

# Purchase or Voting Decisions: Which Has a Greater Impact?

WHICH OF THE FOLLOWING HAS THE GREATEST IMPACT ON SOCIETY?

**39%**



**My Purchase Decisions**

**36%**



**My Voting Decisions**

**25%**



**My Involvement in Local Community**

That close to four in ten consumers believe their purchases have a greater impact on society than their vote is a powerful statement about consumer perceptions of using purchases as a means of action.

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