Unfolding Values-oriented and Value-oriented Consumers in North America

GWI.

Contents

03. Audience definitions
04. Sustainability concerns & behaviors
09. The obstacles to sustainability
13. Profiling Values-oriented & Value-oriented consumers

Audience definitions

Values-oriented consumers

Internet users aged 16-64 who:

- Want brands to be eco-friendly / socially responsible
- Would rather pay more for an eco-friendly product
- Say helping the environment is important to them
- Are interested in environment issues

Value-oriented consumers

Internet users aged 16-64 who:

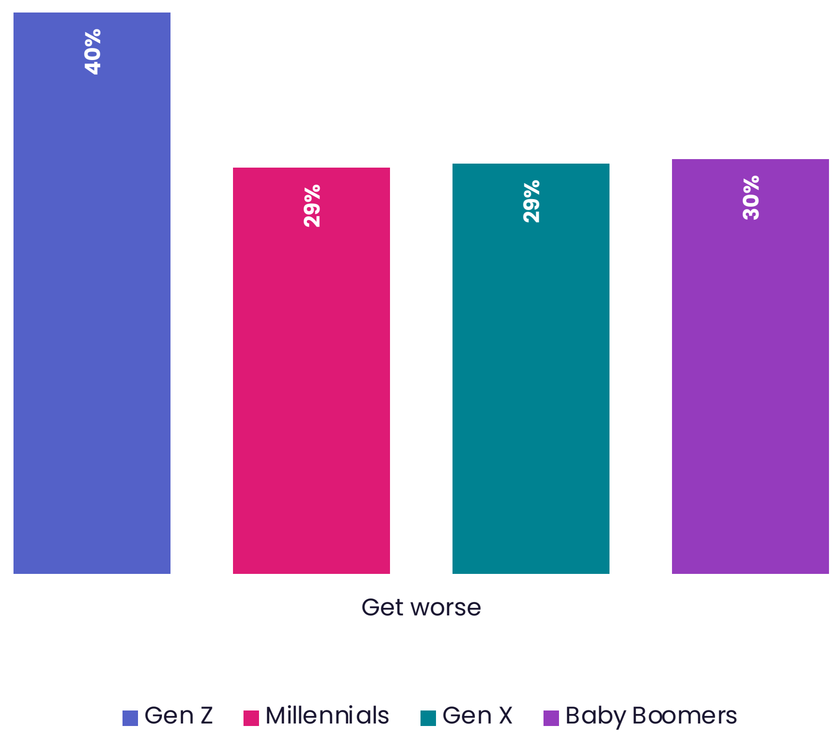
- Would rather pay less for a non-eco-friendly version of a product
- Spend time looking for the best deals / use discount codes or coupons / use loyalty or reward programs
- Are price-conscious
- Would be driven by coupons and discounts or loyalty points to when shopping online

Sustainability concerns & behaviors

In North America, Gen Z are less optimistic about the future of the environment. Sustainability tends to be a prominent concern and interest across generations.

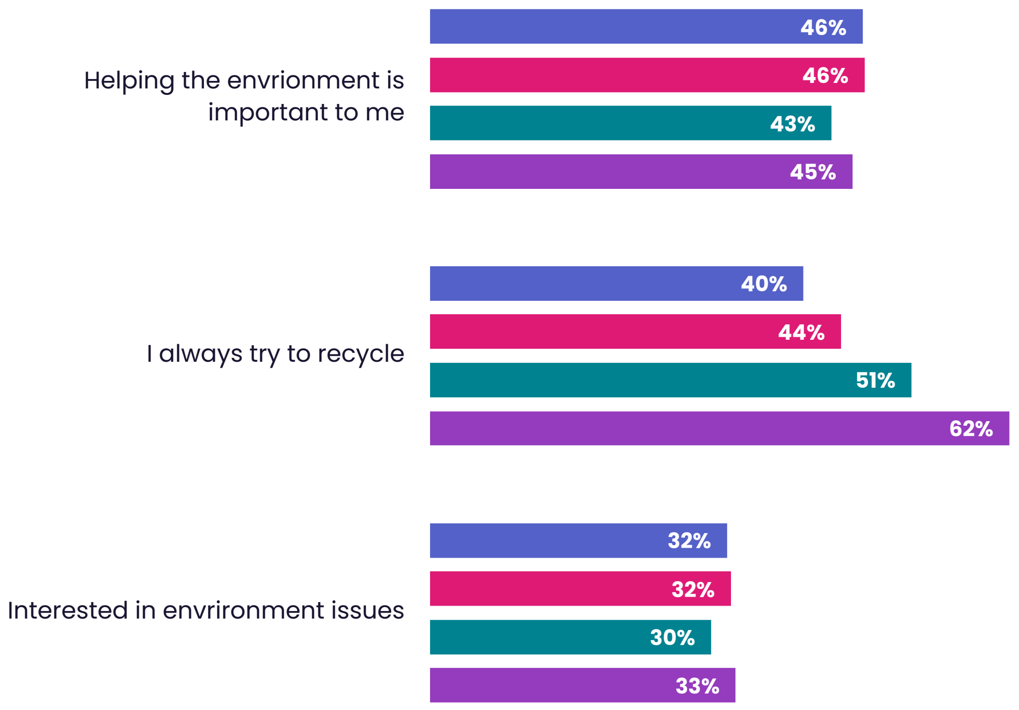
Future outlook

% who think the environment will get worse in the next 6 months



Attitudes towards sustainability

% who think the following describes them

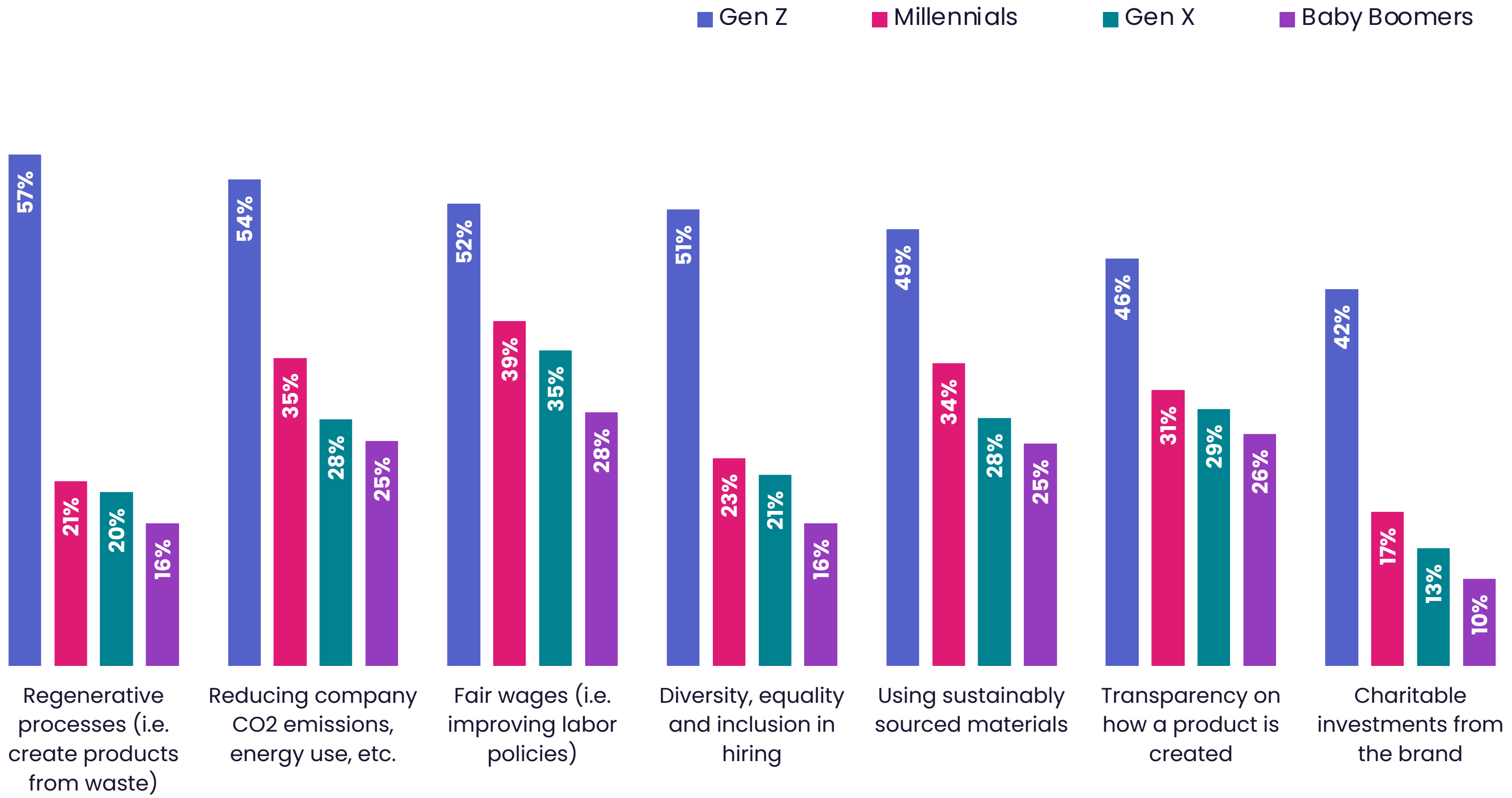


Source: GWI Core Q1 – Q4 2021 **Base:** 21,662 Gen Z, 38,912 Millennials, 44,322 Gen X and 15,974 Baby Boomers. **Market**: Canada and US.

Fair wages is the top sustainability concern when it comes to choosing a brand. Gen Z stands out for wanting brands to adopt sustainable processes.

Sustainability concerns

% who say the following are most important when choosing a brand



41%

of internet users wants brands to be **socially responsible**

39%

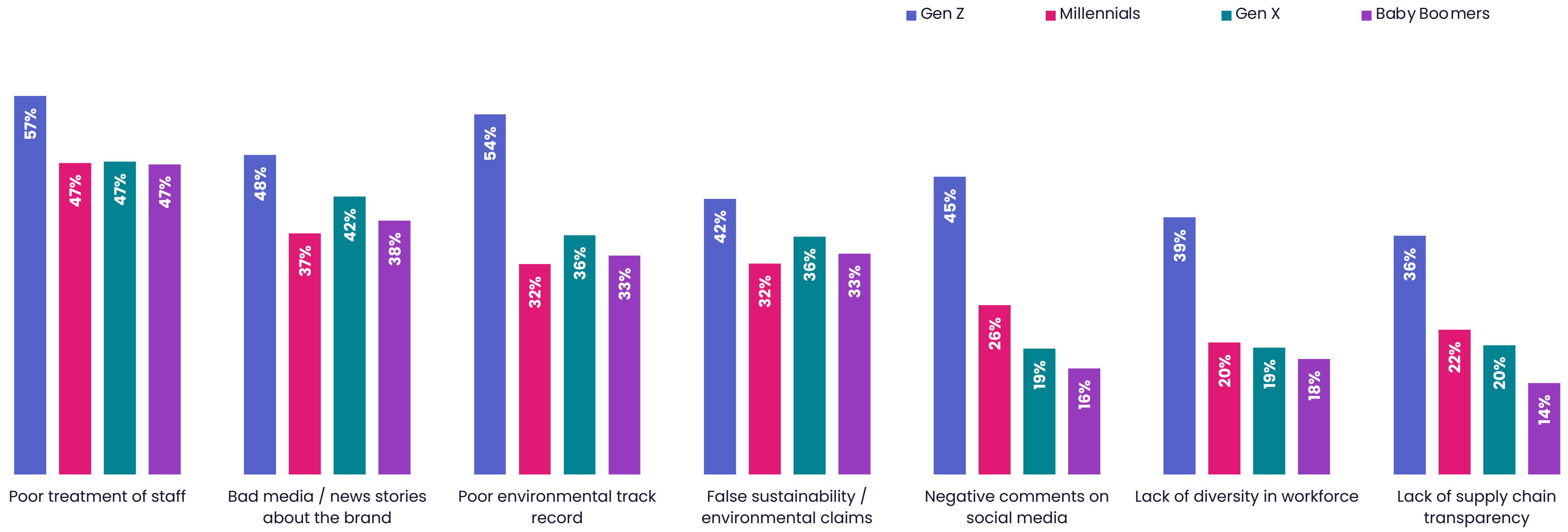
of internet users wants brands to be **eco-friendly**

Source: GWI Core Q1 – Q4 & GWI Zeitgeist March 2022. **Base:** 120,870 internet users aged 16-64 (Core) & 25 Gen Z, 306 Millennials, 1,006 Gen X and 692 Baby Boomers (Zeitgeist). **Market**: Canada and US (Core) & US (Zeitgeist).

Poor staff treatment puts consumers off buying brands the most. Bad environment track record and negative social media comments stand out for Gen Z.

Negative associations

% who say these would discourage them from buying from a brand

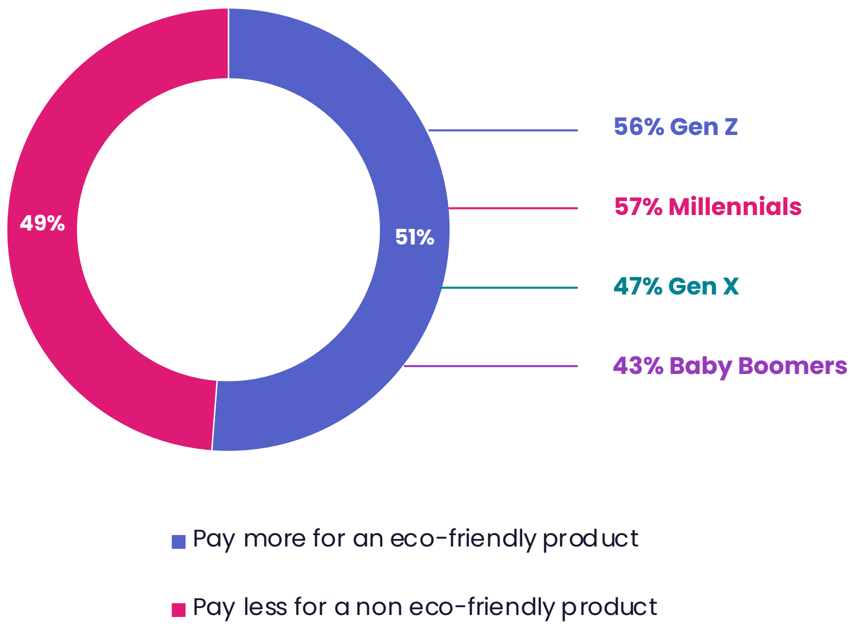


Source: GWI Zeitgeist March 2022. **Base:** 25 Gen Z, 306 Millennials, 1,006 Gen X and 692 Baby Boomers. **Market**: US.

Younger generations are more willing to spend on eco-friendly products. Gen Z are most likely to buy sustainable clothing, while baby boomers stand out for buying energy-efficient appliances.

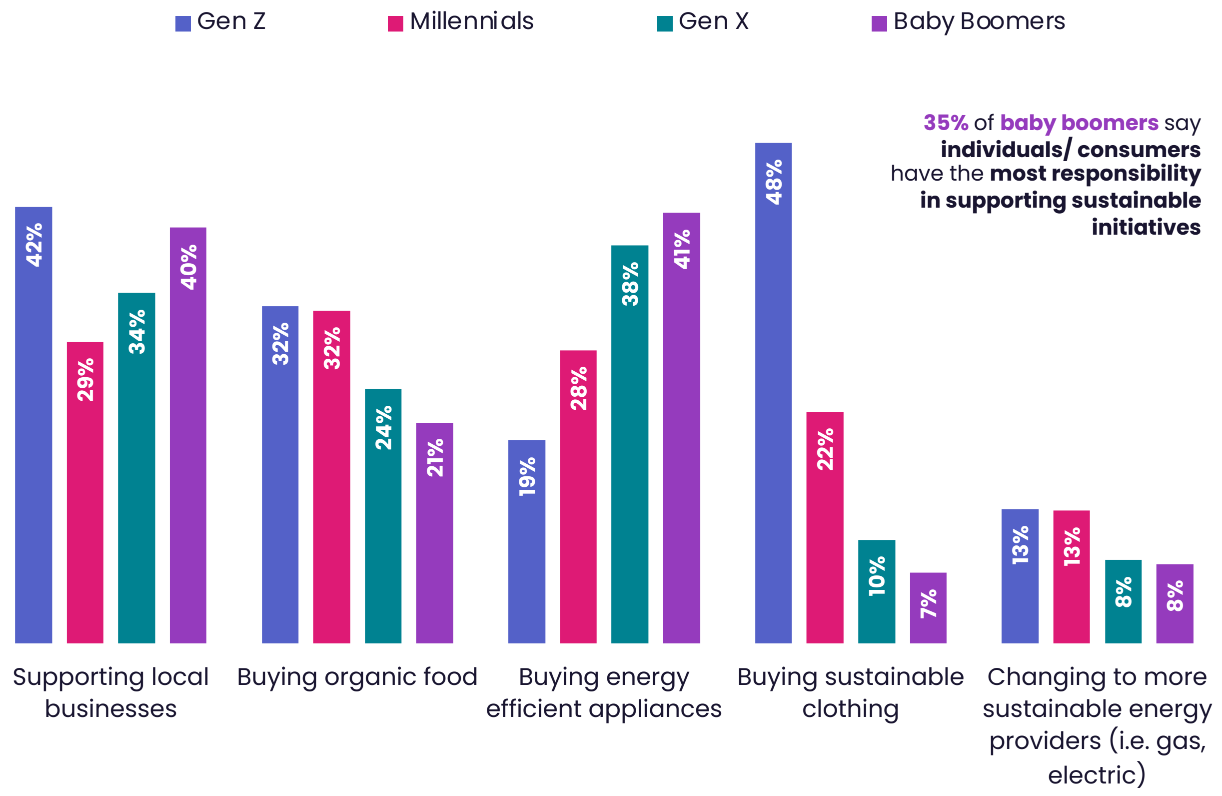
Purchase attitudes

% who would rather do the following



Sustainable activities

% who say they're currently doing the following



35% of baby boomers say **individuals/ consumers** have the **most responsibility in supporting sustainable initiatives**

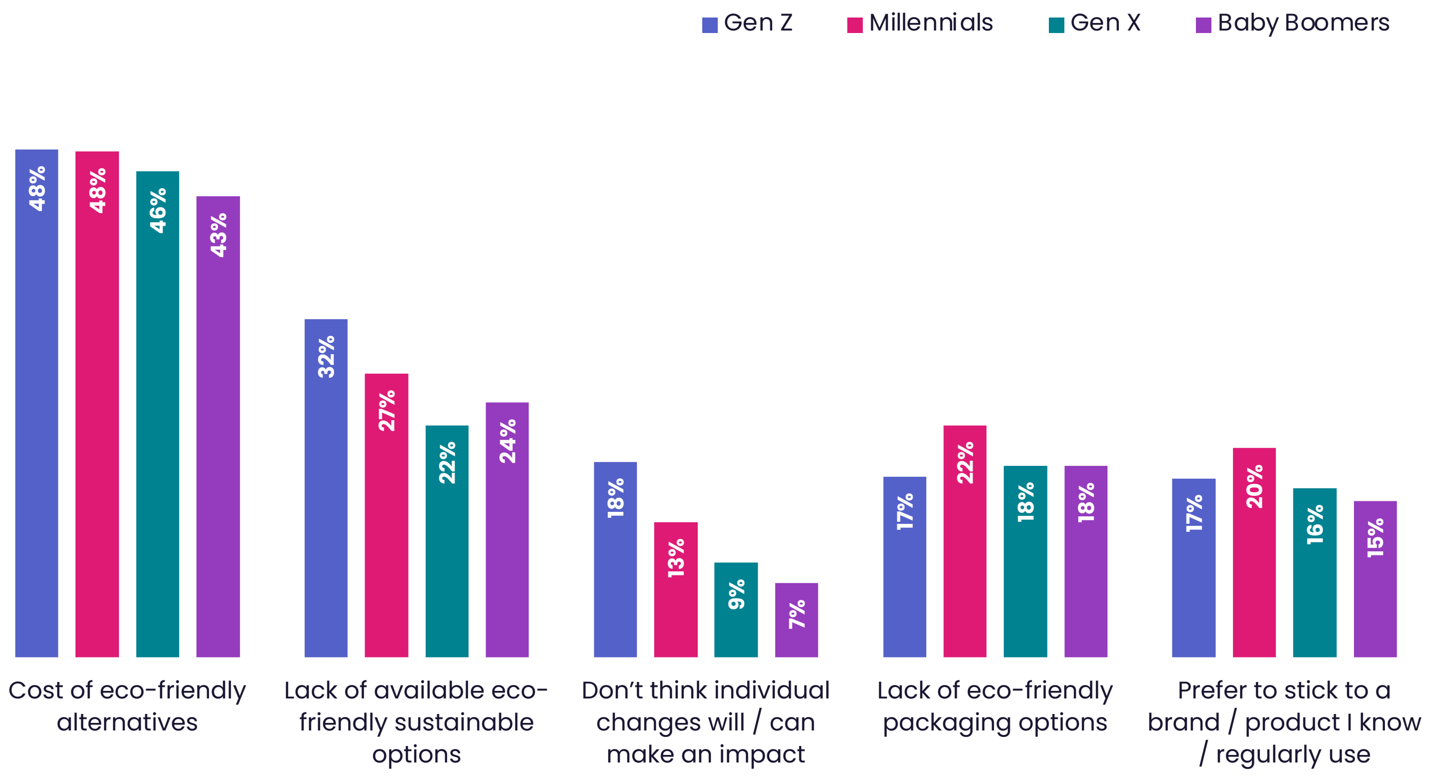
Source: GWI Core Q1 – Q4 2021 & Zeitgeist March 2022 **Base:** 21,662 (& 25 in Zeitgeist) Gen Z, 38,912 (306) Millennials, 44,322 (1,006) Gen X and 15,974 (692) Baby Boomers. **Market**: Canada and US (Core) & US (Zeitgeist).

The obstacles to sustainability

Despite concerns, there are obstacles to changing shopping behaviors - top factors being high cost and lack of eco-friendly alternatives. The majority also have little trust in business pledges.

Obstacles to sustainable living

% who say the following are preventing them from living a more environmentally-friendly lifestyle



84%

of internet users **trust a little / do not trust brands** to follow through with their **environmental claims / pledges**

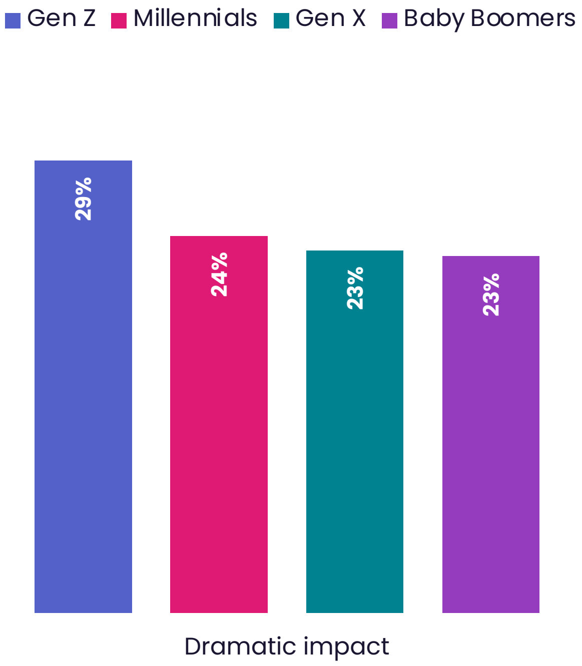
22%

of **baby boomers** think climate change will have **minor or no impact on them personally**

Source: GWI Zeitgeist January & March 2022. **Base:** 73 (25 in Zeitgeist March) Gen Z, 487 (306) Millennials, 1,067 (1,006) Gen X and 376 (692) Baby Boomers. **Market**: US.

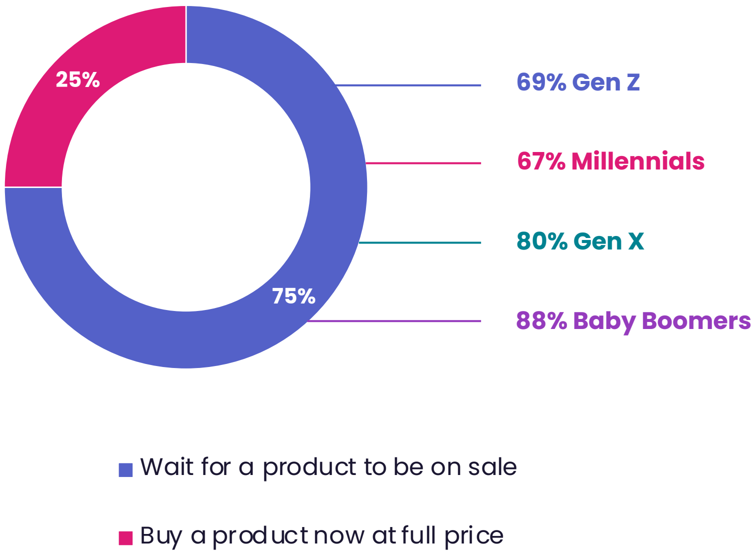
Gen Z are seeing a bigger impact of inflation this year but are the least likely cut back on spending. Older generations are more likely to wait for a reduced price.

Inflation impact
% who say inflation will dramatically impact them personally



Current spending attitude
% who say they are spending much less / less money compared to two years ago

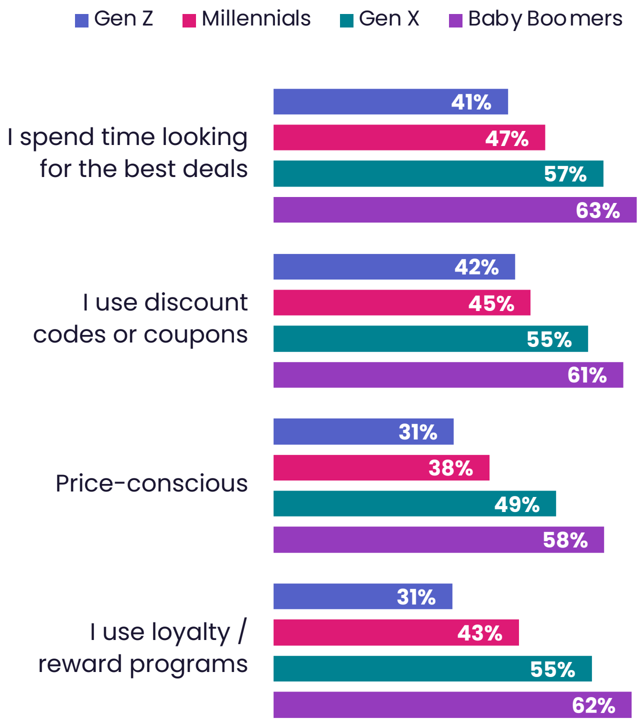
Purchase attitudes
% who would rather do the following



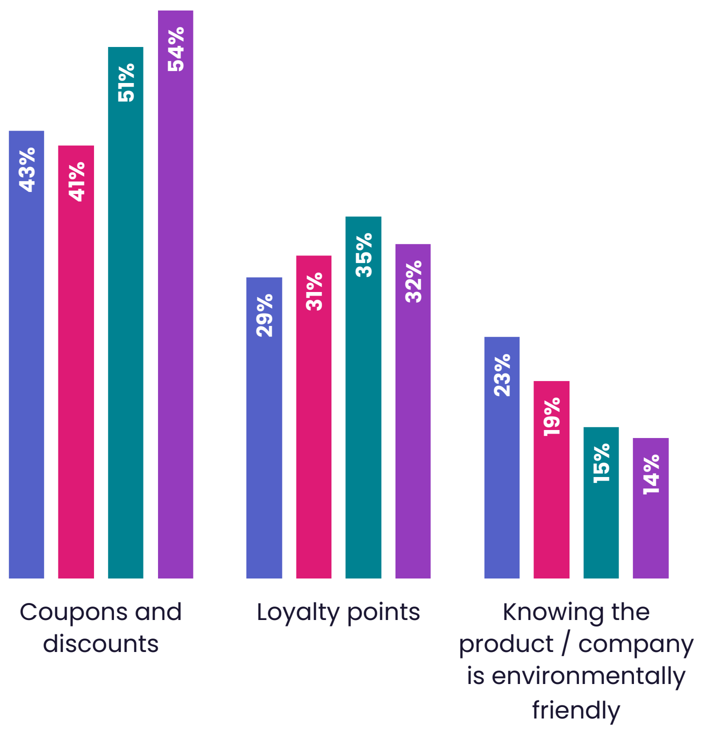
Source: GWI Core Q1 – Q4 2021 & Zeitgeist March 2022 **Base:** 21,662 (& 25 in Zeitgeist) Gen Z, 38,912 (306) Millennials, 44,322 (1,006) Gen X and 15,974 (692) Baby Boomers. **Market**: Canada and US (Core) & US (Zeitgeist).

A notable portion of consumers are driven by price and discounts before brands' sustainability narratives, especially among the older generations and females who tend to be more price-conscious and deal-savvy.

Attitudes towards price
% who think the following describe them



Online purchase drivers
% who would be most driven by the following to buy a product when shopping online



Female internet users are...

50% more likely

to have visited **coupons, deals or price comparison websites** in the last month

20% more likely

to be motivated by **rewards (e.g. discounts / free gifts)** to promote their favorite brand online

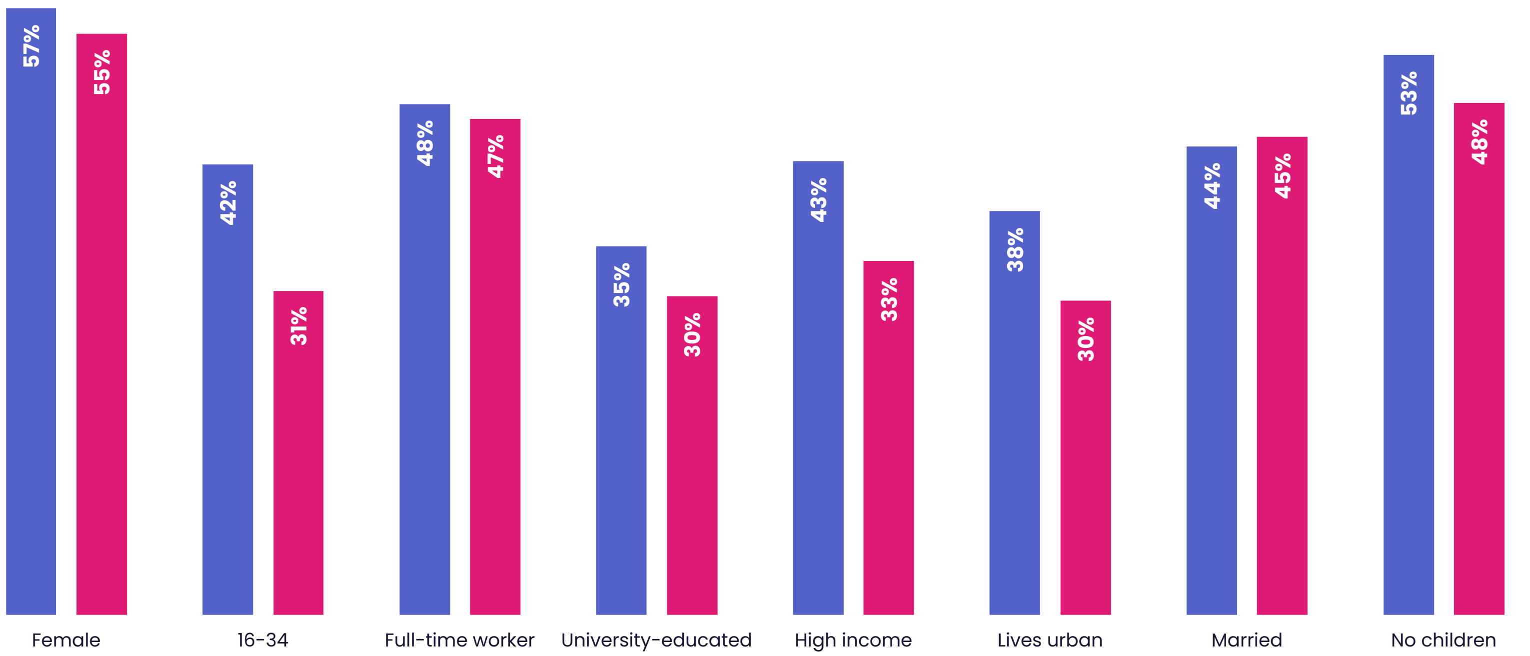
Source: GWI Core Q1 – Q4 2021 **Base:** 21,662 Gen Z, 38,912 Millennials, 44,322 Gen X, 15,974 Baby Boomers and 63,096 female. **Market**: Canada and US.

Profiling Values-oriented and Value-oriented consumers

Values-oriented consumers are more likely to be young, affluent females. They're more likely to be interested in healthcare, healthy diets and community issues than value-oriented consumers.

Demographics

% of **Values-oriented consumers** and **Value-oriented consumers** who fall into the following segments



Personal interests

% who are interested in the following

Personal healthcare	70%	51%
Fitness & exercise	63%	42%
Politics / social issues	62%	38%
Health foods / drinks	61%	36%
Charities / volunteering	47%	22%
Vegetarian food	30%	9%

Source: GWI Core Q1 – Q4 2021 **Base:** 14,633 Values-oriented consumers and 22,861 Value-oriented consumers. **Market**: Canada and US.

Values-oriented consumers are also more likely to be brand-loyal, ad-receptive and premium-shoppers, supporting businesses that generate fewer negative impacts on the environment.

Purchasing attitudes

% of **Values-oriented consumers** and **Value-oriented consumers** who describe themselves as the following

Source: GWI Core Q1 – Q4 2021 **Base:** 14,633 Values-oriented consumers and 22,861 Value-oriented consumers. **Market**: Canada and US.

GWI.