Consumer Behaviour

Changing trends in sustainable construction
Top triggers driving Future Green Building

- **Client Demands**: 34%
- **Environmental Regulations**: 33%
- **Healthier Buildings**: 27%

![Bar chart showing triggers](chart)

Dodge Data & Analytics, 2018
Factors responsible for inclination towards Sustainability

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals/consumers</td>
<td>70%</td>
</tr>
<tr>
<td>Manufacturers/production bodies</td>
<td>52%</td>
</tr>
<tr>
<td>National government</td>
<td>50%</td>
</tr>
<tr>
<td>Local government</td>
<td>41%</td>
</tr>
<tr>
<td>Local communities</td>
<td>37%</td>
</tr>
<tr>
<td>International regulatory bodies</td>
<td>34%</td>
</tr>
<tr>
<td>Brands/advertising institutions</td>
<td>33%</td>
</tr>
<tr>
<td>Influencers/celebrities</td>
<td>19%</td>
</tr>
</tbody>
</table>
Willingness to pay more for sustainable products

Question: To what extent do you either agree or strongly agree with the statement "I would pay more for sustainable / eco-friendly products" Source: GlobalWebIndex 2011-2018 (averages of all waves conducted in each year) Base: 1,711,325 global internet users aged 16-64
Future sustainable product(s) purchase trends

- **Gen Z** (16-21): 58%
- **Millennials** (22-35): 61%
- **Gen X** (36-54): 55%
- **Baby Boomers** (55-64): 46%

Source: GlobalWebIndex Q2 2018  Base: 111,899 Internet Users aged 16-64
Millennials Home purchase projections

- Never: 33.20%
- Not Sure: 7.60%
- Next Year: 9.20%
- 1-2 Years: 23.70%
- > 5 Years: 24.40%
- 3-5 Years: 1.20%
DON’T BUY THIS JACKET

COMMON THREADS INITIATIVE
Together we can reduce our environmental footprint.
TAKE THE PLEDGE

SECOND HAND CAMPAIGN

Our products are a load of rubbish.

IKEA

patagonia®

NIKE®

TESLA