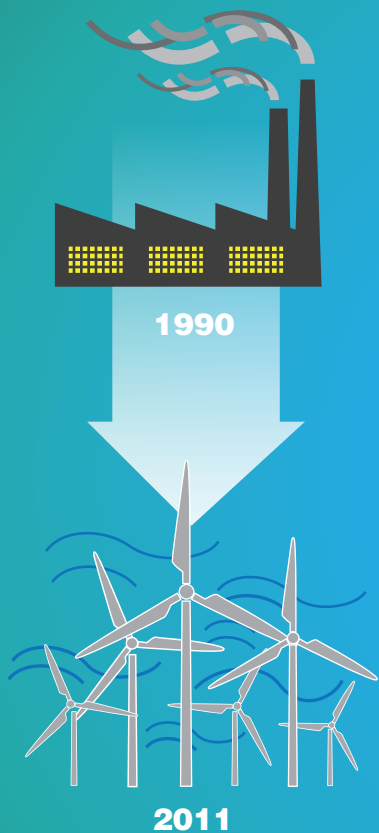
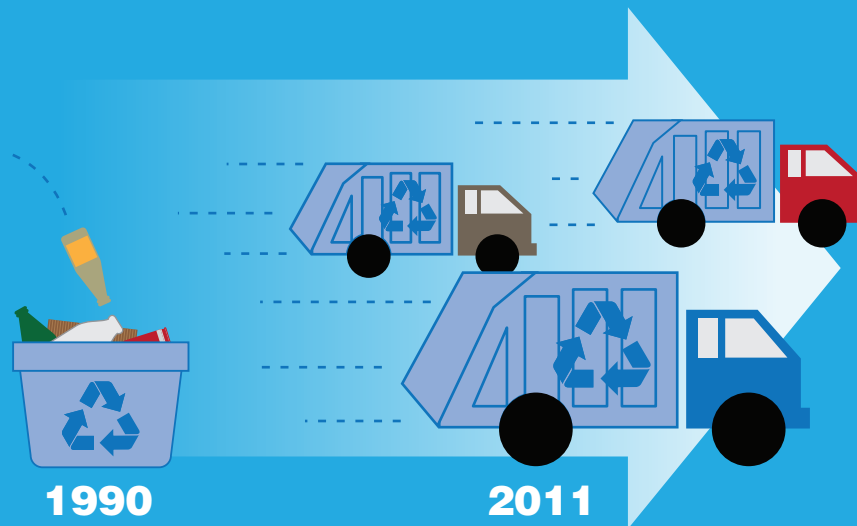


Shifts in Consumer Environmental Actions and Behavior

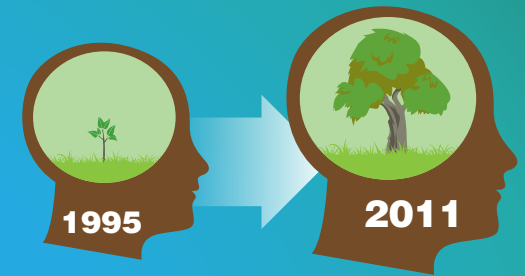


About three in four (74%) agree “a manufacturer that reduces the environmental impact of its production process and products is making a smart business decision.”



Influencing Behavior Change is Possible.

“Over the past 20 years, twice as many Americans indicate that they recycle. In 2011, 58% say they do so on a regular basis.”



About 7 in 10 now say they know a lot or a fair amount about environmental issues and problems, up from about 5 in 10 during the mid-1990's.



Nearly half (48%) of American consumers are uncertain or don't know what the future holds when it comes to addressing environmental problems.