

EARTH DAY TURNS 50

Consumer Celebrations & Attitudes During COVID-19

In celebration of the 50th anniversary of Earth Day on April 22nd, Big Village Insights surveyed Americans about their plans to participate in virtual Earth Day activities, and the impact COVID-19 has had not only on their daily activities - but also their thoughts about protecting the earth.

CARAVAN[®]
Omnibus Surveys

1. EARTH DAY GOES DIGITAL IN 2020

As a result of the current COVID-19 pandemic, The Earth Day Network is moving forward with the first DIGITAL EARTH DAY, a global digital mobilization to address the most urgent threats to people and the planet. **How likely are you to participate in any of these digital events related to Earth Day 2020?**

VERY/SOMEWHAT LIKELY

Any (% of respondents that indicated they would participate in at least one of the activities).

56%

Sign up for an online teach-in on ways to help the planet and educate others.

37%

Engage with a social media campaign directly related to Earth Day.

41%

Join a 'virtual' protest (via Zoom, Facebook Live, etc.).

30%

Download a smartphone app sponsored by the Earth Day Network (Earth Challenge).

40%

ACROSS GENERATIONS

VERY/SOMEWHAT LIKELY TO PARTICIPATE IN ANY OF THE EVENTS

Gen Z



78%

Millennials



72%

Gen X



58%

Baby Boomers



38%

2. PROTECTING OUR PLANET IN THE AGE OF COVID-19

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?**

“It was already of highest importance to me, COVID hasn't changed that.”

30%

“It is now MUCH MORE IMPORTANT to me.”

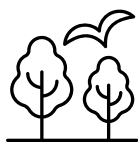
19%

“It is now SOMEWHAT MORE IMPORTANT to me.”

12%

3. GETTING BACK TO NATURE

Which of the following actions/activities are you now doing MORE OF since COVID-19 became a global issue, ABOVE AND BEYOND what you would normally do this time of the year?



Simply going outside to enjoy nature/the environment

50%



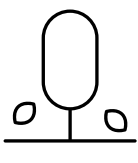
Taking walks by yourself, with your family, or with your pets

48%



Outside physical activities such as jogging or bike riding

27%



Growing your own food (gardening, rooftop gardening)

23%

4. WE ARE ALL IN THIS TOGETHER

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

		2019		2020
	Recycle paper, plastic or glass	66%	➤	65%
	Use reusable bottles/mugs for water, coffee, tea and other beverages	65%	➤	59%
	Turn off lights when you leave a room	80%	➤	76%
	Receive billing statements online rather than through the mail	56%	➤	51%

5. RETAIL TRENDS

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

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



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 (485 men and 519 women). This survey was live on April 15-17, 2020.