



# Better living report

2019

Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. Our products include refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances.

Through our brands, including Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi, we sell more than 60 million household and professional products on more than 150 markets every year.

[www.electroluxgroup.com](http://www.electroluxgroup.com)

# Content

## About the report

The purpose and method of the better living content report

## Sustainability

General attitudes and concerns regarding sustainability

## Taste

In our quest to make sustainable eating the preferred choice by 2030, we have investigated consumers' general attitudes, behaviours, intentions and barriers when it comes to sustainable food practices

## Care

In order to reach our target to make clothes last twice as long with half of the environmental impact by 2030, we have investigated consumers' general attitudes, behaviours, intentions and barriers when it comes to garment care

## Wellbeing

Lastly, to reach our target and make homes free of harmful allergens and pollutants by 2030, we have investigated consumers' general knowledge, behaviours, intentions and barriers when it comes to keeping their home environment free of allergens and pollutants

## Contributors to the report

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# We are curious about the green gap

Today, it is easier to live unsustainably than sustainably, and the feeling of being unable to act on climate change causes anxiety. But those who have found ways to alter their unsustainable behaviours tend to feel less anxious, and more hopeful about the future.

People are starting to change their habits and make more sustainable decisions, for their own sake and for the planet's health. Yet, many are not living as sustainably as they wish to, and thus live according to the notion of the 'green gap'. **The 'green gap' constitute of the actions we would like to take to live more sustainably than we live today.**

This is where Electrolux comes in. Electrolux can empower people to act on their sustainability concerns by enlightening and enabling actions for a better and more sustainable living at home.

In short - Electrolux enables people to close the green gap so they can focus on better living at home.

# The green gap concept

## ATTITUDE

Consumers' perception of what practices they consider sustainable within a specific area

## BEHAVIOUR

Consumers' actual behaviour in their everyday lives within a specific area

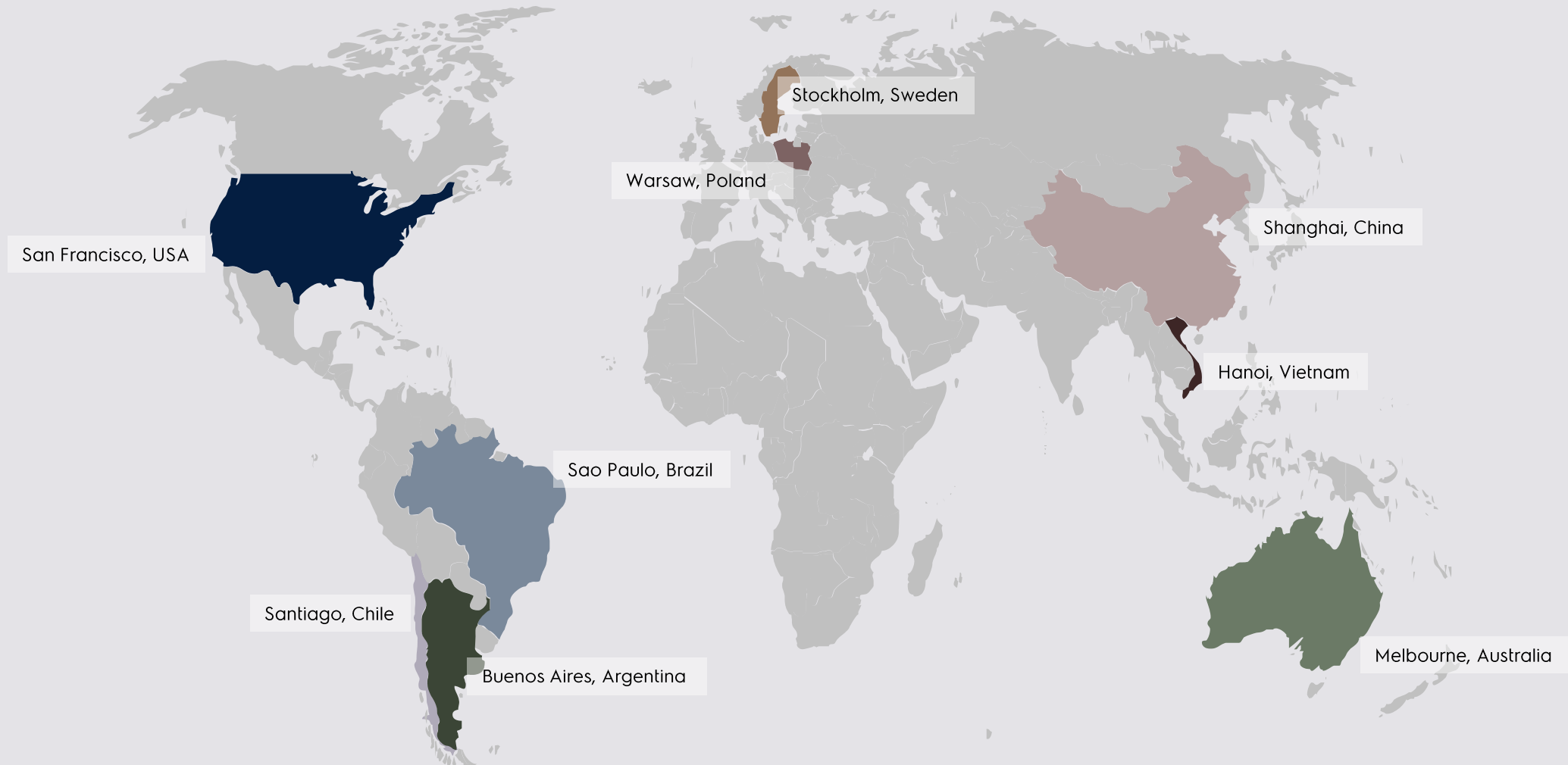
## GREEN GAP

What sustainable behaviours consumers would like to adopt within a specific area compared to what they practice today

## BARRIERS

Obstacles, that create the green gap. Reasons why consumers do not practice the sustainable behaviours they would like to within the specific area

# Conducted on nine international key markets



## About the survey

The survey has been planned, monitored and analyzed by United Minds and the data has been collected with the assistance of survey provider CINT

Data collection took place between 29<sup>th</sup> of May - 13<sup>th</sup> of June 2019 through web panels in the respective countries

Total number of respondents: 9230

<b>Santiago</b>	1022
<b>Buenos Aires</b>	1022
<b>Hanoi</b>	1034
<b>Melbourne</b>	1028
<b>Sao Paulo</b>	1044
<b>Shanghai</b>	1029
<b>Warszaw</b>	1038
<b>Stockholm</b>	992
<b>San Francisco</b>	1021
<b>Total number of respondents</b>	<b>9230</b>

<b>Age</b>	
18-26	20%
27-34	25%
35-42	25%
43-51	17%
52-60	13%

<b>Gender</b>	
Man	49%
Woman	51%

# Sustainability



# Attitudes to sustainability in general



52%

consider themselves 'a climate conscious person'



48%

believe that they can have a positive impact on the environment



30%

find it hard to figure out which consumption choices are the most sustainable



49%

would like to have more labels explaining products' environmental impact to me



# Attitudes, behaviours and intentions to sustainability in general

## ATTITUDE

### Top 3 primary concerns about climate change:

1. Water pollution (42%)
2. Natural disasters (39%)
3. Extreme temperatures (35%)

## BEHAVIOUR

### Top 3 sustainable behaviours being practiced:

1. Sort and recycle waste (53%)
2. Limit use of single-use plastic (52%)
3. Reduce water and energy use (52%)

## GREEN GAP

### Top 3 largest green gaps:

1. Limit food waste (37%)
2. Reduce water and energy use (37%)
3. Limit use of single-plastic (36%)

A top-down photograph of several carrots on a wooden cutting board. The carrots are of various colors, including orange, yellow, and red. A large, dark knife with a light-colored handle is positioned to the right of the carrots. The cutting board is placed on a dark grey, textured surface. The word "Taste" is overlaid in white, bold, sans-serif font in the center of the image.

Taste



The food industry is one of the biggest threats to our climate and its negative impact is highlighted in the societal and political debate. A third of global emissions come from food production, and some experts even go as far as to claim that the food system has the largest single impact on the global environment



**30%**

of the world's total energy consumption comes from the food sector



**30%**

of all food produced is thrown away



**15%**

of global Greenhouse Gas emissions comes from animal agriculture, making it one of the world's largest sources of pollution



ATTITUDE

**What behaviours do people  
consider to be sustainable?**

# Attitudes to sustainable eating

## Top 3 most popular beliefs about sustainable cooking:

1. Zero food waste (36%)
2. Eat seasonally and locally produces food (35%)
3. Eat home grown food (29%)

### Plant-based

*A plant-based diet is a diet consisting mostly or entirely of foods derived from plants, including vegetables, grains, nuts, seeds, legumes and fruits, and with few or no animal products (Wikipedia)*

# 36%

think that minimizing food waste is the most sustainable approach to food

# Only 18%

say that eating plant-based food is the most sustainable approach

# 24%

say that eating less meat is the most sustainable approach

A top-down photograph of several carrots on a wooden cutting board. The carrots are in various colors, including orange, yellow, and purple. A large knife with a wooden handle and a dark blade is positioned on the right side of the board. The background is a dark, textured surface. The text 'BEHAVIOUR' is centered in a light grey box above the main title.

BEHAVIOUR

What behaviours do people practice today?

# Behaviours being practiced today



53%

try to minimize their food waste

---



25%

reduce their meat consumption

---



20%

eat a plant-based diet



GREEN GAP

**What sustainable behaviours  
would people like to adopt?**



# 32%

of respondents want to lower their food waste compared to today

# 1.3

Billion tones of food is thrown away every year\*

Green gap



Barrier

## 37%

throw away food because it has passed best before date



Barrier

## 31%

throw away food because fresh food goes bad too quickly

Respondents' who have answered that they want to practice a sustainable behaviour more than they do today

Barriers to why they are not practicing the sustainable behaviour today



Barrier

## 30%

are worried to not get enough nutrition



Barrier

## 26%

would miss the flavour and consistency of animal products

Green gap

## Best-before

*"While the 'Use-By' date is a matter of hygiene, meaning you can't guarantee that the good is safe to consume after that date, the 'Best-Before' date is a label for quality that guarantees top quality until at least the labeled date. However, most people understand the 'Best-Before' date as a 'Use-By' date"*

*Nicklas Amelin, EU Expert Livsmedelsföretagen*

# 18%

of respondents say they wish to eat more plant-based food

# Taste

A photograph of fresh carrots with green tops on a wooden cutting board. A large knife is positioned on the right side of the board. The background is a dark, textured surface.

## Key takeaways

### **Consumers are on a mission to minimise their food waste**

Consumers are aware of the issues with food waste and perceive minimising food waste as the most sustainable approach to food. They say they actively seek to minimise food waste and have the ambition to do it even more.

### **Fresh food that goes bad is one of the main barriers to stop wasting food**

Best before dates are made to protect the consumer, but it also makes people throw away food too early. Other main barriers are fresh food getting bad too quick.

### **There is a knowledge gap on how much impact a shift to a plant-based diet would have**

Although scientists agree that a shift to plant-based diet is one of the best things that consumers can do to eat more sustainably, few consumers perceive a plant-based diet as a sustainable food practice and are willing to eat more plant-based.

### **Consumers are not willing to compromise when it comes to taste and nutrition**

People are worried that they won't get enough nutrition from a plant-based diet and are not willing to compromise with taste and texture. Health, sustainability and taste are inevitably linked with each other, but there is a need for inspiration – tasty and nutritious plant-based dishes – in order to motivate action.

A photograph of a bed with a white sheet and a blue blanket. A bedside table with a vase of flowers and books is visible in the background. The word "Care" is overlaid in white text in the center of the image.

Care



In the last few years, the fashion industry's negative climate impact have been scrutinized and revealed. According to research, the fashion and footwear industry combined account for an estimated 8,1% of global greenhouse gas emissions



**400%**

Increase in number of garments we purchase over the last 20 years



**9 months =  
20-30%**

Extending the life of clothing by an extra nine months by taking better care of clothes would reduce carbon, waste and water footprints by around 20-30% each



ATTITUDE

**What behaviours do people  
consider sustainable?**



# Attitudes to sustainable garment care

## Top 3 most popular beliefs about sustainable garment care:

1. Air dry clothes (39%)
2. Wash full loads (34%)
3. Use water and energy efficient machines (32%)



# 69%

Agree that increasing the lifespan of garments by taking care of them is the most sustainable practice



# Only 25%

Define washing at lower temperatures as sustainable garment care



BEHAVIOUR

What behaviours do people practice today?

# Behaviours being practiced today

Only  
1 in 3

Wash at lower  
temperatures

# 48%

make sure to always wash full loads, which indicates room for improvement within this area

## Main reasons to wash:

1. They smell bad (48%)
2. They get stains (45%)
3. I love the feeling of wearing newly washed clothes (22%)

## Approach to washing:

Follow labels

# 61%

follow the washing  
advice on the label

Habit

# 57%

wash the way they  
were taught to

Convenience

# 47%

think it is important  
that washing takes as  
little time as possible

Simplicity

# 66%

buy clothes that  
are easy to wash



A photograph of a bedroom. A bed is covered with a blue duvet and a white sheet. To the right, a black nightstand holds a stack of books and a glass vase with green plants. The lighting is soft and warm, creating a cozy atmosphere.

GREEN GAP

**What sustainable behaviours  
would people like to adopt?**

# 19%

Respondents' who have answered that they want to practice a sustainable behaviour more than they do today

## of respondents want to wash full loads more often

Green gap



Barrier

### 39%

Don't want to mix up different colours



Barrier

### 28%

Don't want to mix up different materials



Barrier

### 30%

Say they can't get rid of stains



Barrier

### 29%

I follow the advice of the washing label

Green gap

# 14%

## of respondents say that they want lower the washing temperature more often

Barriers to why they are not practicing the sustainable behaviour today

# Care

## Key takeaways

### **Extending the lifetime of garments is seen as the most sustainable approach**

A majority believe that taking care of clothes to extend their lifetime is the most sustainable approach.

### **Simplicity, convenience and habit dictate our washing behaviour**

In busy everyday lives, few have time to reflect on their washing behaviours. Rather, we want the washing routines to be quick and effortless, and many follow the instructions of the washing labels or wash according to habit.

### **Fear of damaging our clothes is a barrier for not washing full loads**


Washing full loads is on the top list of what people define as sustainable garment care, and also one of the sustainable behaviours that many adopt today. However, the fear of damaging our clothes hinder us from washing full loads more often than we do.

### **Fear of clothes not getting clean is a barrier for lowering temperatures**

More people wish to lower their energy consumption by switching to more efficient machines instead of lowering the washing temperatures. The main reason for not wanting to lower the temperature is because of the fear that the smells and stains won't go away.



Wellbeing

A photograph of a potted plant with green, lobed leaves, possibly a type of fern or similar foliage, sitting on a wooden surface. The plant is in a dark, cylindrical pot. The background is a soft, out-of-focus landscape with a blue sky and a wooden fence or railing. The lighting is natural, suggesting an outdoor setting.

Outdoor air pollution is continuously high on the agenda for researchers, politicians and in the media. The quality of indoor environments have been somewhat neglected, even though it is where we spend most of our time. The effects of poor indoor air quality has been given more attention in recent years, and emerging research has shed light on the ubiquity of the problem. Daily habits such as cooking, drying clothes inside and hair & body spray affect indoor air quality negatively

\*<http://www.beama.org.uk/asset/450238BF-63F7-451A-99C5E5306B20D07D/>

\*<https://www.sciencedaily.com/releases/2019/06/190606133743.htm>

\*<https://www.thetimes.co.uk/article/toast-is-more-toxic-than-traffic-fumes-wm6pb6c8z>

\*<https://www.thesun.co.uk/news/9396110/cut-indoor-pollution-drying-clothes-inside/>

A photograph of a green, leafy plant in a dark brown pot, sitting on a wooden table. The background is a blurred indoor setting. A semi-transparent blue box with the word 'ATTITUDE' is centered over the image.

ATTITUDE

**What behaviours do people consider to be sustainable?**



# Attitudes to sustainable wellbeing

**4 out of 5**

Mention air quality and cleanliness as two of the most important factors for well-being at home

**Top 3 worst pollutants according to respondents:**

1. Indoor smoking
2. Pesticides
3. Hair & body spray

**Only 39%**

Feel empowered to improve their indoor air quality



**41%**

Believe that vacuuming has a negative effect on indoor air quality

A photograph of a green, leafy plant in a dark brown pot, sitting on a wooden table. The background is a blurred indoor setting. A semi-transparent blue box contains the word 'BEHAVIOUR' in white capital letters. Overlaid on the image is the question 'What actions do people take to improve indoor air quality?' in large white text.

BEHAVIOUR

**What actions do people take to improve indoor air quality?**





# Behaviours being practiced today

## Top 3 most popular actions to improve indoor air quality:

1. Air out the house (54%)
2. Vacuum clean (39%)
3. Use plants as air cleaners (37%)

### Airing out

*Most consumers air out their homes to improve the air quality inside. People feel like opening the window to let oxygen in, even if the particles outside are worse than the ones inside.*

*Metin Tuztaş, Global Home Comfort R&D Director Electrolux*

54%

Air out their homes to improve indoor air quality

26%

Use an air purifier to improve the indoor air quality

A photograph of a green plant with lobed leaves in a dark brown, cylindrical pot. The pot sits on a light-colored wooden table. The background is a soft, out-of-focus indoor setting with warm lighting. A semi-transparent blue rectangle is overlaid on the image, containing the text 'GREEN GAP'.

GREEN GAP

**What sustainable behaviours would people like to adopt?**

# 32%

of respondents want use an air purifier

Respondents' who have answered that they want to practice a sustainable behaviour more than they do today

Green gap



Barrier

## 41%

It is too expensive



Barrier

## 26%

It consumes too much energy

Barriers to why they are not practicing the sustainable behaviour today



Barrier

## 31%

It takes too much time and effort



Barrier

## 25%

I don't like vacuum cleaning

Green gap

# 21%

of respondents say that they want to vacuum clean more often

# Wellbeing

A photograph of a potted plant with green, lobed leaves in a dark brown pot, sitting on a light-colored wooden table. The background is a blurred indoor setting with a lamp and a chair.

## Key takeaways

### **Indoor air quality is important for wellbeing at home**

4 out of 5 think that indoor air quality is important for wellbeing at home, but many are not aware of the sources of indoor air pollution, resulting in the use of products that pollute the air indoors. Consumers air out their home to improve indoor air quality, not knowing that they open up the windows and let polluted outdoor air into their homes.

### **Few feel empowered to improve their indoor air quality**

### **Financial and sustainability reasons are the main barriers for installing an air-purifier**

Using an air-purifier tops the list of actions that people would like to take to reduce allergens and pollutants at home, but financial and sustainability concerns are the main barriers, hindering the use of air-purifiers.

### **Vacuum cleaning is seen as too much of an effort and useless**

Only 1 in 5 would like to vacuum clean to reduce allergens and pollutants at home. Lack of time and energy and not seeing any need for vacuuming are the main barriers people have for not vacuuming more often.



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For more information:

[www.electrolux.com/betterlivingprogram](http://www.electrolux.com/betterlivingprogram)