

Social Issues: Environment, Sustainability & Charities

Guardian Australia readers are environmental advocates who strongly believe that the world around them needs to be protected and preserved. They are willing participants in initiatives that affect positive change on the environment.

They are ethically minded consumers who actively choose to purchase environmentally friendly products and seek to conserve and contribute to both local and national care and protection.

From brand partnerships to targeted advertising campaigns, Guardian Australia can help you reach a responsive and quality audience.

For further information, please email: advertising.aus@theguardian.com



80% of Guardian readers say it is important to contribute to the community that we live in



65% of readers are concerned for the environment and current state of the world around them



3 out of 5 readers prefer to purchase environmentally friendly products



86% readers believe that it is important to recycle, with **4 out of 5** readers actively trying to recycle all that they can



4 out of 5 state that they try to conserve energy where they can while **78%** try to conserve water where they can



3 out of 4 readers hold the opinion that not enough is being done to protect and care for our world and environment



52% said that when buying a product or service, it is very important the company shows a high level of responsibility



3 out of 5 say they would like companies to tell them how they are making a positive difference to society or the environment



53% buy products from a company that supports a charity or worthy cause so they feel as if they are making a difference

Socially Conscious/Charities



1 in 3 say when dealing with charities they respond more with their heart than head



64% think more highly of companies that support charities & other causes



55% state they feel more loyal to a company that aligns itself with a charity



44% say the community has a responsibility to help the poor



46% have donated to a charity in the past 12 months



23% more likely than the average Australian to donate more than \$500 in the last 12 months