



ERM

MARKETING &
COMMUNICATIONS
AGENCY

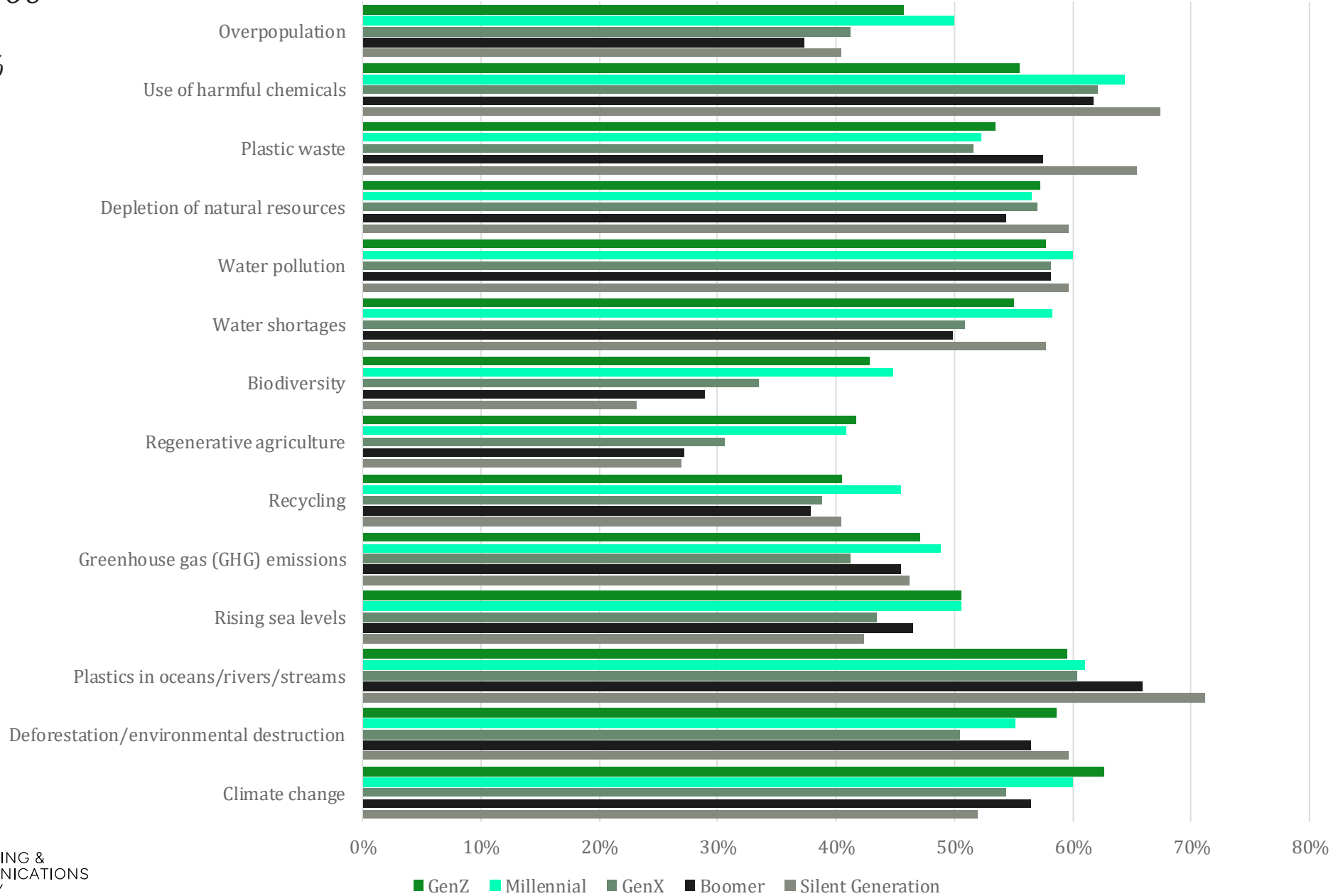
2025 Eco Pulse® Data

FOR THOSE WHO WANT TO DIG FURTHER INTO OUR CHAPTER THREE DATA.

HAPPY READING!

How concerned are YOU about the following issues right now? - % very/extremely concerned

Generational Concern (1/2)



*How concerned are YOU
about the following
issues right now? - %
very/extremely
concerned*

Eliminating diversity, equity, and inclusion policies in the workplace

The amount of waste sent to landfills

Carbon emissions

Extreme heat waves

Extreme weather events (hurricanes, tornados, etc.)

Political unrest/war

Sustainable sourcing of materials or resources

Renewable energy

Soil degradation

Food shortages

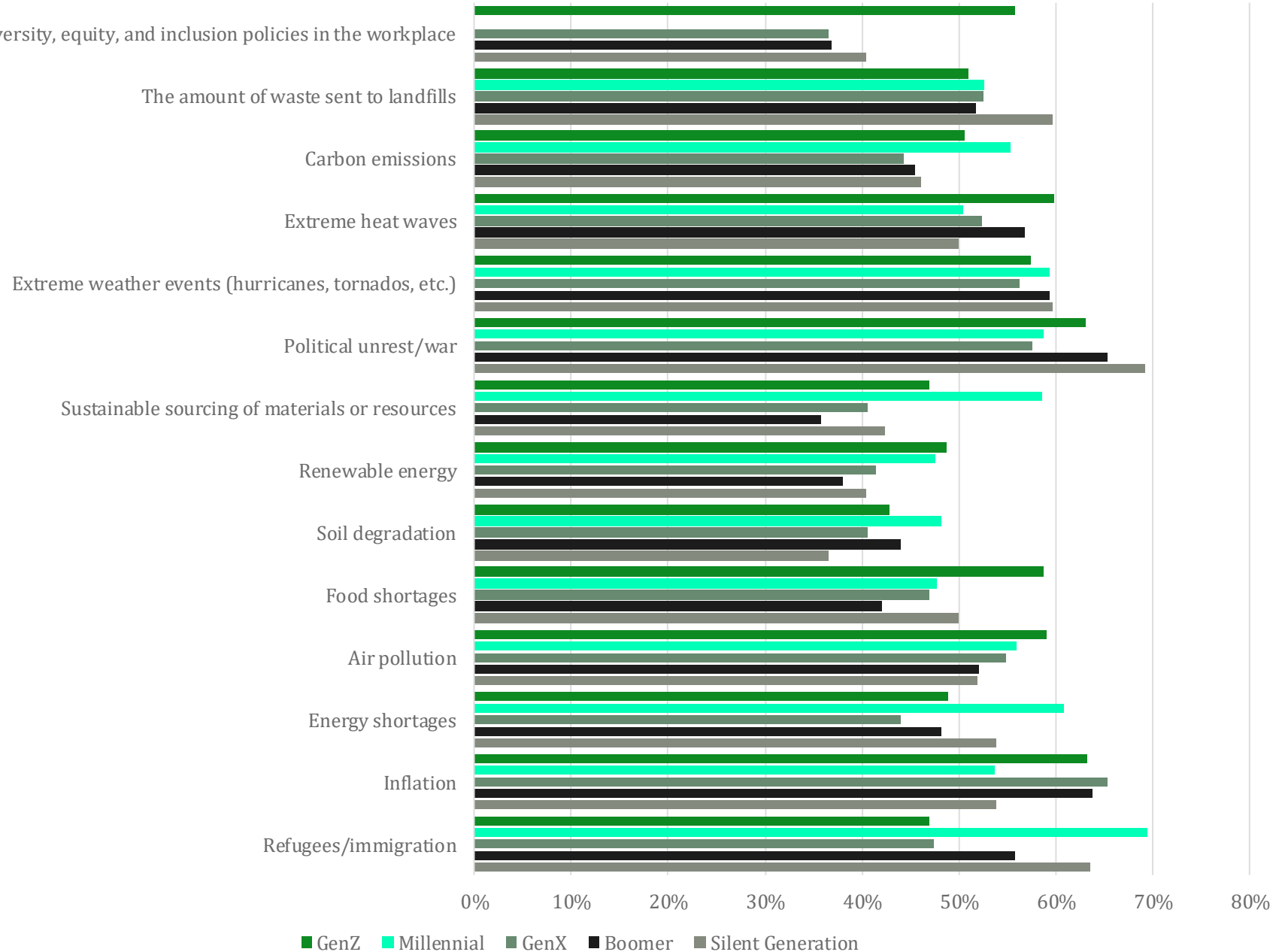
Air pollution

Energy shortages

Inflation

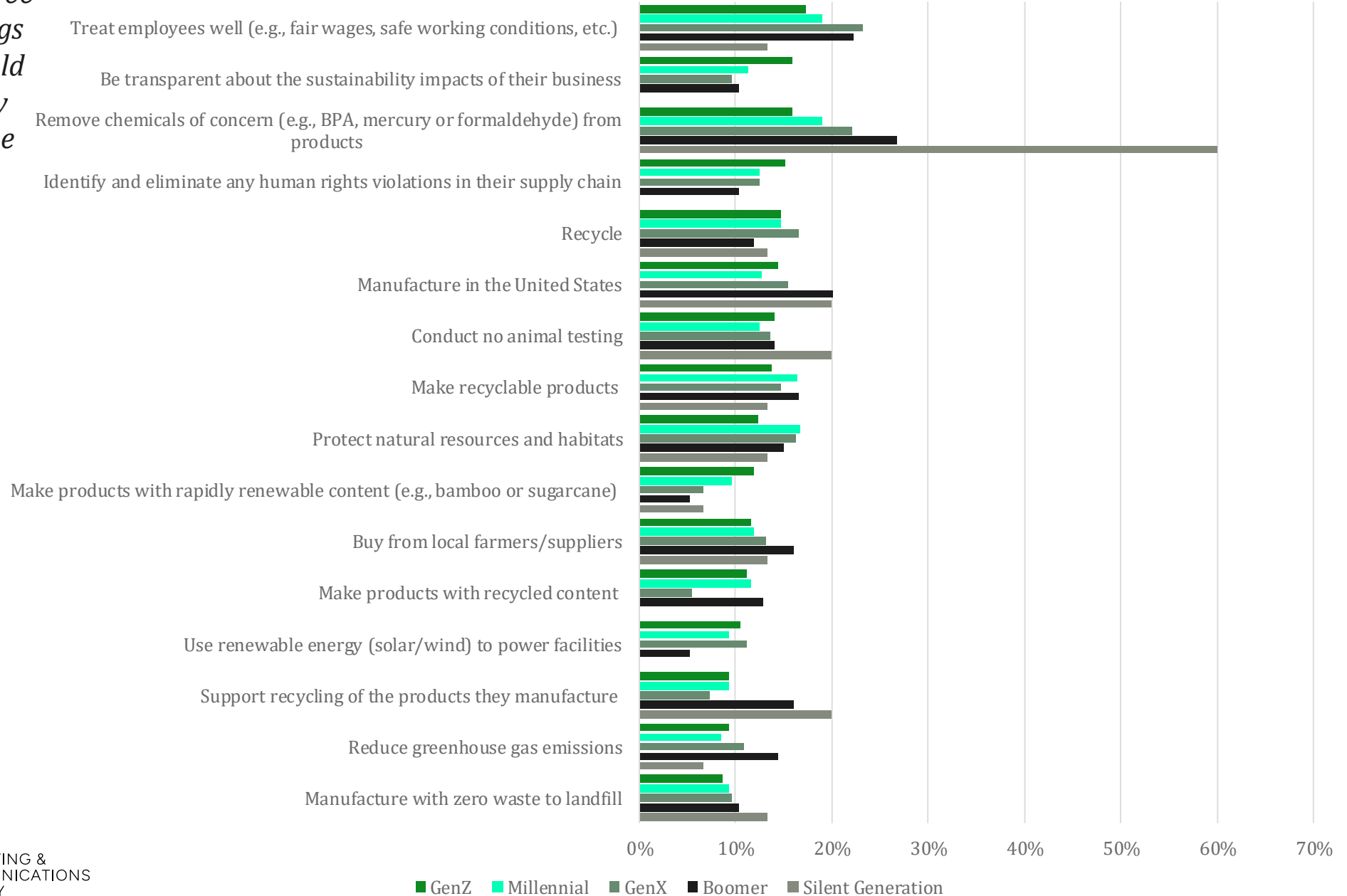
Refugees/immigration

Generational Concern (2/2)



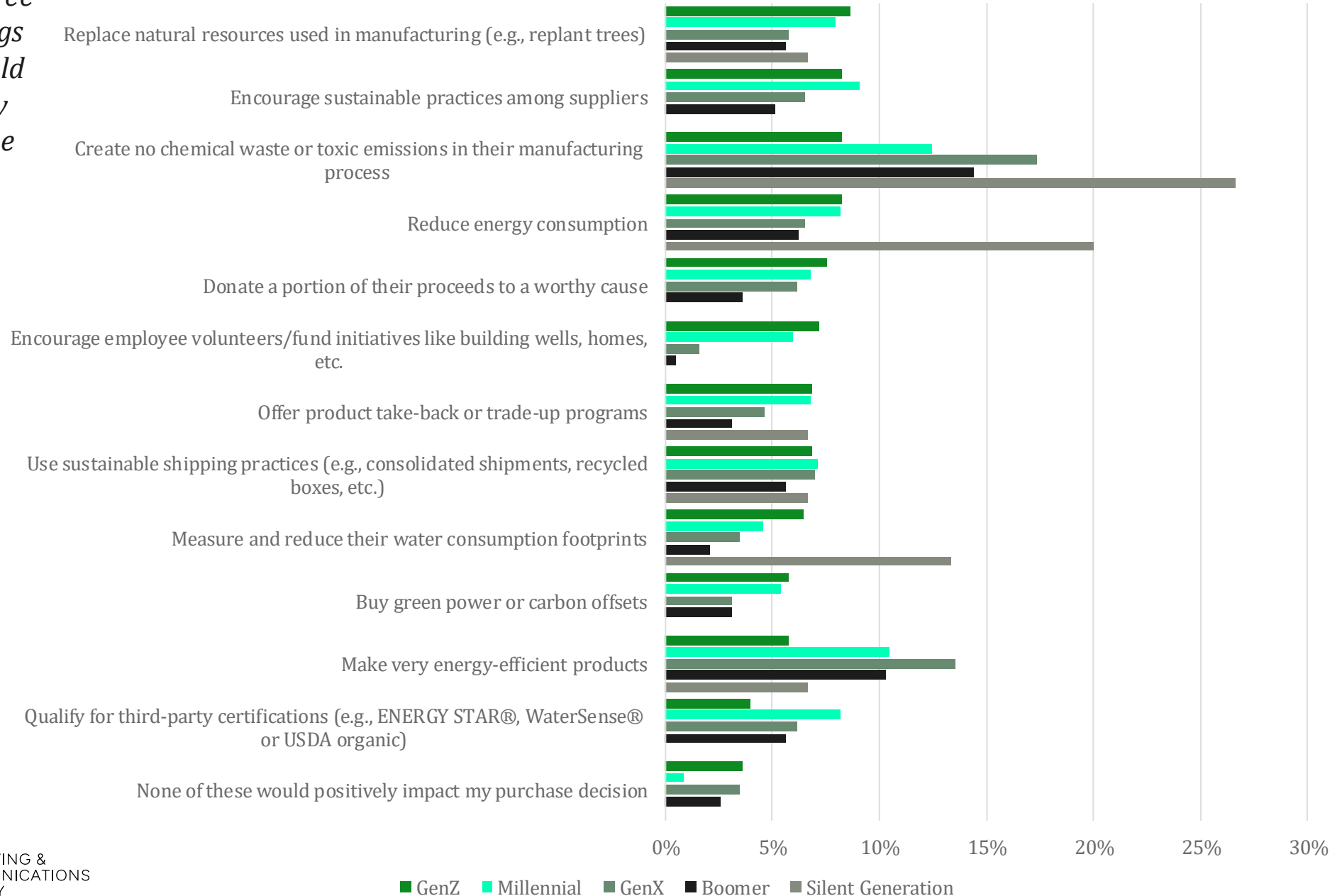
Please choose the three most important things that companies should be doing to positively impact your purchase decisions.

What companies should be doing (1/2)



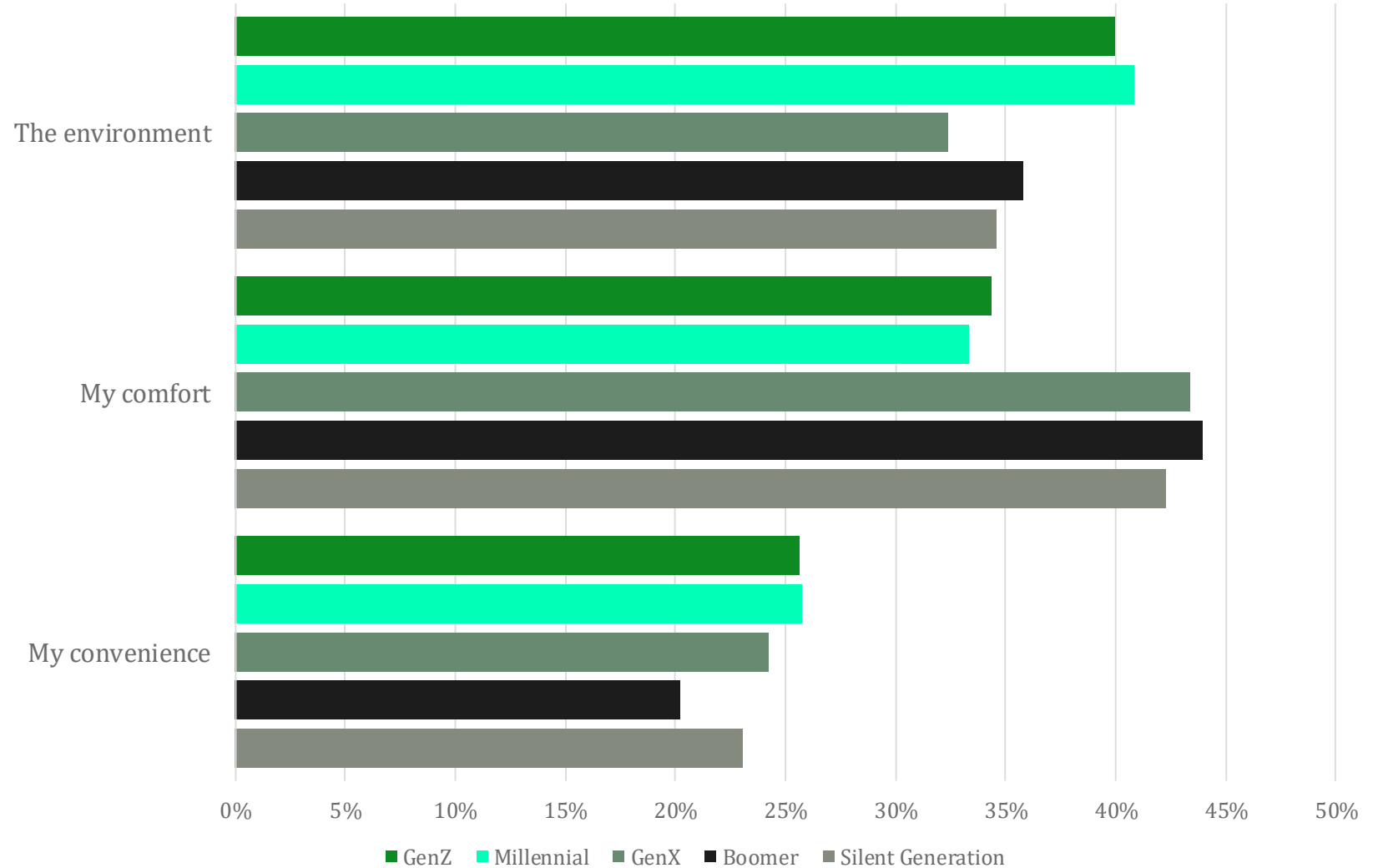
Please choose the three most important things that companies should be doing to positively impact your purchase decisions.

What companies should be doing (2/2)

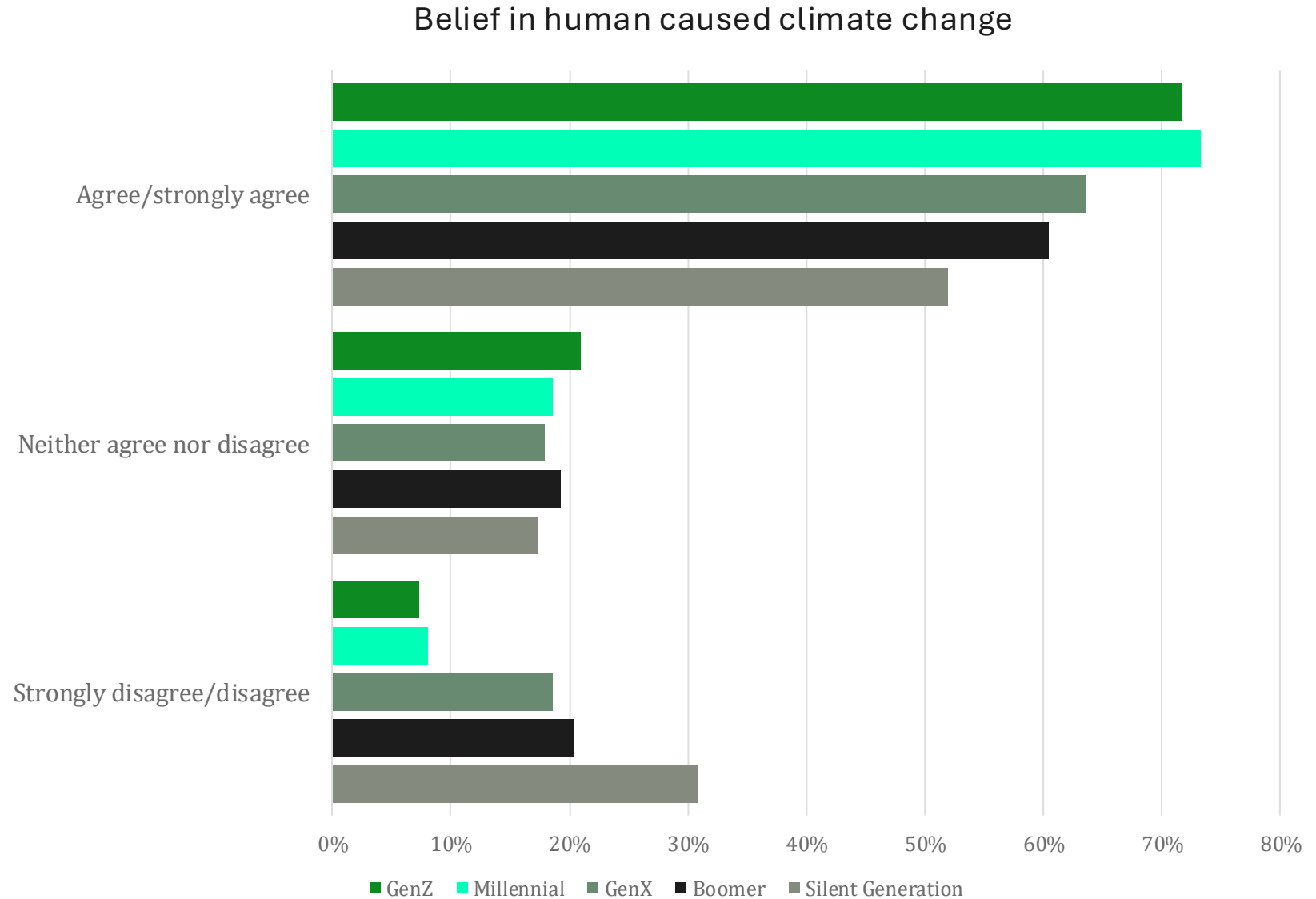


Given a choice between your comfort, your convenience, or the environment, which do you most often choose?

Comfort, convenience, environment choice

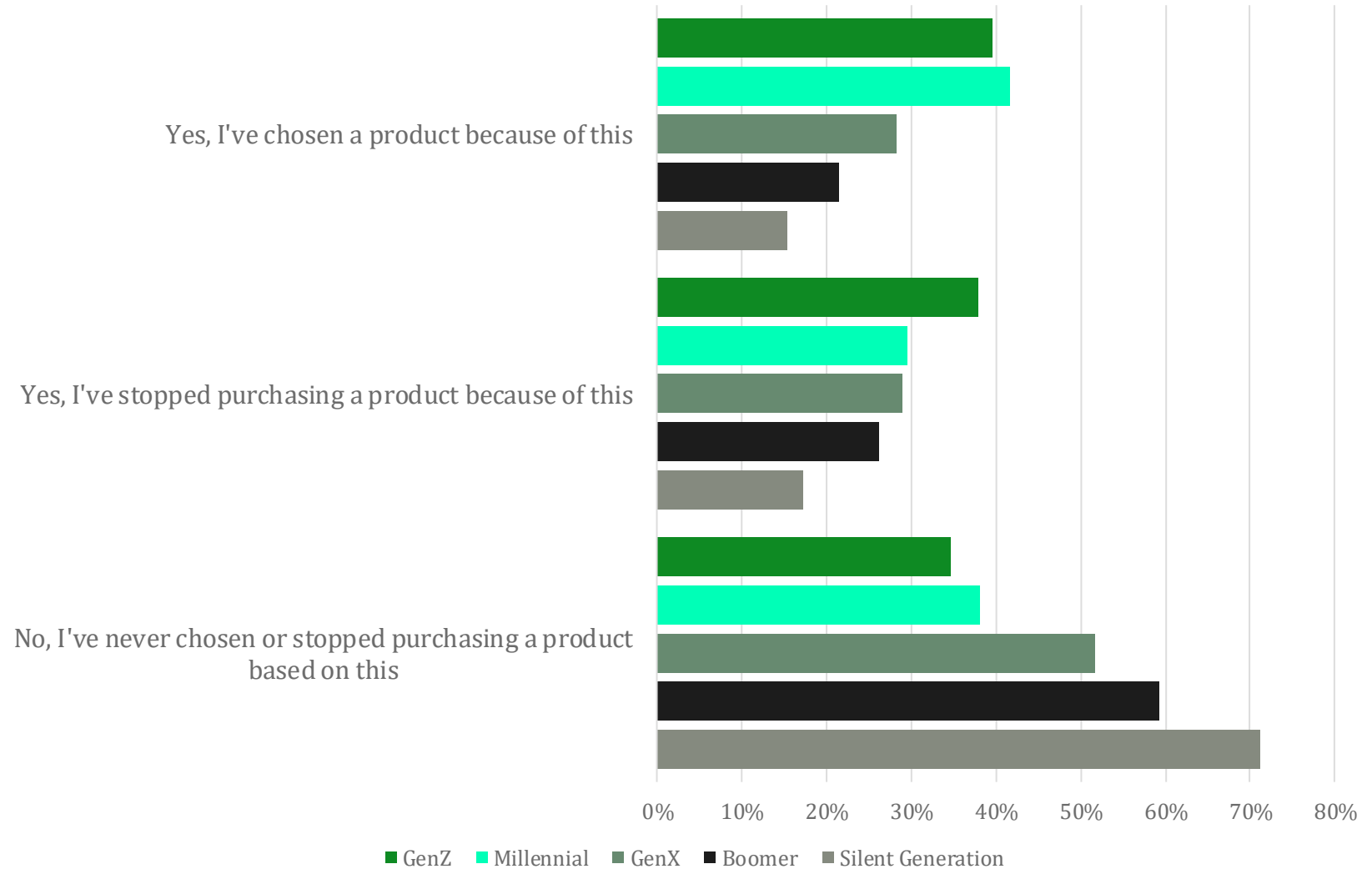


How much do you agree or disagree with the following statement: Global warming, or climate change, is occurring, and it is primarily caused by human activity.



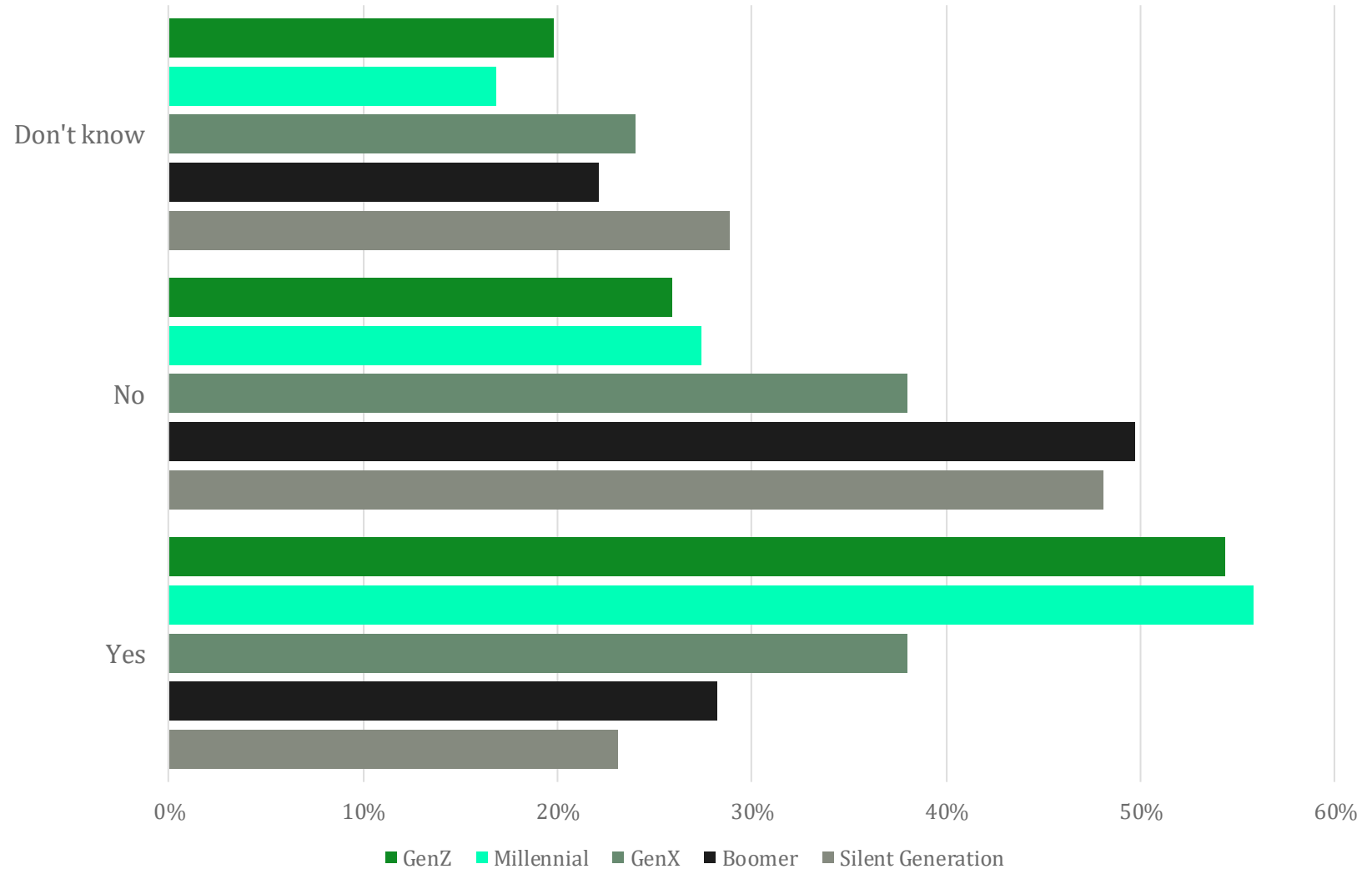
Purchasing behavior because of environmental or social record

Have you ever chosen one product over another or stopped purchasing a product based on the environmental or social record of its manufacturer?



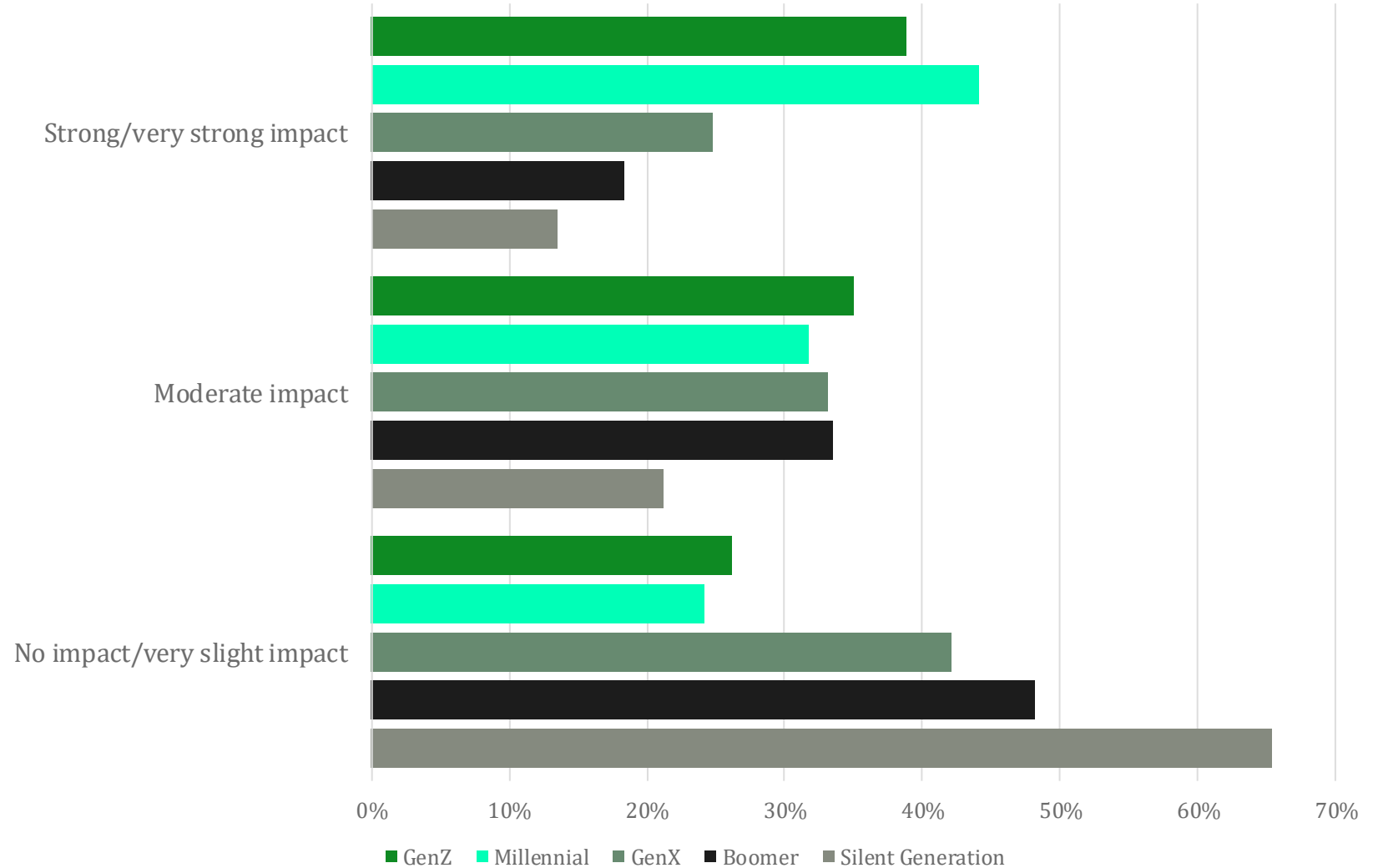
Are you willing to pay more for a brand/product because of the environmental or social record of its manufacturer?

Willingness to pay more



How much impact, if any, does a company's involvement in social issues or its nonprofit partnerships and donations have on your decision to buy its products?

Involvement in social issues influencing buying a product



How much impact, if any, does a company's environmental reputation have on your decision to buy its products?

Environmental reputation influencing purchase decision

