



P&G Canada It's Our Home Study

Closing the intention-to-action gap around sustainable behaviours at home has the potential to positively impact the planet. Among the 28 sectors of global greenhouse gas (GHG) emissions, “homes” are in the top three, as big as road transportation.

To help understand this further, P&G conducted the It's Our Home study, which shines a light on this gap and examines both the barriers holding people back from being more environmentally conscious at home and the influences inspiring positive actions that make a big difference.

We're ready for change, but intention isn't translating into action:

- **We have the power to make a change:** 79% of people agree that small, daily actions at home can make a positive impact on the planet.
- **Mind the “intention to action” gap:** While 71% of people want to do more at home to create a positive impact on the planet, 38% make environmentally conscious choices at home as often as they'd like.

It's all about the “know how”:

For those people who don't act sustainably as often as they would like, “not knowing how” is one of the top barriers (34%). Sixty-nine percent of people wish they could learn simple ways to do more at home to protect the planet vs. what they currently do. This means there is a significant opportunity to increase awareness of less obvious water and energy saving activities at home:

- Water savings is a key area where 59% of families want to act more:
 - 87% of Canadians were not aware of the impact of skipping the sink before the dishwasher to save water.
 - 52% of Canadians were not aware of the energy saved from washing laundry in cold water.
- Alongside water, people want to do more at home to save energy (73%), reduce waste (70%), recycle 60%.

But knowledge is power: More than 40% of those previously unaware of the impact of these small actions say they are more likely to make water – and energy – saving changes at home now that they know the impact of these activities.

The solution? Introducing It's Our Home, a commitment from P&G and its brands to use their voice, reach, innovation and expertise to inspire us all to come together to do more and do better for the planet, because we know that small actions can make a big difference.

The real change agents are small but mighty:

- **Children as change agents:** Forget celebrities or politicians – 58% of parents report that their *children* are most likely to influence them to be more sustainable at home.

- **Positive pester power:** Parents everywhere know the persuasive tactics of their children, but now, listening to them is becoming key to protecting our planet, as 76% of parents agree their children inspire them to adopt more environmentally conscious behaviours at home.
- **Setting a good example is the biggest motivator:** Sixty-one percent who act sustainably at home do so to serve as role models for their children.
- **Concern for the generation who will inherit the Earth:** Motivation to act more sustainably at home is broader and more emotional among parents – 84% of parents are concerned about the impact that climate change will have on their children and future generations, compared to only 78% of households with no children at home.
- **The COVID lockdown served as a tipping point for parents on sustainability at home:** 56% were inspired to be more eco-conscious at home as a result of the pandemic.
- **The next “influencers”:** When parents were asked how their children influence them to adopt environmentally friendly behaviours at home, close to half (46%) agreed it was through the knowledge they brought home from school. Other factors included:
 - Children share ideas on how to help protect the planet at home, such as turning off the light switch (31%).
 - Children share what they learn on TV (23%) or social media (20%).

Our (and our children’s) expectations of brands continue to grow:

- **We all want brands to make it easy for us:** 75% of people want the brands they buy to help them live a more environmentally conscious lifestyle.
- **Kids increasingly have the purchase power:** More than a quarter of parents (27%) admitted that their children encourage them to buy more environmentally friendly products. Children also actively protest about brands with packaging waste, with one in five parents saying their child gets upset if they buy products with too much plastic.

Helping protect the planet “feels good”

- Almost half (49%) of us feel overwhelmed by the complexity and size of the climate change problem, and 47% agree that putting positive habits into action at home “made [them] feel good.” In fact, “feeling good” as a motivation to act at home came above saving time and money.

Together we can protect our planet – our home – for generations to come.

P&G Canada It’s Our Home Study was conducted in February 2021 and surveyed 1012 consumers in Canada.