

Are Affluents Spending Their Green to Go Green?

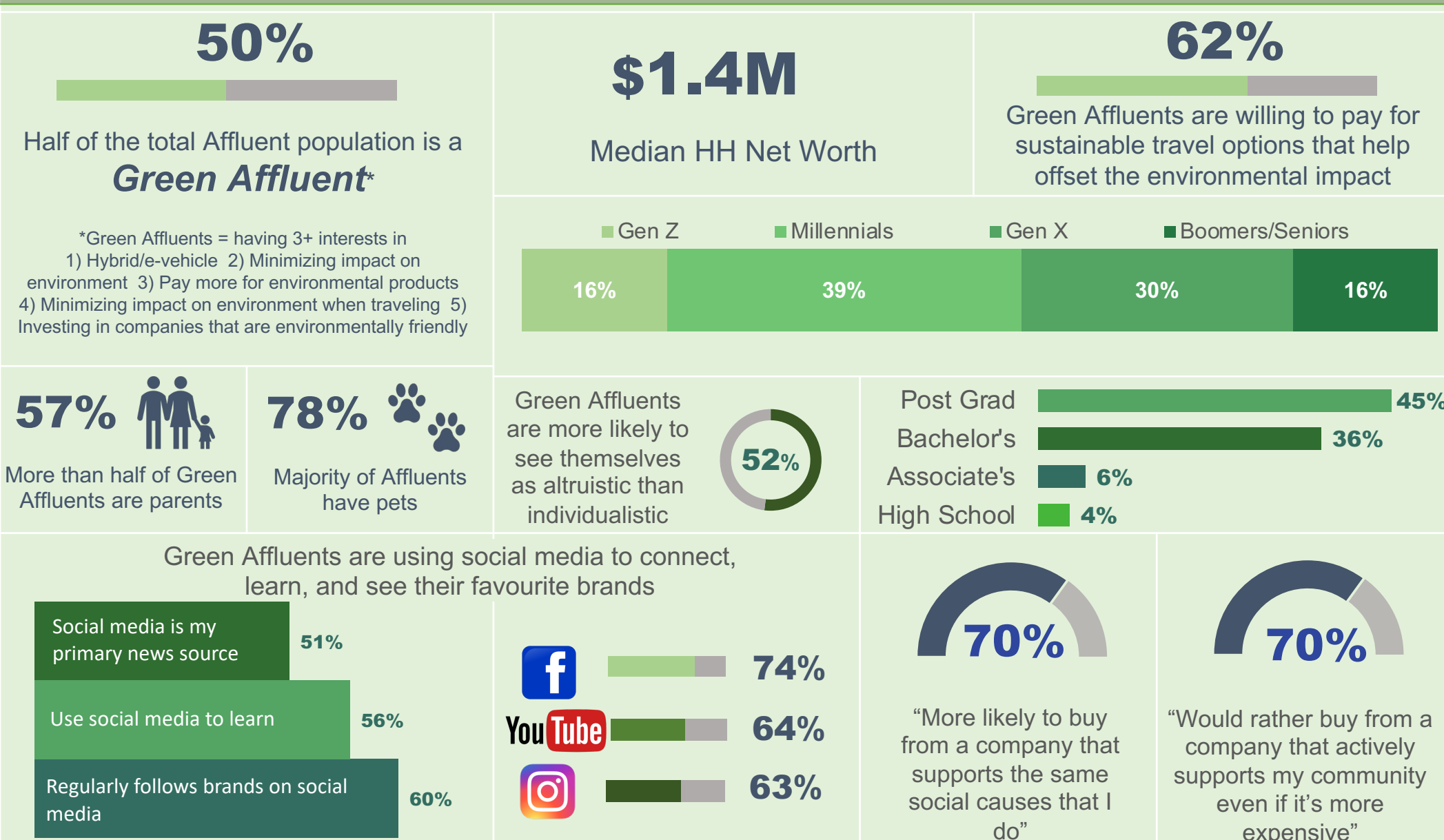


Affluents are using their spending power to make sustainable decisions for themselves and the planet. Below, is a brief a look at where affluents are using their money, how they view companies that are striving for a cleaner future, and understanding who the Green Affluents are.

How are Affluents Spending for a Greener Future?



Who are the *Green Affluents*?



As Affluents go green, companies should highlight how they are also giving back to the environment. Green Affluents are investing in companies that more align with their values and taking an interest in looking into companies' social efforts. They are traditionally highly educated, have high net worth, and regularly look towards social media to learn and connect with brands. Companies looking to attract Green Affluents should meet them where they are both online and where their values are.

Source: Spring 2024 Ipsos Affluent Survey, HH Income \$125K+

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