

Understanding Social Distancing's Impact on Sustainability

For many of us around the world, our focus has shifted from our daily routines to a much smaller universe: our homes. P&G surveyed 1,000 US and 1,000 UK consumers in April 2020 to better understand how widespread social distancing is impacting sustainable practices in the home. We're using the findings to launch "Sustainability at Home," a resource that will feature simple tips that help all of us make choices that positively impact ourselves, our families, our communities and the planet we share.



Sustainability at Home

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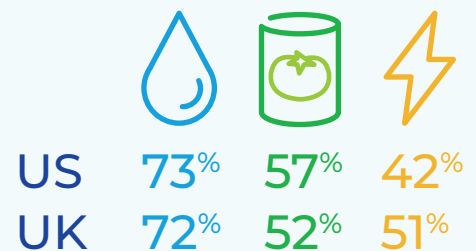
Social distancing as a result of the coronavirus is changing how US and UK households prioritize sustainability.

While four out of five consumers in both the US and UK are focused on sustainability under normal circumstances, only half in each country say their sustainability focus has remained high in the current environment.



The top three "sustainability compromises" people in the US and UK are making as a result of social distancing and coronavirus concerns: using more water, purchasing more canned and packaged foods and increasing energy consumption.

Nearly three-quarters of consumers in the US and UK say they've had to increase water usage for hygiene and just over half report having purchased more canned and packaged foods over fresh foods as a result of the virus. Additionally, four in ten consumers in the US and half in the UK say they've had to increase their energy consumption.



Most US and UK households believe they can positively impact the environment while social distancing.

Four out of five consumers in each country believe they can still have a positive impact on the environment while remaining at home. Roughly the same percentages in each country believe they can maintain a sustainable lifestyle while at home.



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