

## Online Research\_BirdsAI

In order to define the target group, online research was conducted on the following topics: environmental awareness, recent consuming habits, demographics of smartphone users and digital literacy. Environmental awareness tends to increase continuously in recent years, especially during the COVID-19 pandemic. Also, consumers between 18 and 39-year-old inclined to change their consuming habits (much) more easily than other age groups. This may indicate that if they become aware of the deforestation issue, they might try more often to change their current habits of buying certain products related to it. Regarding the Internet usage time per devices, mobile takes up to 55%, Desktop 42% and tablet only 3% respectively as of February 2021. When we look at mobile usage closely, it consists of 90% of using apps and 10% browsing on the Internet. Users prefer apps over mobile sites due to user experience, speed, extra features and special offers.

Regarding digital literacy; even though the big majority of the residents in Europe have a smartphone, two fifths of all the residents do not possess sufficient digital skills. Digital skills are 1. communicating, 2. handling information and content, 3. transacting, 4. problem solving. 5. being safe and legal online.

- After COVID-19 pandemic, 57 percent have made significant changes to their lifestyles to lessen their environmental impact. 67 percent consider the use of sustainable materials to be an important purchasing factor in the fashion industry.<sup>1</sup>
- Since 2013, concerns about climate change are increasing continuously in many countries.<sup>2</sup>
- In 2018, 51 percent of the Germans wanted to be involved in environmental protection.<sup>3</sup>
- During the pandemic, consumers under 39 years old tend to buy more unknown labels and cheaper versions of regularly purchased products.<sup>4</sup>
- Women are more likely to be environmentally motivated and less skeptical about environmental issues.<sup>5</sup>
- A report released by the European Commission has revealed that 44% of Europeans aged 16-74 do not have basic digital skills. (2017)<sup>6</sup>
- More than 15 percent of the pupil population in all the surveyed countries (among 26 Schengen countries) do not possess sufficient digital skills.<sup>7</sup>
- 76 % of the population have a smartphone.<sup>8</sup>
- Internet usage time per devices: mobile 55%, desk top 42%, tablet 3%<sup>9</sup>
- mobile usage: 90% of their mobile time is spent in apps, only 10% browsing the rest of the internet.<sup>10</sup>
- Consumers prefer apps over mobile sites due to user experience, speed, extra features and special offers.<sup>10</sup>

## Sources

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\* For further graphs and information, please visit the listed sources above.