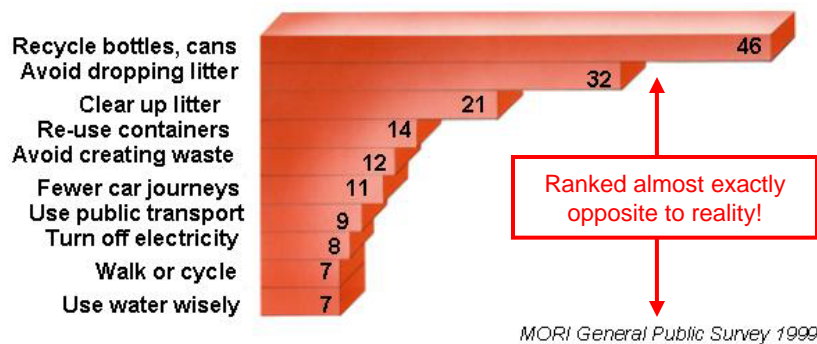


# Our Environment: the consumer's view

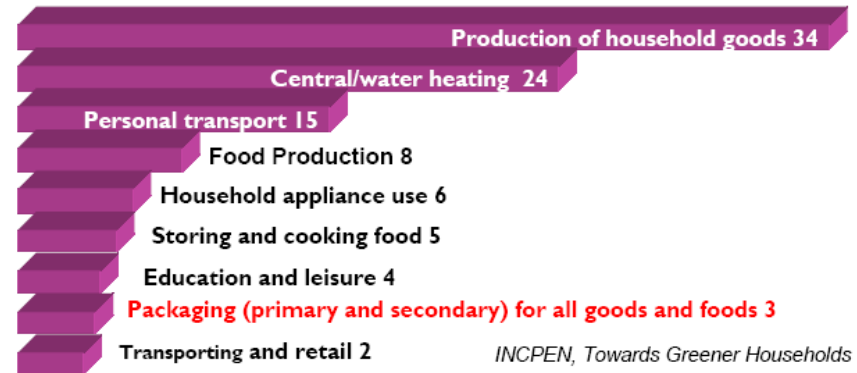


What kind of things can people do to protect and improve the environment?



Ranked almost exactly  
opposite to reality!

household's total environmental impact  
Percent, measured by energy



- Mismatch between consumer perception and actual environmental impact
- Driving a mile and a quarter less a day or turning your thermostat down 2 degrees, saves the energy used to make packaging for a whole year's supply of household goods and food
- Trading in your SUV for a more fuel efficient car saves the equivalent energy from 400 years of bottle recycling by a single household