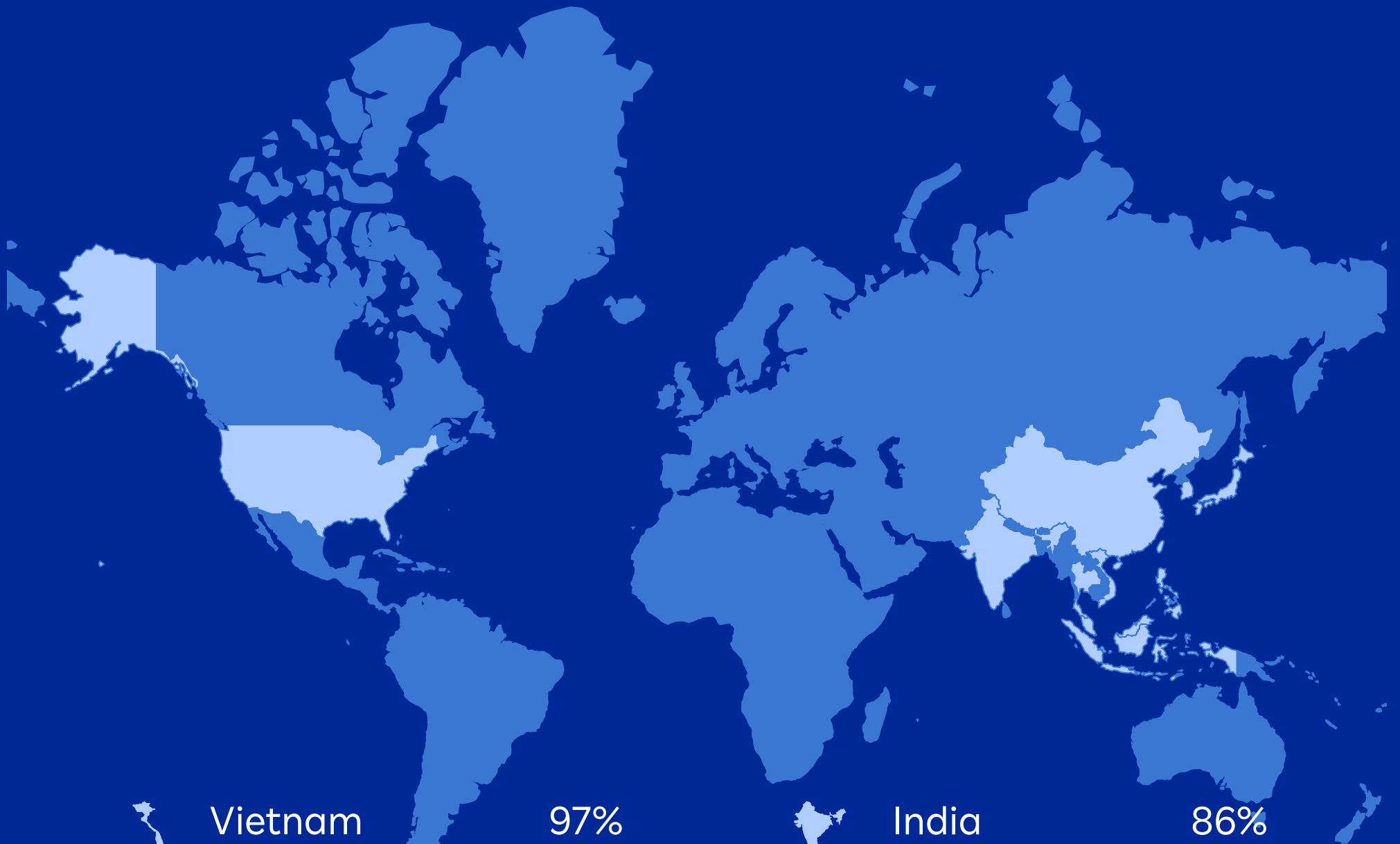














Earth Day 2023 - Asia & US



Earth Day Awareness



	Vietnam	97%		India	86%
	Philippines	95%		United States	83%
	Indonesia	93%		South Korea	81%
	China	92%		Taiwan	79%
	Malaysia	89%		Thailand	78%
	Singapore	87%		Hong Kong	69%



4 in 5 respondents who are aware of Earth Day will participate or consider participating in Earth Day activities

39%

Will participate

Prevalent among :
Millennials (39%)
&
Gen Z (33%)

41%

Will consider

Prevalent among :
Female (33%)
&
South Korea (42%)

20%

Will not participate

Prevalent among :
Baby boomers (34%)
&
USA (36%)

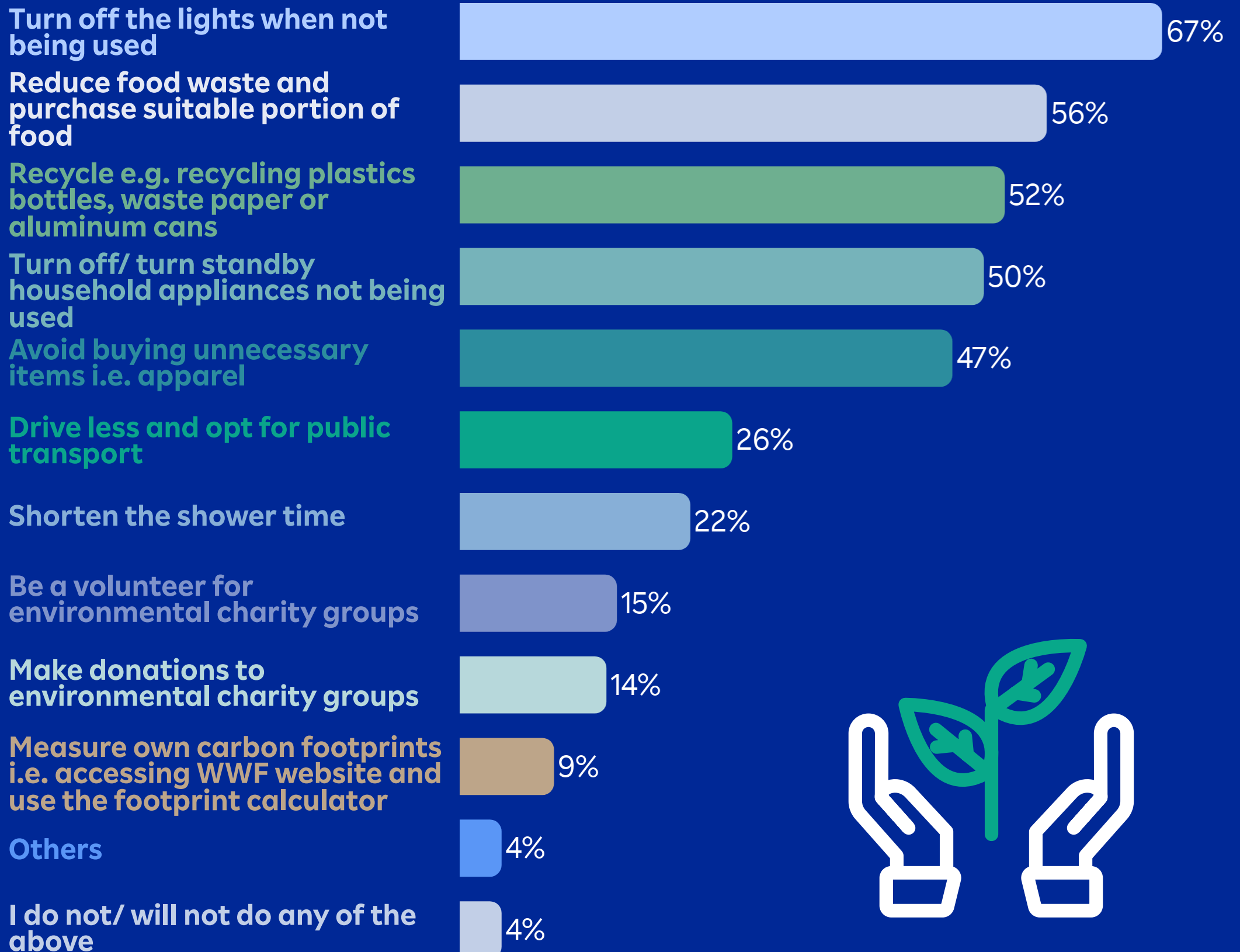


1 in 3

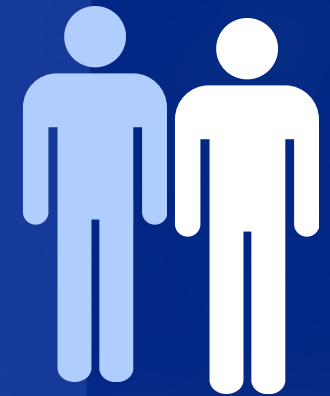
of Gen Z and Millennials plan to participate in Earth Day activities, in contrast with Gen X (28%) and Baby boomers (16%)



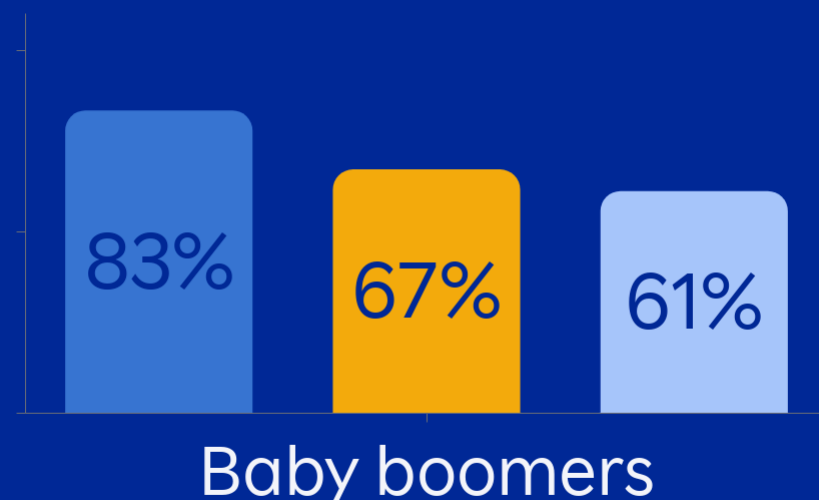
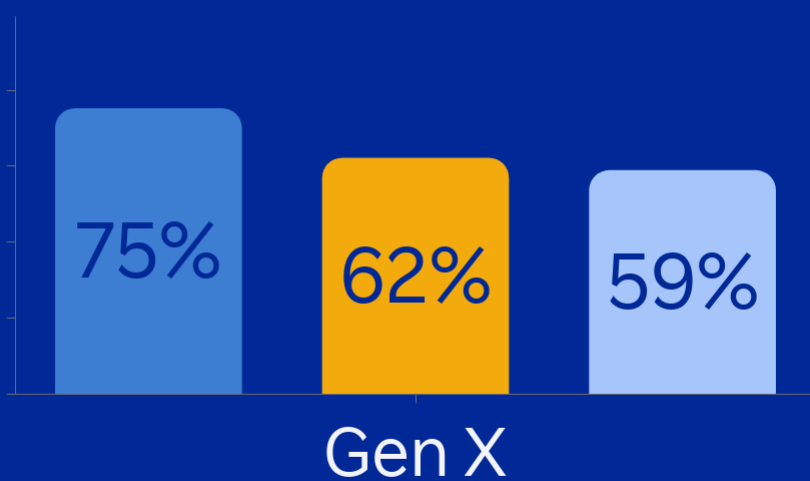
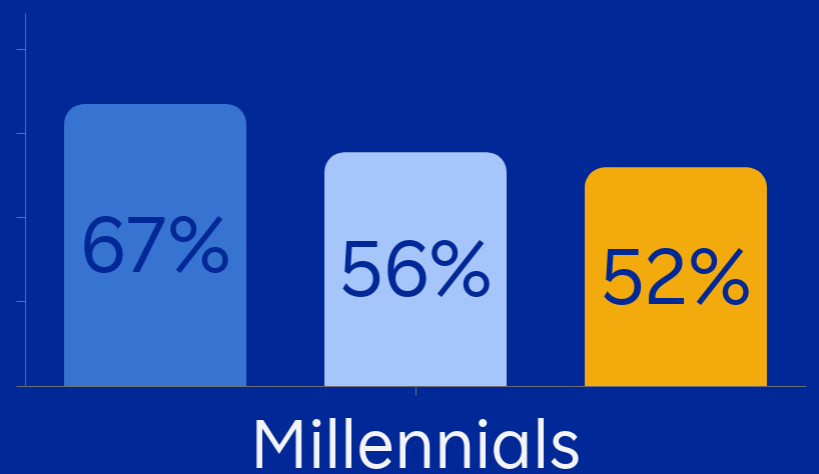
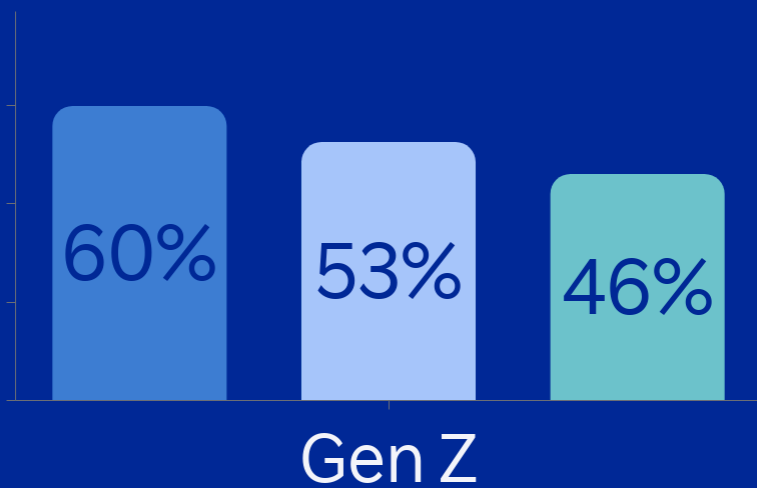
Actions speak louder than words



1 in 2 respondents recycle
(e.g. plastics bottles, waste
paper or aluminium cans)



Top 3 actions to reduce energy & natural resources consumption



- Turn off lights when not being used
- Reduce food waste and purchase suitable portion of food

- Avoid buying unnecessary items i.e. apparel
- Recycle e.g. recycling plastics bottles, waste paper or aluminum cans

About Rakuten Insight Global

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.

