



Pulse of the conscious consumer

Canadians are getting serious about sustainability – and they expect the same from businesses.

We asked Canadians how their rising interest in environmental and social issues is impacting their lifestyles, and what they expect from businesses on the sustainability front. What they told us can help you navigate the new frontier of sustainable commerce with confidence.



They're adopting more sustainable lifestyles



Actions Canadians take regularly to live more sustainably

Recycle or compost at home or work

80%

Purchase more durable products

54%

Reduce household energy use

50%

Limit use of single-use plastics

49%

Buy seasonal produce

42%

Buy locally produced goods

33%

Buy fewer new products

28%

Reduce consumption of meat and other animal products

20%

Purchase from businesses that have environmentally sustainable practices

15%

Stop purchasing from businesses that negatively impact the environment or society

15%

They're holding businesses accountable for sustainability



66%

of Canadians say it's important that the businesses they support take meaningful action to improve their environmental and social performance.

63%

of Canadians want to know what businesses are doing to adopt sustainable business practices.

48%

of Canadians pay attention when businesses talk or write about their social and/or environmental practices.



IN THEIR WORDS: *"Companies should be socially responsible by default. To me, this social responsibility campaign is marketing to justify product cost increases."*



They're skeptical of many businesses' sustainability claims



41%

of Canadians rarely or never believe businesses when they say they're socially or environmentally friendly.



59%

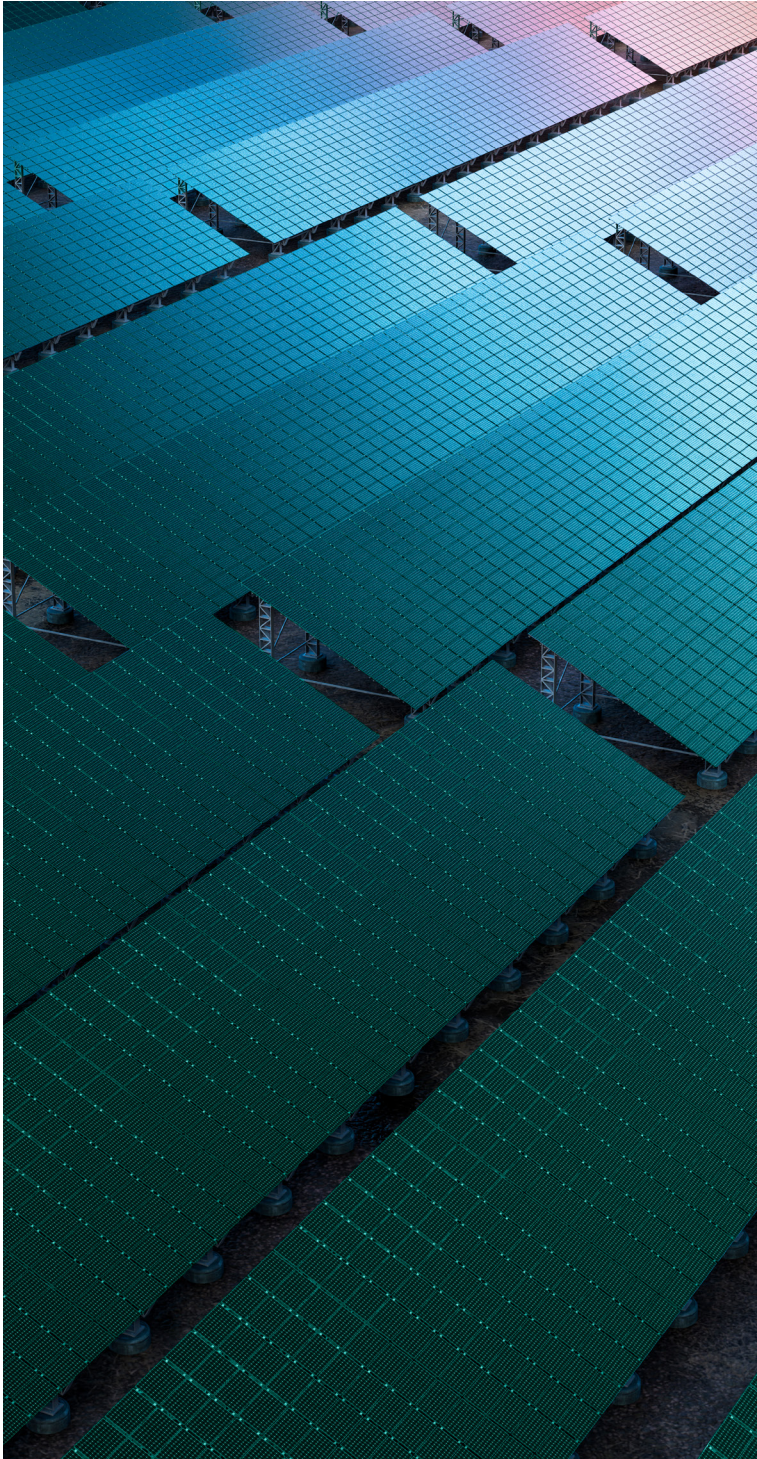
of Canadians are convinced that when businesses donate to charities and/or help with community projects, they're only doing so to make themselves look good.



IN THEIR WORDS: *“What I don’t agree with is the photo-ops that are used to show how responsible they are. It should be a mindset across the board in the company, not just gimmicky events.”*



They value tangible sustainability practices most



Sustainability practices that influence choice of retailer

Use of sustainable packaging

61%

Waste reduction

54%

The practice and respect of human rights

37%

Conserving water and other natural resources

34%

Committing to ethical business practices

31%

Reducing carbon footprint

23%

Protecting and supporting biodiversity

13%

Adopting diversity and inclusion practices

11%

Carbon offsetting program

6%

Other

3%

Sustainability priorities vary across generations

Gen Z

Use of sustainable packaging	56%
Waste reduction	38%
Reducing carbon footprint	35%

Millennials

Use of sustainable packaging	61%
Waste reduction	52%
The practice and respect of human rights	39%

Gen X

Use of sustainable packaging	60%
Waste reduction	55%
Conserving water and other natural resources	38%

Boomers

Use of sustainable packaging	65%
Waste reduction	62%
Conserving water and other natural resources	40%

For more insights on navigating the new frontier of purposeful commerce, check out our latest research report, *Pulse of the conscious consumer*, at canadapost.ca/consciousconsumer.

Source: Phase 5, *Canadian Online Shopper Study*, May 2022.

