Product Rehab
Strategy | Growth

Climate Change Impact on American Buying Habits

Report Highlights | December 2023

Product Rehab

→ As COP28 kicked off in the United Arab Emirates on November 30, 2023, we surveyed 300 American adults to understand how their views on climate change impact their buying behaviors.

Climate Change is a purchase decision criterion for the majority of Americans

#1
- 78% -
Climate change impacts "everyday" purchases

#2
- 77% -
Climate change impacts "significant" purchases

#3
- 87% -
Climate consideration increases with younger generations

#4
- 77% -
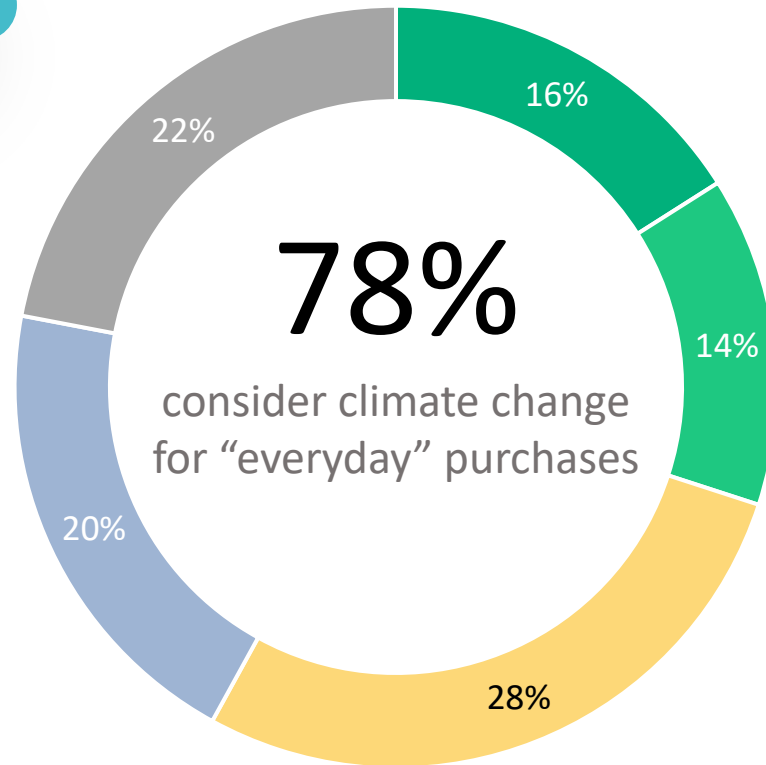Will consider climate change when buying their next car

#5
- 60% to 87%-
Climate change's impact on buying behavior is nationwide

#6
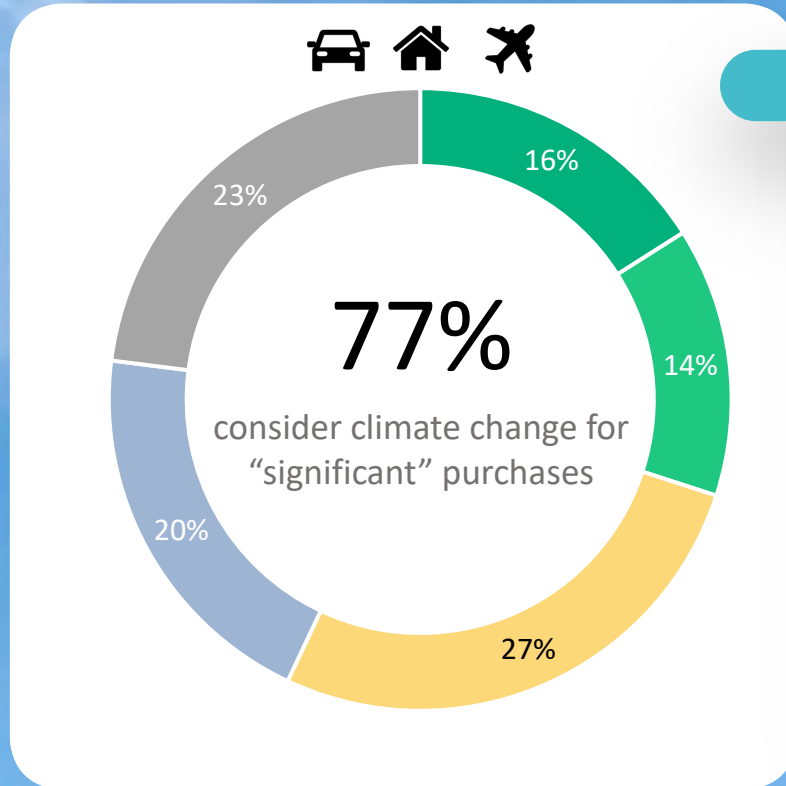Climate change views are consistent across purchase channels

Views on climate change impact "significant" and holiday purchase decisions

Significant

77%
consider climate change for "significant" purchases

16% · 14% · 27% · 20% · 23%

#2

Holiday

70%
consider climate change for holiday purchases

13% · 13% · 28% · 16% · 30%

Legend: A great deal · A lot · Moderate Amount · A little · Not at all
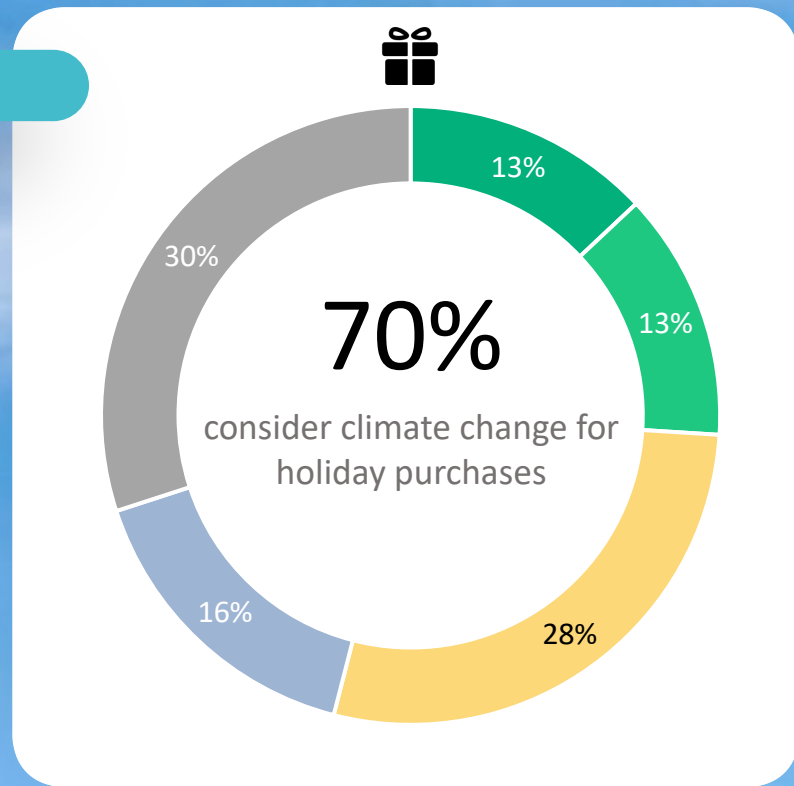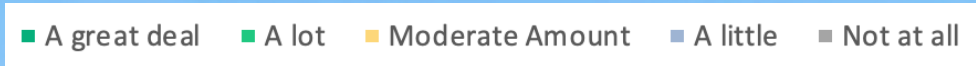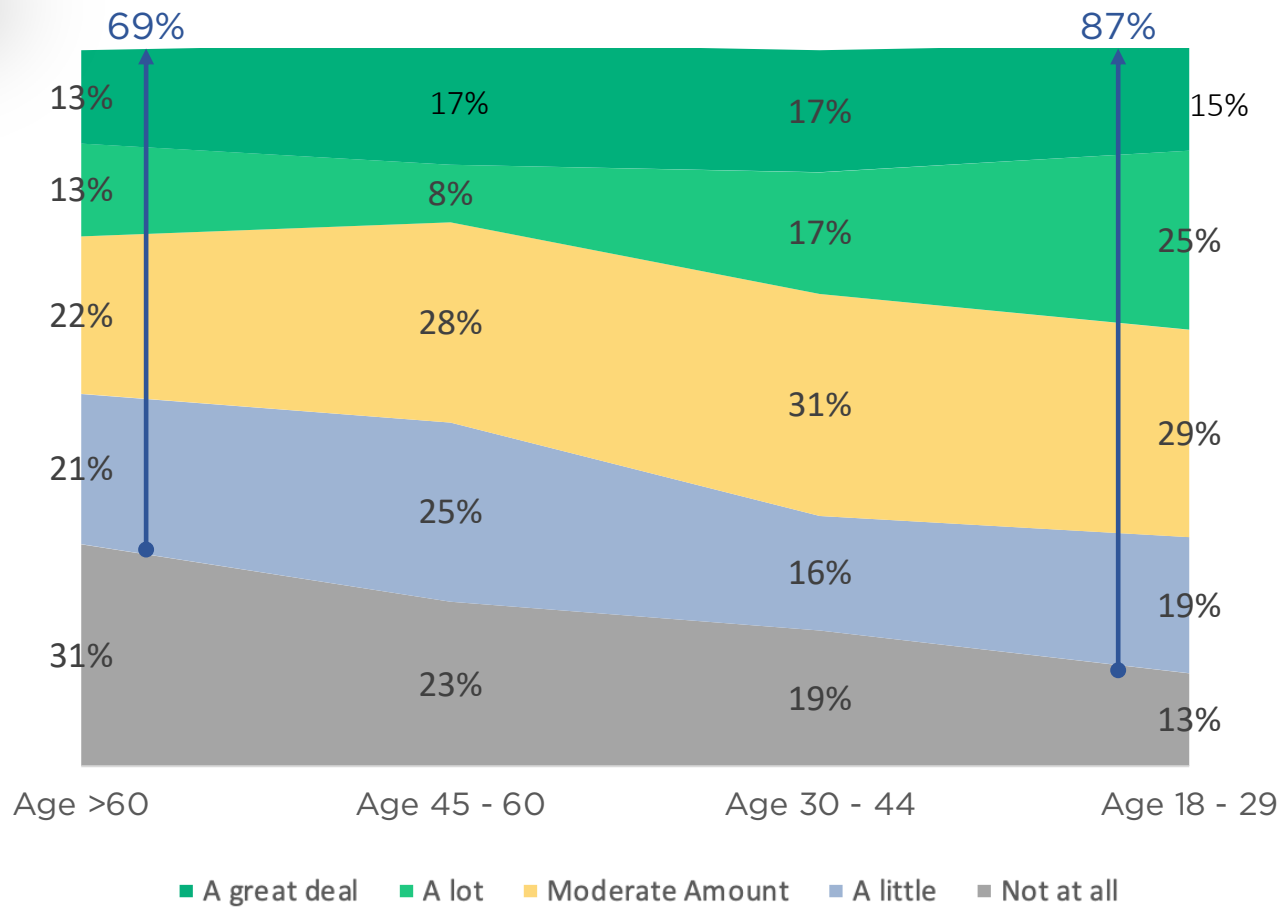
Climate change views have a greater impact on purchase decisions among younger generations

#3

69%   87%

	Age >60	Age 45 - 60	Age 30 - 44	Age 18 - 29
A great deal	13%	17%	17%	15%
A lot	13%	8%	17%	25%
Moderate Amount	22%	28%	31%	29%
A little	21%	25%	16%	19%
Not at all	31%	23%	19%	13%

Legend: ■ A great deal ■ A lot ■ Moderate Amount ■ A little ■ Not at all

Most people will consider climate change when buying their next car

#4
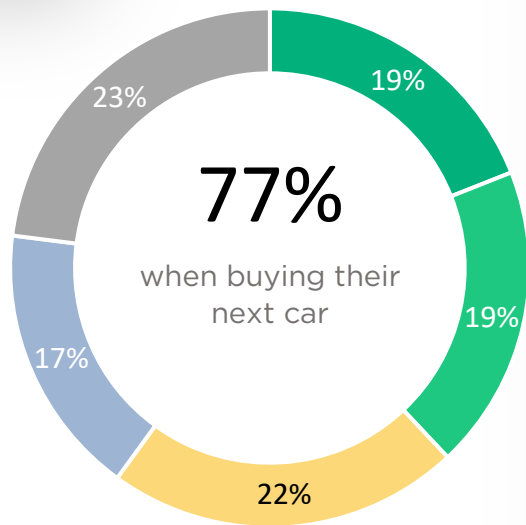
Buy a Car
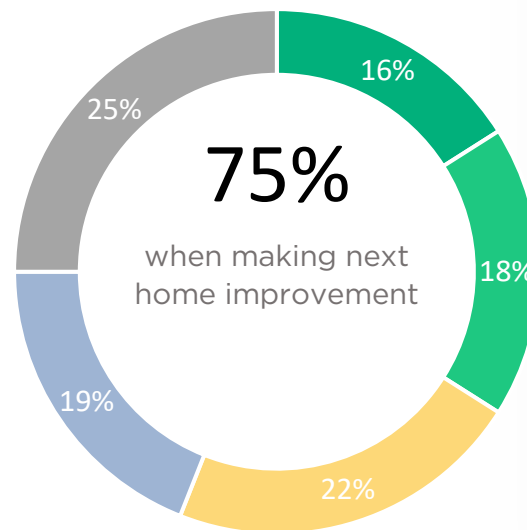
77% when buying their next car

- 19% (A lot)
- 19% (A great deal)
- 22% (Moderate Amount)
- 17% (A little)
- 23% (Not at all)

Home Improvement

75% when making next home improvement

- 16% (A great deal)
- 18% (A lot)
- 22% (Moderate Amount)
- 19% (A little)
- 25% (Not at all)

Travel

70% the next time they travel

- 11% (A great deal)
- 13% (A lot)
- 25% (Moderate Amount)
- 21% (A little)
- 30% (Not at all)

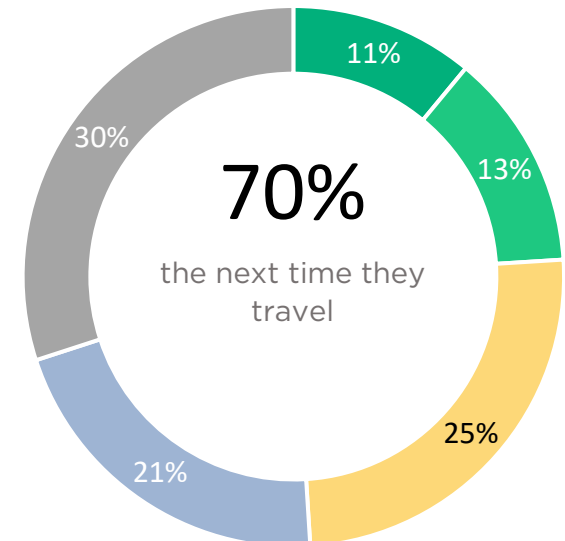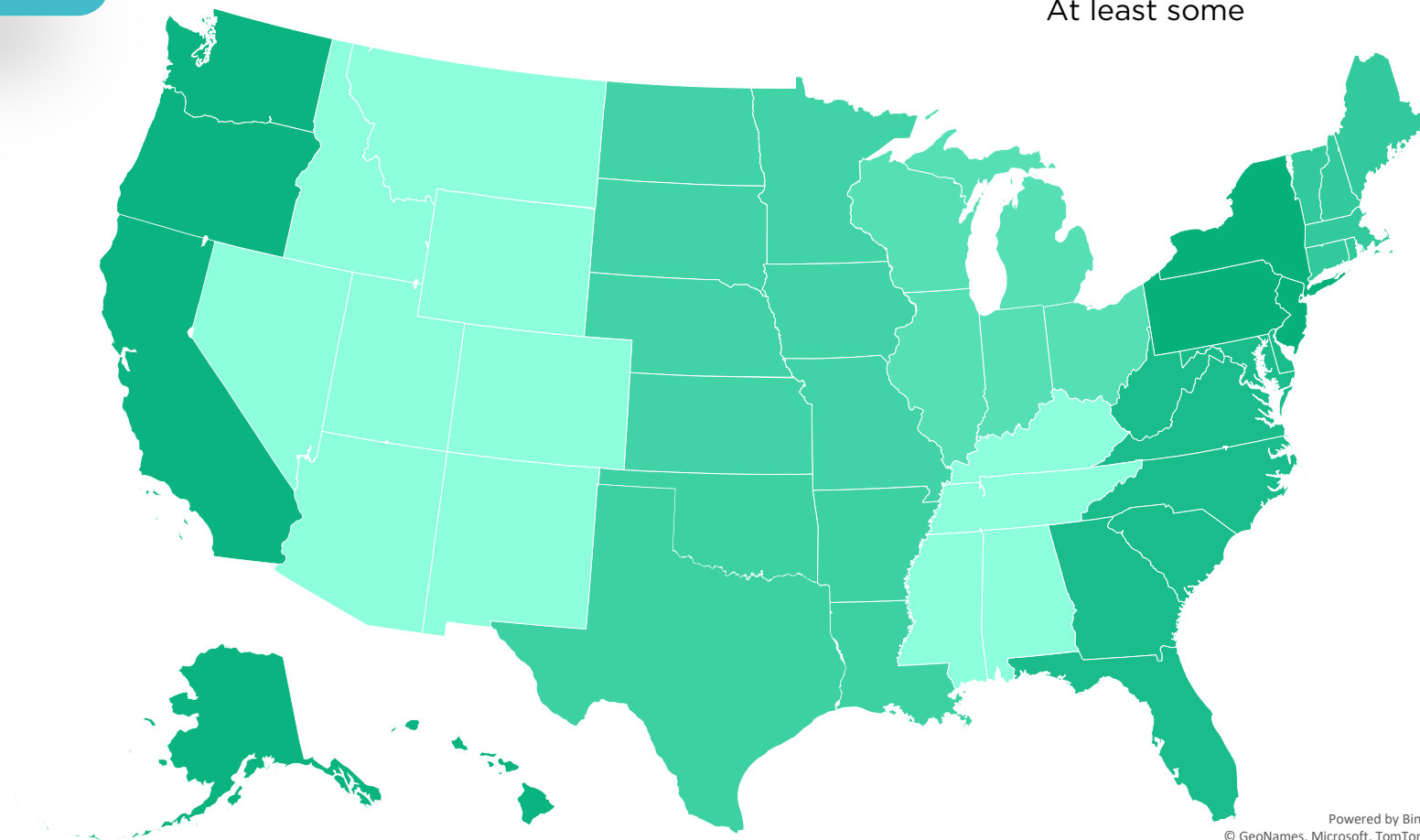**Legend:** ■ A great deal ■ A lot ■ Moderate Amount ■ A little ■ Not at all

Climate change views impact buyer behavior nationwide
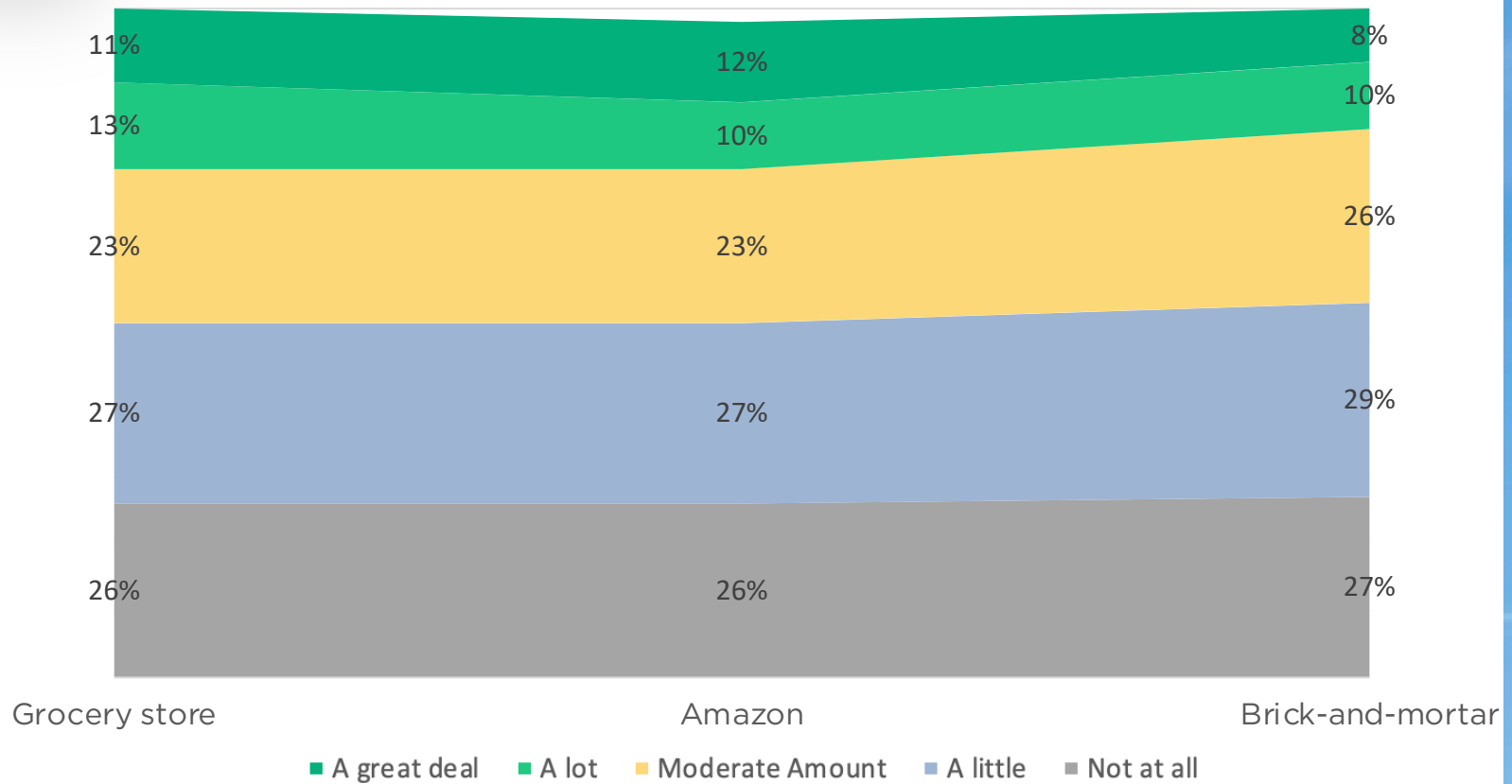
#5

60% ▓▓▓▓▓▓▓ 87%
At least some

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© 2023 Product Rehab | Data aggregated by region (not by state) | "At least some" includes a great deal, a lot, a moderate amount, and a little

Climate change views impact grocery store, Amazon, and brick-and-mortar channels equally

Impact on final purchase decision is similar across mainstream purchase channels

	Grocery store	Amazon	Brick-and-mortar
A great deal	11%	12%	8%
A lot	13%	10%	10%
Moderate Amount	23%	23%	26%
A little	27%	27%	29%
Not at all	26%	26%	27%

Legend: ■ A great deal ■ A lot ■ Moderate Amount ■ A little ■ Not at all

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→ As COP28 enters its second week in Dubai, we conclude that most Americans consider climate change when they buy goods and services.

→ These sentiments and behaviors will gain prevalence as the young and future 21st-century generations reach adulthood.

→ For the millions of people innovating and investing in technology, products, and services that will make the planet healthier for future generations, this report is for you.