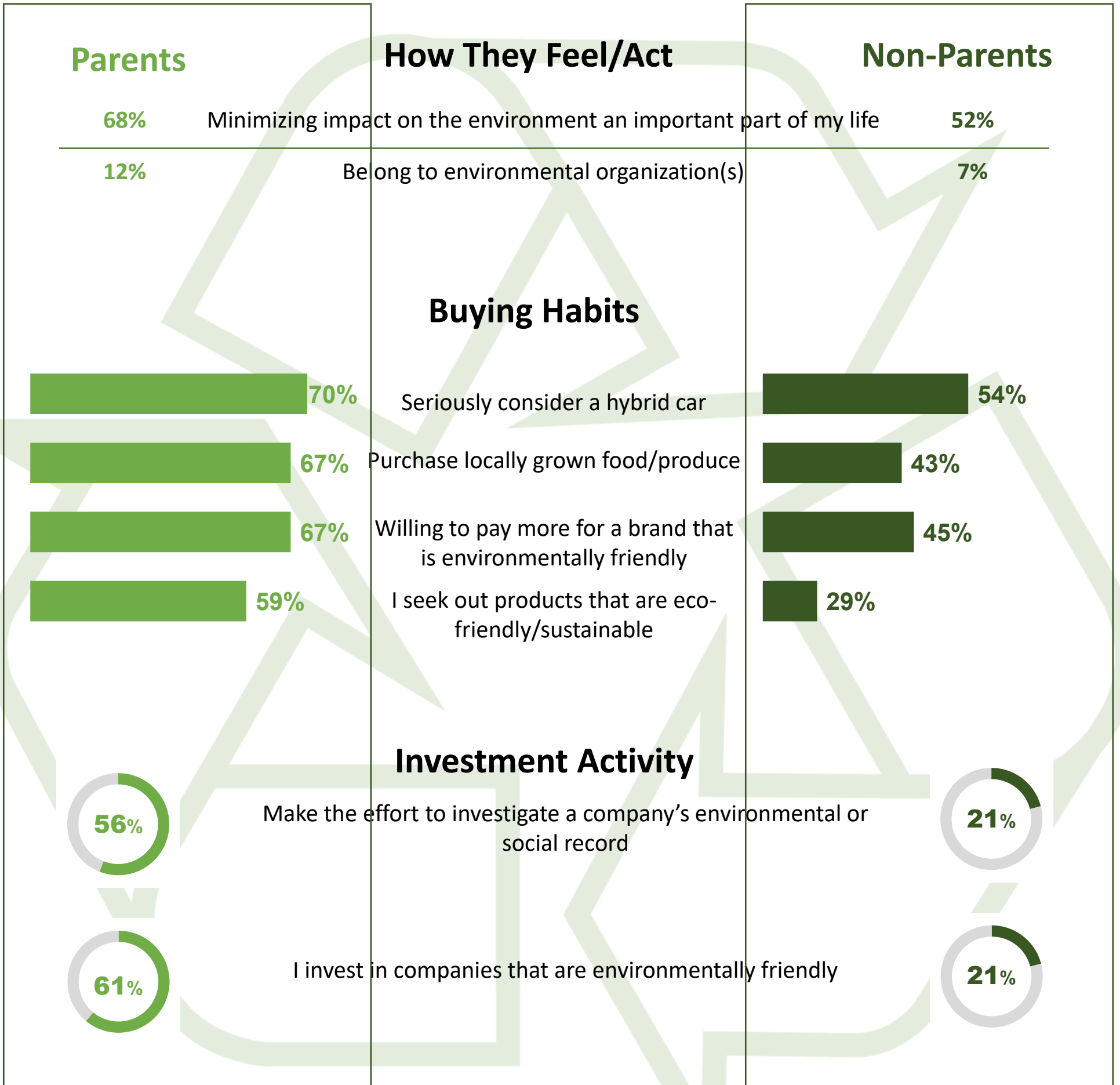


# Affluent Parents Invest in the Environment for the Future

Concern for their kids' future is leading Affluents parents to take more of a stand for the environment. The 46% of Affluents who are parents to children under the age of 18 are more likely to be green by both purchasing environmentally-friendly products as well as investing in companies that promote sustainability.



As marketers communicate with Affluents, they should keep in mind the importance of environmental concerns which impact attitudes, purchasing behaviors, and investment strategies, especially among affluent parents

Source: Spring 2023 Ipsos Affluent Survey USA, HH Income \$125K+