

# The sustainability bump

The pandemic has intensified global consumers' focus on sustainability. New IBV research shows they're willing to pay a premium—and even take a pay cut—for a sustainable future.

93%

68% a lot

25% a little

of respondents say the pandemic affected their views on environmental sustainability.

54% of consumers are willing to pay a premium for brands that are sustainable and/or environmentally responsible.

Of the full potential workforce,\*

68% are more likely to apply for and accept jobs, and 48% would accept a lower salary to work for environmentally responsible organizations.

59% of personal investors expect to buy or sell holdings in the next 12 months based on environmental sustainability factors.

82% of consumers would choose a more environmentally friendly transportation option even if it costs more.

\* Includes respondents that are employed (full or part-time), unemployed and currently seeking employment, or full-time students or apprentices.

The IBV's full report highlighting consumer perspectives on sustainability will be released in May, featuring in-depth insights on the future of work, travel, investing, and shopping.

[ibm.co/sustainability-consumer-research](https://ibm.co/sustainability-consumer-research)

The IBM Institute for Business Value surveyed more than 14,000 adults globally from nine countries (United States, India, United Kingdom, Canada, Germany, Mexico, Spain, Brazil, and China) during March 2021 to better understand consumers' opinions and perspectives on environmental sustainability.

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