

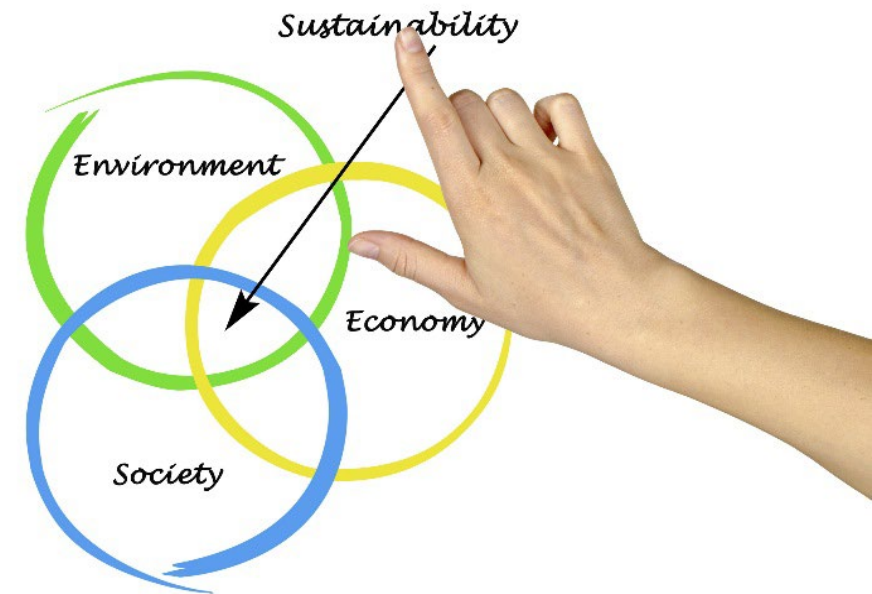
23rd Annual 2024 USA & Global Sustainability Tracker Consumer Study

Since 2002, the Institute's annual consumer research study devoted to social and environmental issues and the impact of sustainability initiatives on product purchase.



All Organizations Need Consumer Insight Into Sustainability To Respond Strategically

- ❖ Who the green/sustainability consumers are
- ❖ How do they interact in the marketplace
- ❖ What prices are they willing (or not) to pay for additional sustainability attributes
- ❖ What are the interactions between attitudes and behavior patterns
- ❖ What product benefits and attributes are driving their behavior
- ❖ What are the opportunities for further growth
- ❖ Where do consumers go for green information
- ❖ Where do consumers “acquire” green products
- ❖ What are the barriers to a sustainable lifestyle What, where, and how communication and messaging will resonate



Customize Your Deliverables

Pick the Options You Need for Your Business...

1. Custom analysis

- ❖ Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from the Institute core or your proprietary content
- ❖ Access to the Institute's core trends report

2. Proprietary/custom survey questions

- ❖ Space reserved on a first come basis
- ❖ Overlay your custom segmentation

3. Custom data tables

- ❖ Across all sponsor-proprietary and the Institute core questions
- ❖ Includes general population, the 5 Institute segments, and 10 custom banner points of sponsor's choice

4. Executive presentation and consulting session



All deliverables are customized to meet your business needs

The Institute Sustainability Research Delivers



DON'T miss out on this opportunity to validate and support your marketing campaigns!

- ❖ Profile your Brand users, quantify the market
- ❖ Enhance your trade presentations with updated/valuable insights
- ❖ Customize your consumer campaign positioning and messaging
- ❖ Support innovation and stay ahead of the trends
- ❖ Empower your organization!





Geography, Deliverables, Timing

USA/Sample Size

Research will be conducted among 3000+ U.S.

general population consumers

Conducted via on-line methodology

The Institute's proprietary Sustainability

segmentation will be included

Global Countries/Sample Size:

Previous Countries studied have various longitudinal & topical coverage

Specific country selection is determined by participant

Typical sample size is 1,000 general population (larger sample available)

via an on-line methodology

The Institute's proprietary Sustainability segmentation will be included

**2024 USA & Global
LOHAS Sustainability
Consumer Trends
Tracker Timetable**

Participation deadline:

July 2024

Sponsor deliverables:

October 2024



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For additional Insight & Opportunity, kindly contact,

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