

Earth Day



22nd Apr.

Among adults within Great Britain...

Prepared to **make lifestyle compromises** to benefit the environment

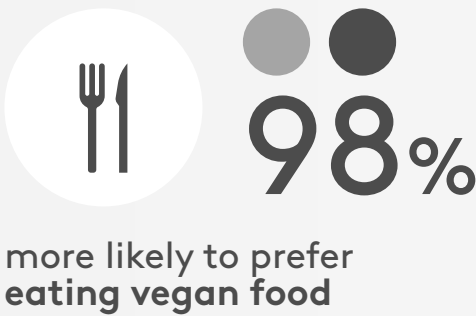


Earth Day, celebrated annually on the 22nd April, is a worldwide event to support and raise awareness for environmental protection. Using our TGI consumer data, we look at the adults in Great Britain who are **willing to make lifestyle compromises** in order to benefit the environment and how they differ to those who believe **there is too much concern with the environment**



Believe that there is **too much concern with the environment**

Compared to the **average adult in Great Britain**, these people are...



Sources: Kantar TGI consumer data (October 2017 – September 2018)