

Going Green 2 Perspective

the
futures
company

the coming together of
Henley Centre HeadlightVision
and Yankelovich



Study Overview

Environmental concerns seem to be an increasing priority in the public consciousness. Yet in our first *Going Green Perspective* in 2007, we reported that fewer than half of all consumers felt that environmental problems were severe, and only one-third said they were highly concerned about environmental problems. Now, in year two of our *Going Green* study, we examine how consumers' green attitudes and behaviors have changed since 2007.

Going Green 2 also examines several new topic areas, as follows:

- Perceptions of “greenwashing” by marketers
- The effectiveness of certain incentives in producing more environmentally sensitive behavior
- The influence of media coverage on consumers' attitudes toward green issues
- The importance of a company's commitment to the environment in attracting employees
- The relationship between religious beliefs and environmentalism

Going Green 2 Perspective

Competitive Edge

Intelligence: Which green attitudes and behaviors are increasing in prominence and which are weakening

Insight: How green attitudes translate into behaviors, and how to motivate consumers to be make greener choices

Assessment: Predict the trade-offs of cost, time and other resources that consumers are and are not willing to make so that you can maximize the attractiveness of your green offerings

Action: Who is likely to act on green attitudes and who is not

What You'll Get

- The complete report, accessible via our Client Resource Gateway
- Data tables in E-Tabs format
- A desktop version of the data set (additional fee)
- A live Webinar presentation of the results (additional fee)

Fielding Details

Sample: Nationally representative sample of 2,500 U.S. adults, ages 16+

Methodology: Data collected via 60-minute online questionnaires

Data Collected: General attitude, lifestyle and demographic questions, plus industry-specific behaviors and attitudes on a wide variety of topics

Business Applications

- **Discover** which green concerns have grown over the past year versus those that have faded in importance and prominence.
- **Identify** what your company needs to do to attract environmentally minded employees.
- **Refine** your marketing strategy regarding pricing, product and promotional decisions based on the value consumers place on being green.
- **Assess** trade-offs that consumers are willing and unwilling to make.
- **Understand** how to motivate consumers and employees to be more environ-mentally sensitive.
- **Realize** how green issues impact specific business categories.
- **Segment** various types of consumers who have different concerns, levels of urgency and likelihoods to act.