



BUSINESS RESOURCES > SUSTAINABILITY

Slide Show: Hartman Group 2017 Sustainability Study

Based on The Hartman's Group 2017 sustainability study findings, brands should explain to consumers the connection between actions they take and sustainability to prove their image.

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*All information sourced by:



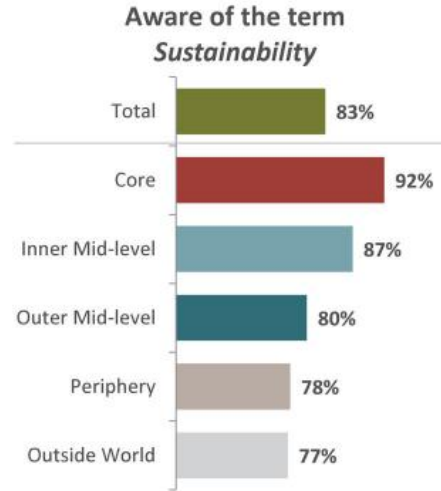
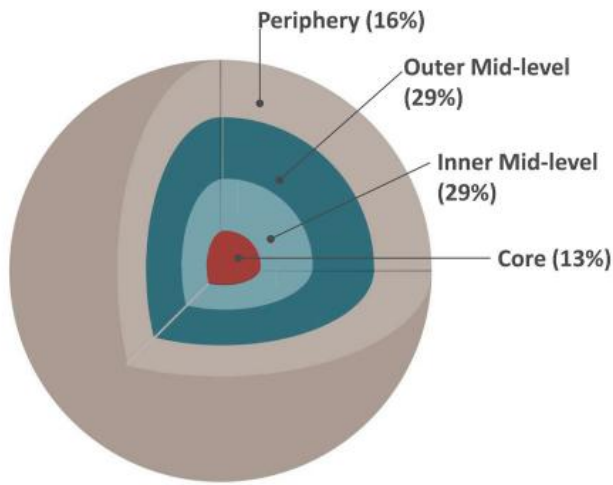
1. Hartman Group Sustainability Study 2017

The Hartman Group conducted a study about sustainability for a deeper understanding of U.S. consumer engagement of those ages 18 to 71 years with the word "sustainability."

*(All information is sourced by the Hartman Group.)

Consumers have differing levels of participation in sustainability

87% of consumers are inside the World of Sustainability



2. Consumers' Differing Levels of Participation

Familiarity of the term "sustainability" hit an all-time high in 2017.

*(All information is sourced by the Hartman Group.)

Consumers assess the value of products/services through different purchase criteria depending on their sustainability orientation

