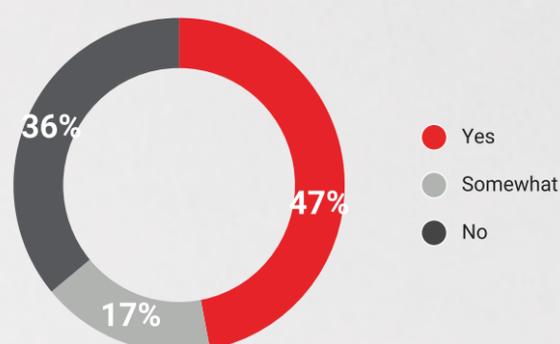


LoopMe Consumer Snapshot: Sustainability

LoopMe surveyed 2,025 UK consumers on 26-30 June 2022 to understand consumer sentiment towards sustainability. We also analysed how important it is to consumers for brands to have a sustainability promise, attitudes towards the pace of fossil fuel companies going net zero and interest in sustainable ways of travelling.

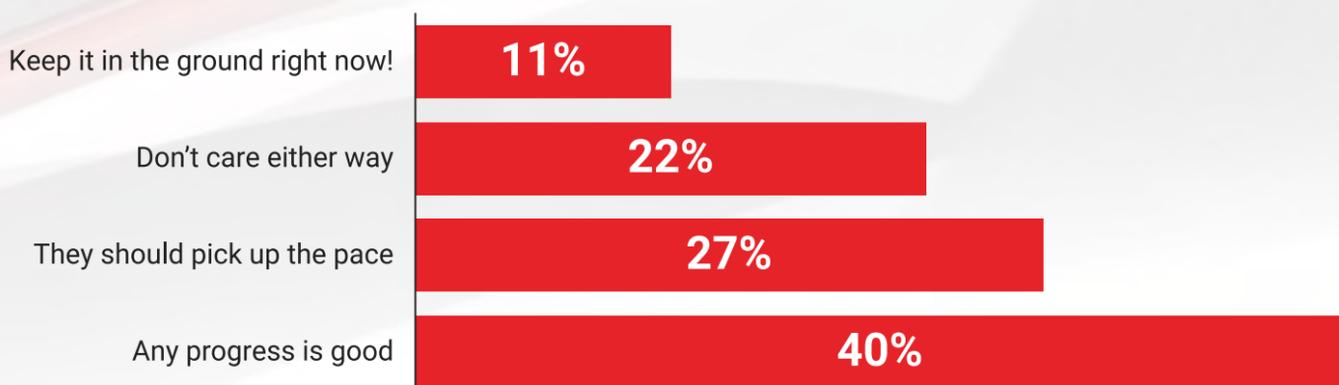
Is it important for brands to have a sustainability promise?



64%

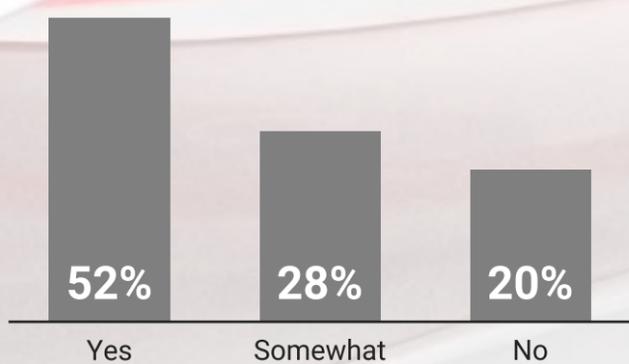
of consumers feel it is important for brands to have a sustainability promise.

What best describes your attitude towards the pace of fossil fuel companies going net zero?



27% of consumers feel fossil fuel companies should pick up their pace with regards to going net zero.

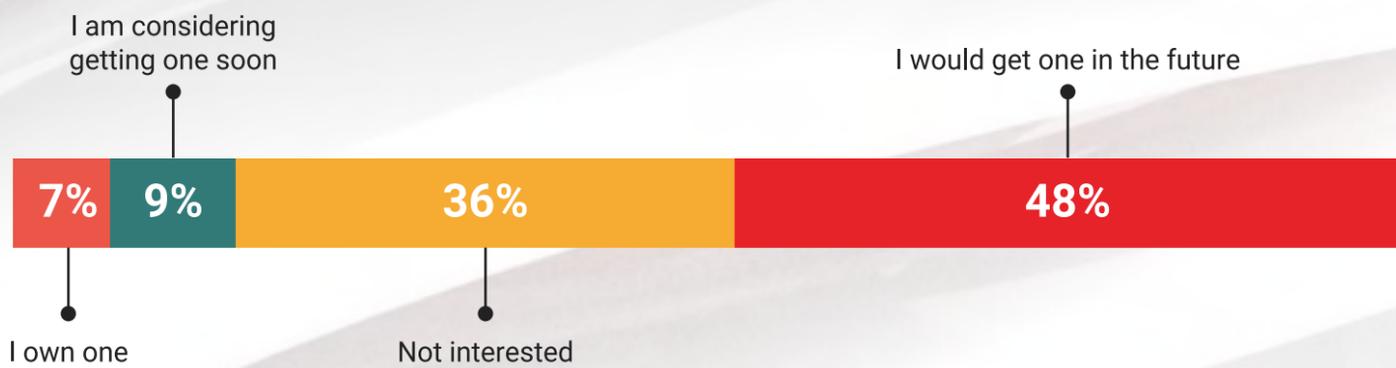
Are you interested in environmentally sustainable ways of travelling?



80%

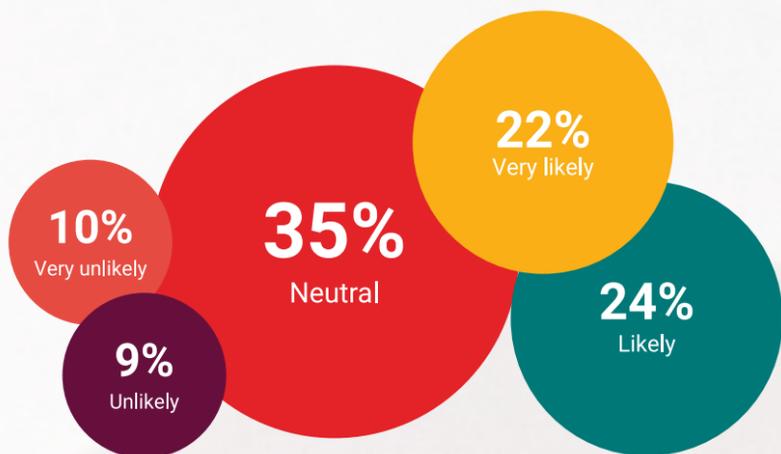
of consumers are interested in environmentally sustainable ways to travel.

What is your stance on electric vehicles?



48% of consumers would purchase an electric vehicle in the future.

How likely are you to favour a sustainable fashion brand?



46%

of consumers favour a sustainable fashion brand.

86% of consumers value the importance of sustainably sourced food produce.

Is sustainably sourced food produce important to you?

