

Impact of environmental issues on decisions and habits of life and daily consumption

Strong impact

41%



Medium impact

24%

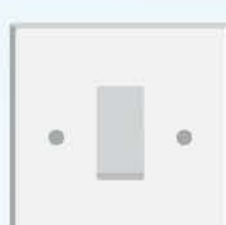


Low impact

35%



90%  
always turn off  
the lights when  
leaving a room



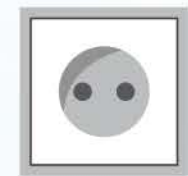
77%  
use washing machine  
& dishwasher in specific time  
in order to save energy  
consumption



85% are very careful not to waste  
water in everyday activities



87%  
try not to waste any food,  
possibly trying to reuse it  
for other recipes



75%  
are careful not to  
leave electronic devices  
on or standby when  
they do not use it



85%  
try to recycle and reuse  
items as much as possible



90% try their best to keep clean even the  
common and public spaces they attend



57% choose environmentally friendly products  
(packaging, natural ingredients...)



86%  
make the waste sorted out  
very precisely and try to  
differentiate it as much  
as possible



Do you want to know more about the tribe's habits?

Ask our expert at [marco.giuntoli@gnresearch.com](mailto:marco.giuntoli@gnresearch.com)



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