



Innovation
that excites

MILLENNIALS AT THE FOREFRONT OF THE GREEN REVOLUTION

WHAT ARE
THE MOST
IMPORTANT
ENVIRONMENTAL
ISSUES FOR
MILLENNIALS?

Water
scarcity and
pollution

32%

Air
pollution

42%

Global
warming
and climate
change

53%

WHAT ACTIVE
STEPS ARE
MILLENNIALS
TAKING TO BE
MORE ECO-
FRIENDLY?

Using
reusable
shopping
bags

81%

Actively
recycling
waste

74%

Reducing
water
usage

76%

WHAT ACTIONS
WOULD THEY
BE WILLING TO
TAKE IN ORDER
TO LIVE A MORE
ECO-FRIENDLY
LIFE?

1
Switch
to an
eco-friendly
car

2
Switch to an
energy company
dedicated to
eco-friendly
solutions

3
Support/purchase
from brands
committed to
being more
eco-friendly

WHICH EUROPEAN
COUNTRY'S
MILLENNIALS
ARE MOST OPEN
TO ELECTRIC
VEHICLES?

FRANCE

52%

SPAIN

60%

ITALY

63%

About the study

Nissan Europe commissioned a survey in 2016 looking at millennial's attitudes to the future of mobility and electric vehicles in the UK, France, Spain, Germany and Italy. In total, 2,500 millennials aged 18 to 34 were polled across these five countries, with 500 respondents per market.