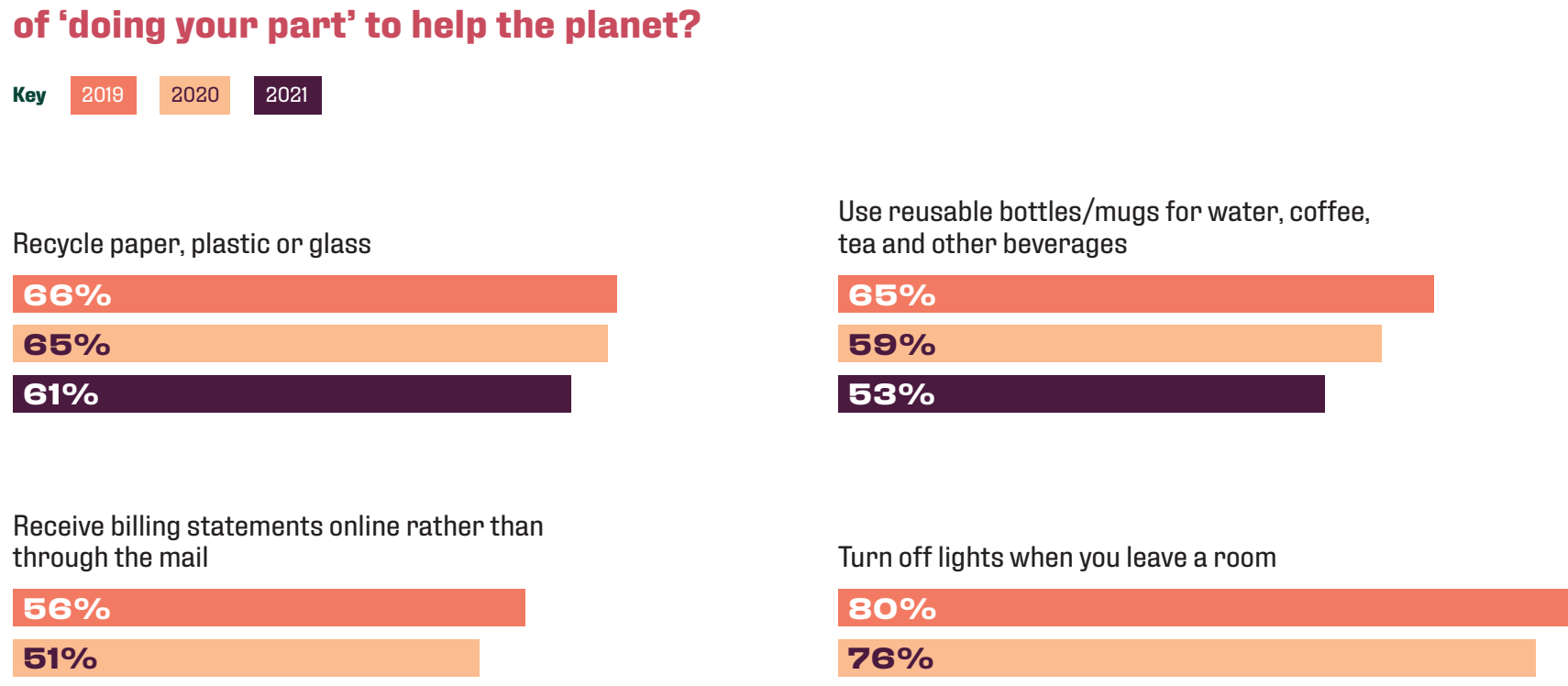
	2019	2020	2021
Lack of available fresh water to a large amount of people and other living creatures	86%	83%	82%
The welfare and longevity of threatened/endangered animal species	83%	80%	80%
Deforestation/excessive clearing of trees	80%	83%	80%
Extreme weather events	81%	80%	76%
Reliance on fossil fuels for energy	69%	71%	67%

How much, if at all, has the COVID-19 pandemic influenced your feelings towards the importance of protecting the planet from the impacts of climate change?



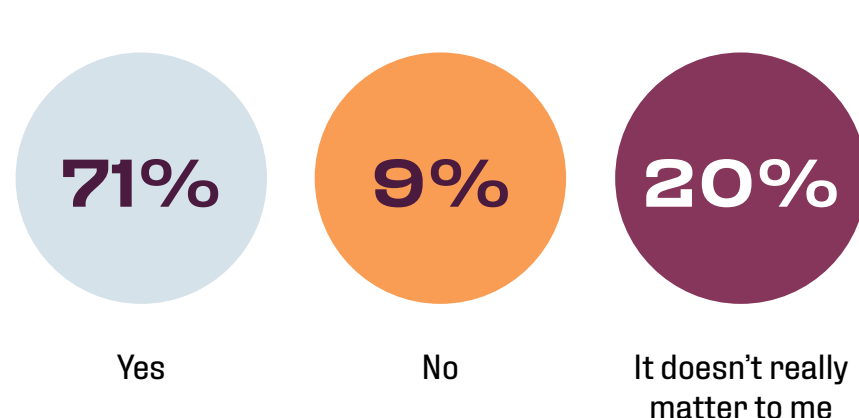
CONSERVATION HEROES

Which of the following actions/activities do you do on a regular basis with the intention of 'doing your part' to help the planet?



RETAIL TRENDS

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?



Which of the following do you try to purchase on a regular basis?

	2019	2020	2021
Energy-efficient light bulbs, such as CFLs or LEDs	71%	63%	63%
Fresh, 'straight from the farm' food from the local farmers' market	45%	42%	40%
Organic foods	32%	32%	32%
Non-toxic, environmentally-friendly cleaning products	45%	40%	42%

This Online CARAVAN® omnibus survey was conducted by Big Village INSIGHTS among a representative sample of 1,004 adults 18 years of age and older (495 men and 509 women). This survey was live on April 12-14, 2021.

BiVillage

609-452-5400 | CARAVANinfo@big-village.com

CARAVAN
Omnibus Surveys