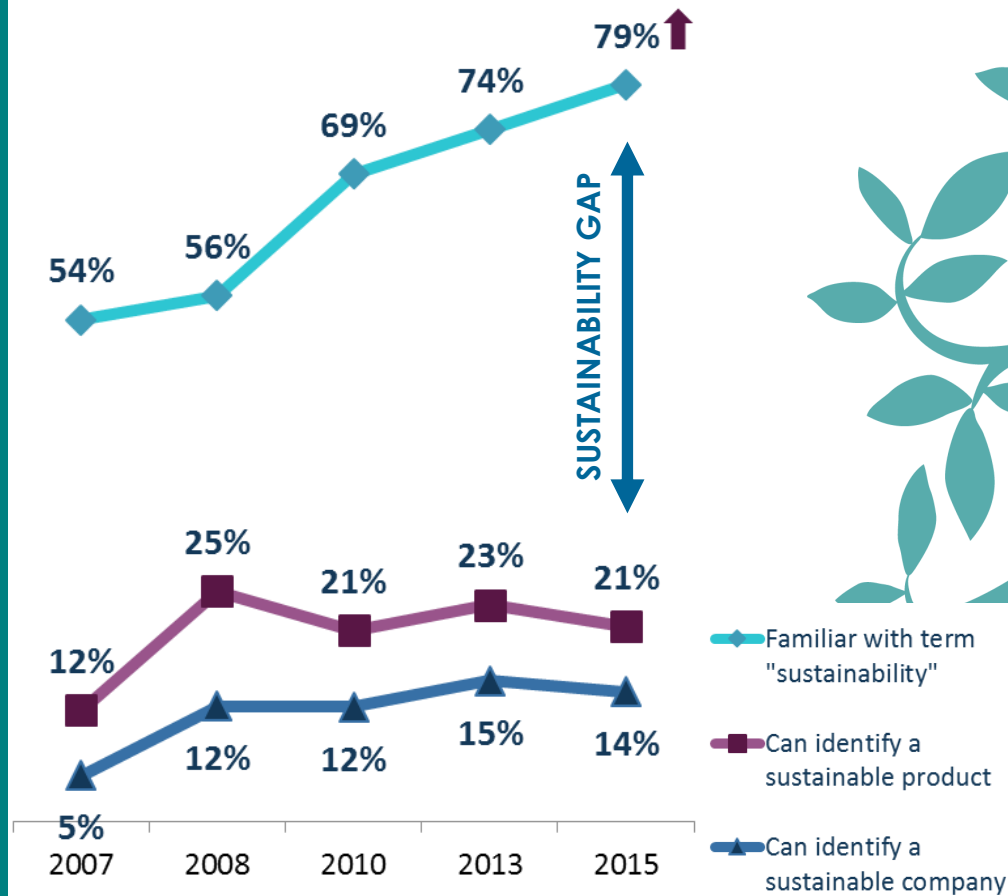


# The Sustainability Gap

Familiarity with 'sustainability' reached an all-time high in 2015. The **gap**, however, between familiarity and concrete association has widened.

## EARTH DAY 2016



↑ Significant change over 2013 at 95% CL

Source: **Sustainability & Transparency 2015** report. The Hartman Group  
Survey of 1,779 U.S. adults 18 to 69 years of age.

