



# THINK. FEEL. DO.

How to win consumer loyalty through sustainability



we **THINK** that waste, litter and other environmental infractions are *bad*



of Americans think that the average person should be taking concrete steps to reduce his or her environmental impact

80%



80% of us judge others for environmental infractions ...

69%



... and we judge ourselves – 69% of us would be embarrassed to be caught throwing trash out the car window

we **FEEL** that the environment is worth protecting



78% of us feel some sense of personal responsibility to change daily purchase habits and practices to positively impact the environment

76%



76% of us believe “people have a right to clean air and water”

82%



82% of Millennials are worried about how climate change will impact their children’s quality of life

we do **NOTHING**

Ok, not nothing. But while sustainability is firmly entrenched in our heads and hearts, it hasn’t made its way to our hands. We’re not living it out via personal behaviors.



61% 39%



Americans say they most often choose personal comfort or convenience (61%) over the environment (39%)

35%



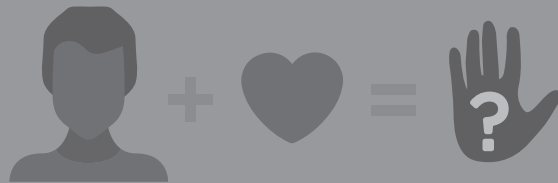
Only 35% of Millennials recycle newspapers, cardboard, aluminum cans, etc.

33%



Only 33% of Millennials adjust thermostat settings to save energy

# Why the disconnect?



We know it in our heads. We believe it in our hearts. That adds up to a big-time culture shift – but it doesn't mean Americans are taking action.

**Creating real sustainable progress requires more than culture.**

It requires external forces like economic incentives and government regulation – that's how nationwide change happened in the past. But now, the game has changed.

**Corporate leadership is the external force we need.**



Companies, this is your **OPPORTUNITY**

You can help connect hands to heads and hearts – not by trying to convince consumers to change their *personal* behaviors to be more sustainable, but by changing their *buying* behaviors.

This is how you get Americans thinking about you – loving you – and buying from you because of your sustainability commitments.

**READ THE FULL STORY AT  
[SHELTONGRP.COM/SUSTAINABILITY-CONSUMER-LOYALTY](http://SHELTONGRP.COM/SUSTAINABILITY-CONSUMER-LOYALTY)**