



Parents and the Planet: How Sustainability Impacts Purchasing Decisions

HP 2023 Sustainable Purchasing Pulse.

ABOUT THIS STUDY:

In May 2023, HP commissioned research with Morning Consult to study parents' perspectives of climate change and direct actions they are taking as a result.

In the global pulse, 5,000 parents (about 1,000 parents in each country) were surveyed in India, Mexico, Singapore, the UK and the US.

GLOBAL ANALYSIS:

The findings reveal that the climate crisis is changing parental decisions on purchasing, careers and family size. Distinct trends include:

Climate Anxiety is Real:

Climate change has impacted parents' perspectives on major facets of life: family & career.

Corporate Climate Action Matters:

Parents prefer companies that are taking climate action and believe that corporations must hold themselves accountable for acting to address the climate crisis.

Sustainability Prioritized Despite Economic Pressure:

Despite rising prices and economic pressures across markets, parents still embrace sustainable products.

Climate Anxiety Shapes Parents' Decision Making in Life and Career

91% of parents are concerned about the climate crisis, leading to changes that reshape their lives and purchasing habits.

Climate anxiety is permeating the workplace, influencing decisions about parents' career choices. Among the parents with climate concerns, 43% have reconsidered working for a company due to its commitment to environmental and social issues.

53% of those who are concerned about climate change say it has impacted their perspective on having more children.

Parents displayed engagement and awareness of environmental challenges, citing the rising temperatures (62%), water shortages (51%), sea levels (43%), and large weather events (43%) as key concern areas.

Fathers, in particular in the United States, are at the forefront of expressing concern for climate change. In general, fathers say climate change has affected their perspective on having more children and are more likely to reconsider their employer due its environmental and social issues.

Climate Anxiety Shapes Parents' Decision Making in Life and Career

Country	Are concerned about climate change.	Concern for climate change has impacted perspective on having more children.	Has reconsider the company they currently or previously worked for due their commitment to the environment and social issues.
India	98%	59%	61%
Mexico	96%	56%	43%
Singapore	95%	43%	34%
United Kingdom	87%	52%	39%
United States	82%	49%	35%
Global	91%	53%	43%



Fathers' Concern for Climate Change		
Country	Climate change has affected my perspective on having more children.	I am more likely to reconsider my current or previous employer due to its stance on environmental and social issues.
India	56%	58%
Mexico	50%	42%
Singapore	47%	38%
United Kingdom	54%	45%
United States	55%	40%
Global	52%	45%

Parents Seek Sustainable Products from Companies that Prioritize Climate Action

Parents say that they prefer to purchase products that are sustainably sourced (64%).

Company practices matter, with 60% of parents saying that a company's sustainability practices play a large part in their purchasing habits.

51% of parents believe that companies have "a lot" of responsibility in holding themselves accountable on climate action, while just 36% of parents believe that they, the customer, have "a lot" of responsibility to ensure corporations act.

Climate Anxiety Shapes Parents' Decision Making in Life and Career			
Country	Prefer products that are sustainably sourced.	A company's sustainability practices play a large part in their purchasing habits.	Companies have "a lot" of responsibility in holding themselves accountable on climate action.
India	85%	84%	61%
Mexico	69%	64%	68%
Singapore	56%	53%	42%
United Kingdom	55%	49%	43%
United States	57%	53%	40%
Global	64%	60%	51%

Despite Economic Pressures Across Markets, Parents Still Embrace Sustainable Items

Amidst economic pressures, parents still exhibit a willingness to invest funds in sustainable items. Parents indicated that they are likely to pay more for products if they knew they were more sustainable, ranging from household goods like clothing (75%) and pet supplies (62%) to larger tech purchases like laptops (59%) and cell phones (66%).

This willingness comes despite 84% of respondents acknowledging the cost of living is rising and more than half (57%) believe engaging in sustainable practices takes up a lot of time.

Climate Anxiety Shapes Parents' Decision Making in Life and Career			
Country	Acknowledge that the cost of living is rising.	Don't mind paying more for items that are environmentally friendly.	Agree that sustainable practices take up a lot of time.
India	88%	80%	76%
Mexico	81%	56%	51%
Singapore	85%	47%	55%
United Kingdom	82%	48%	54%
United States	83%	51%	50%
Global	84%	56%	57%



SURVEY METHODOLOGY

HP commissioned global research firm Morning Consult to conduct independent research on this topic. This poll was conducted between May 18th and May 26th, 2023, among a sample of 5,000 total parents (1,000 parents in each country) within India, Mexico, Singapore, the UK, and the US. The interviews were conducted online, and the data was weighted based on gender, age, region, education, and race (where applicable). Results from the full survey have a margin of error of plus or minus 3 percentage points.

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