

KANTAR

Kantar TGI Sustainability Focus: December 2021

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Sustainability Focus 2021

Majority of adults in ROI are trying to buy more sustainably packed products



21% of adults in ROI agree that they try to buy products packed in an environmentally friendly way



86% of adults in ROI agree that people have a duty to recycle products

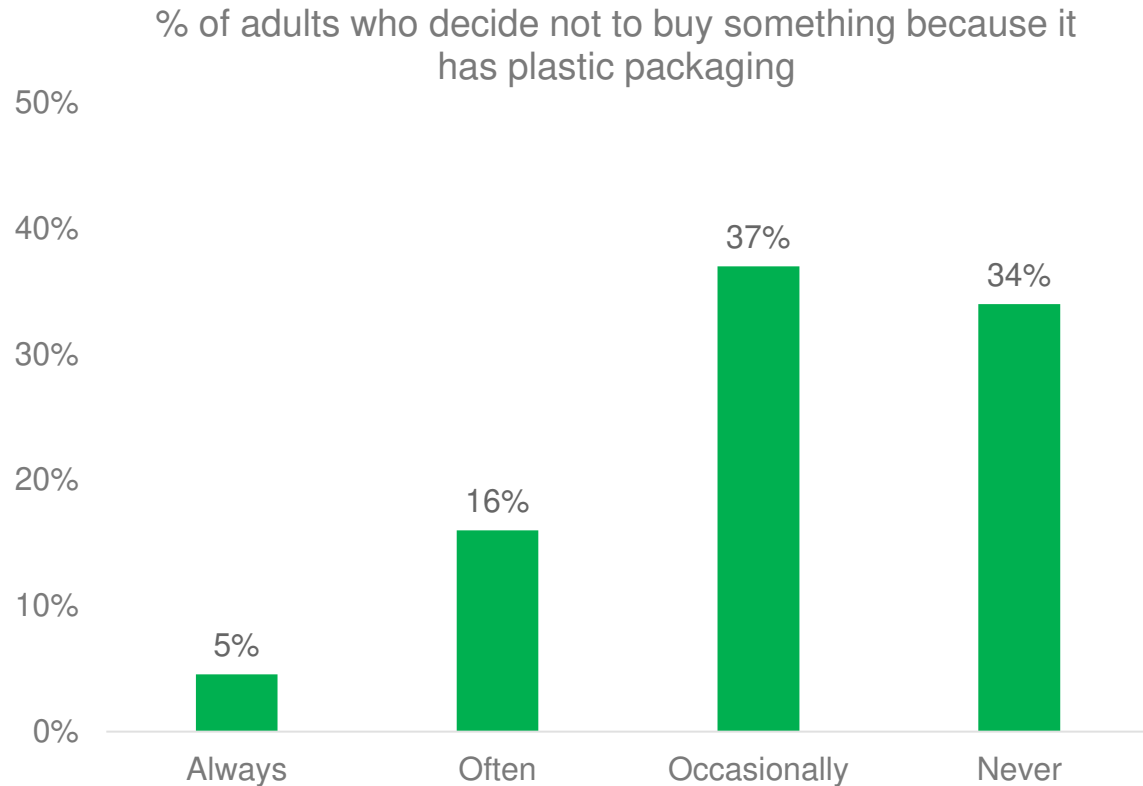


45% of adults in ROI agree that they plan to buy more sustainable products this year



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16% of adults in ROI often decide to not buy something because it has plastic packaging



- Those who are aged 25-44 are **20%** more likely than average adult to always make sure that what they are buying is not packed in plastic.
- Those aged 65+, on the other hand, are 50% less likely than average adult to do the same.
- Those who have a personal income of €60,000-€64,999 per year are 54% more likely than the average adult to often ensure that they are **not** buying plastic packed goods.

Sustainability Focus 2021

ROI adults have a heightened focus on the environment as well as social matters

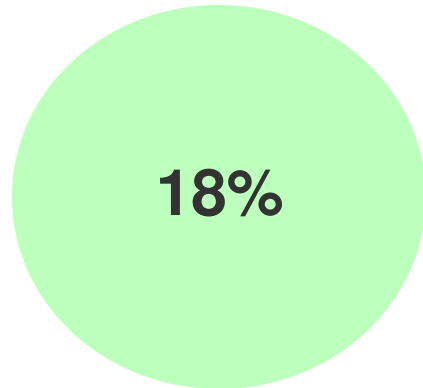
Below are the top 5 statements which the biggest proportions of adults in ROI agree with.

#	Statement	% of ROI adults
1	Take own shopping bag when shopping	67%
2	Recycle items rather than throwing them away	48%
3	Make an effort to cut down on the use of gas/electricity/water at home	30%
4	Use leftover food rather than throwing it away	30%
5	I only buy products from a company with whose ethics I agree	14%

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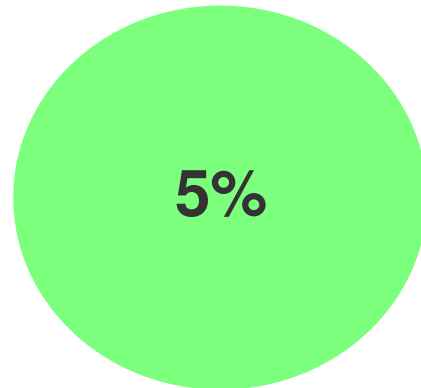
What are the key sustainability issues that matter to Irish adults when purchasing products

Sustainable production is most important factor when deciding what food products/brands to buy



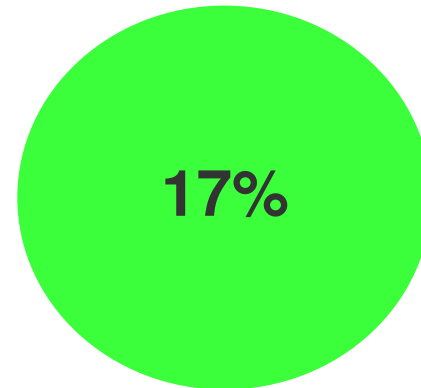
707,000 Irish Adults

Green credentials are the most important factor when deciding what shop to use for regular main shopping



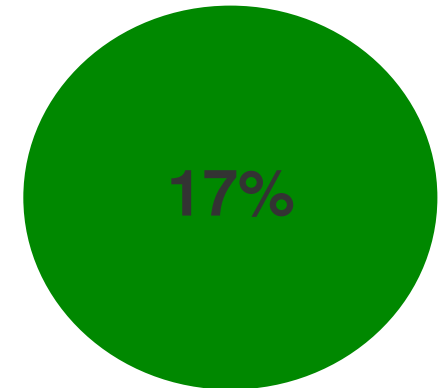
200,000 Irish Adults

Environmentally friendly is the most important factor when deciding what **household** products/brands to buy



682,000 Irish Adults

Environmentally friendly/low emissions is the most important factor when choosing what **car** brands to buy

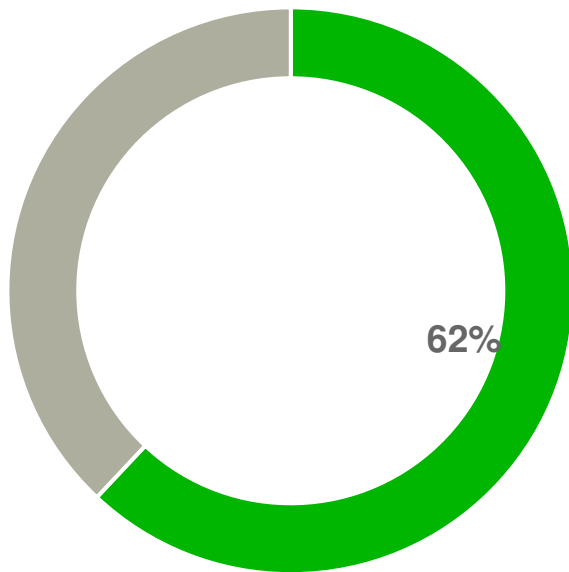


680,000 Irish Adults

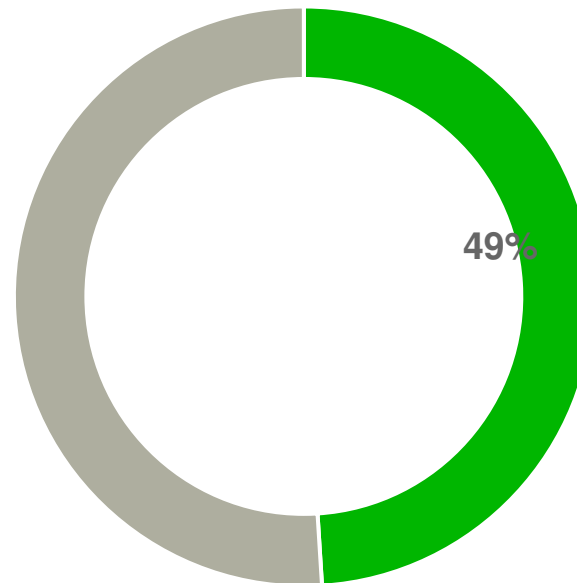
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Following the pandemic, below are the key sustainability issues on which ROI adults would like to know more about

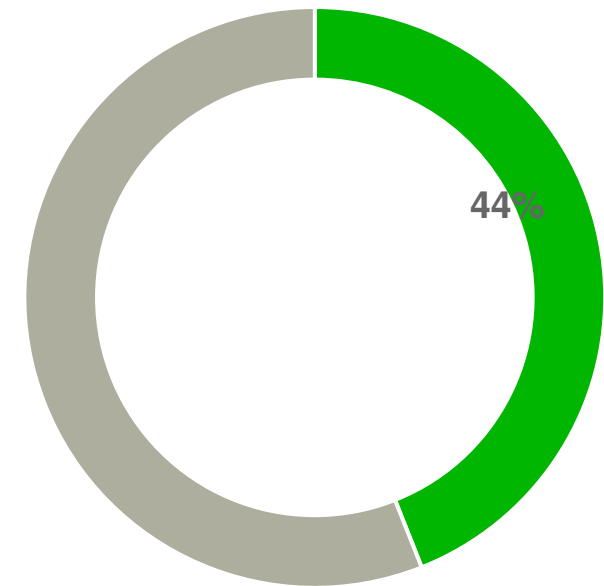
Recycling Tips



Installing home solar panels



Electric Vehicles



Thank you

**Understand People
Inspire Growth**

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