

momentum
#TUESDAYTALK

CONSUMER ATTITUDES TOWARD SUSTAINABILITY





01

94% of consumers feel today's younger generation will be crucial in pushing the sustainability movement forward.

(Source: Momentum Worldwide's Proprietary Research)



02

72% of global consumers agree that we'll be failing future generations if ordinary people don't act to limit climate change.

(Source: Ipsos)



03

**Two-thirds of people globally
now consider climate change an
emergency.**

(Source: UN News)



04

The wealthiest 1% is responsible for 15% of global emissions.

(Source: Oxfam)





05

49% of global travelers would choose a less crowded destination to reduce over tourism.

(Source: Accor)



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