

Riding the Green Wave

Dateline: May 30, 2007

How much do we really care about *sustainability* and *eco-friendly*? How often do good intentions transfer into action? Are chains like Home Depot and Wal-Mart catching the “Green Wave” as a means to improve their own battered corporate images?

PULSE Report Highlights:

- When it comes to energy conservation, we do care and we do try to do something about it. 76% of consumers say they're trying to do things like buying CFL light bulbs or lowering the thermostat to conserve energy in their homes.

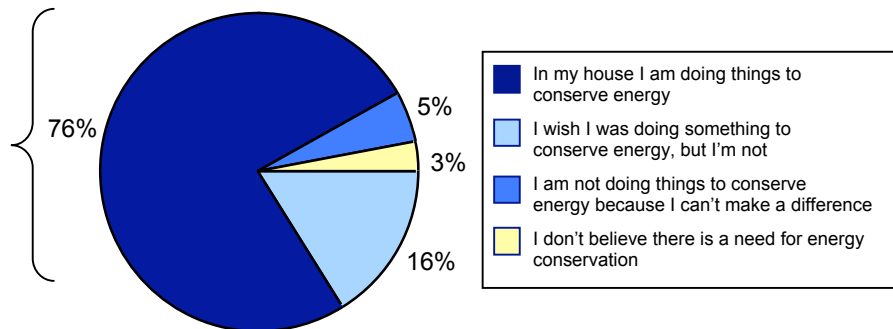
Almost all of those who aren't conserving energy wish they were, and hardly anyone thinks there's no need for energy conservation.

- The number of people who are trying to conserve energy is the same among each income group, so it seems that the need to save money isn't the only motivation for going green.
- Perhaps surprisingly, the Greenest Americans are the oldest Americans. Fully 85% of those over 55 try to conserve energy at home compared to only 65% of those under 35. Those under 35 do more “*wish I was doing something, but I'm not.*”

What's going on here? Traditionally, most trends begin among younger people, but this one is different. Are older people more concerned about leaving a better world? And are younger people too self-absorbed? Or maybe older people just have more time and funds to act on their green beliefs?

Attitudes on Conserving Energy

Attitudes by Age		
18-34	35-54	55+
%	%	%
65	78	85



- Apparently the more a sustainability option is promoted, the more people comply.
 - 59% buy CFL light bulbs
 - 44% plan to buy a more fuel efficient car next time (although that may be more of a gas price issue than a concern for global warming.)
 - Only 1/4 do things like look for bio-degradable packaging, buy concentrated detergent in smaller packages or return plastic grocery bags to the store.

- Retailers shouldn't look at sustainability as the magic bullet that will transform their image. Sadly for Home Depot and Wal-Mart, only 18% said that they try to shop at stores that care more for the environment.

Behind the Headlines:

Who's the Greenest?

Age is the dominant factor in determining how much you care about energy conservation. Income is not a factor. Women are a little more likely to want to save energy than men, and African-Americans are a little less likely to conserve, but at least 2/3 of people in every demographic say they do things to save energy. (See Table 1)

Plenty of room for improvement

With the exception of buying energy saving light bulbs (59%) and appliances (47%), only a minority of us shop with the environment in mind. While 44% plan to make their next car less of a gas-guzzler, that's likely to be severely inflated by the current rise in gas prices since only 15% have actually made a switch to a more fuel-efficient car.

There's a core group of around one in four who care about sustainability in packaging and products and buy products accordingly. And while we're keen on saving energy, saving water isn't seen as important yet, with only 14% having bought water-saving devices for their homes. (See Table 2)

	Total A (1491) %	18-34 B (475) %	35-54 C (601) %	55+ D (413) %
<u>Energy Saving/ Conservation</u>				
I buy light bulbs that save energy	59	51	59 ^B	67 ^{BC}
I buy appliances that save energy	47	37	47 ^B	58 ^{BC}
My next car will be more fuel- efficient	44	44	42	46
I have changed to a car that consumes less gas	15	14	16	15
I purchased water saving devices for my home	14	12	13	18 ^{BC}
<u>Product Choices</u>				
I buy concentrated detergent in a smaller container	28	22	33 ^B	29 ^B
I look for biodegradable or recyclable packaging	24	21	21	31 ^{BC}
I return plastic grocery bags to the store	22	16	23 ^B	26 ^B
I ask for paper grocery bags	19	17	19	23 ^B
I buy chemical free household products	15	11	15	18 ^B
I buy chemical free gardening products	13	11	12	17 ^{BC}
<u>Retail Choices</u>				
I try to shop at stores that are concerned about the environment	18	15	16	25 ^{BC}

Upper case letters= Significantly higher than specified column at 95% confidence

PLEASE GO TO THE TABLES →

Table 1
Green Issue: Consumer Commitments

Which one of the following statements best describes how you feel about energy conservation?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample	(1491)	(725)	(766)	(475)	(601)	(413)	(803)	(453)	(117)	(1216)	(144)	(153)
	A	B	C	D	E	F	G	H	I	J	K	L
	%	%	%	%	%	%	%	%	%	%	%	%
In my house I am doing things to conserve energy like using energy-saving light bulbs, lowering temperature on the thermostat, etc.	76	72	80 B	65	78 D	85 DE	75	77	76	77 L	77 L	65
I wish I was doing things to conserve energy but I am not.	16	16	15	26 EF	14 F	7	16	15	15	15	12	27 JK
I am not doing things to conserve energy because I don't feel like I can make a difference.	5	7 C	3	6	5	4	6 H	3	7	5	6	5
I don't believe there is a need for energy conservation.	3	5 C	2	4	3	3	3	4	3	3	5	3

Table 2
Green Issue: Consumer Actions

When you are shopping, which of the following apply to you?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample	(1491)	(725)	(766)	(475)	(601)	(413)	(803)	(453)	(117)	(1216)	(144)	(153)
	A	B	C	D	E	F	G	H	I	J	K	L
	%	%	%	%	%	%	%	%	%	%	%	%
I buy appliances that save energy	47	42	51 B	37	47 D	58 DE	43	53 G	55 G	47	48	42
I buy light bulbs that save energy	59	55	63 B	51	59 D	67 DE	56	66 G	60	59	62	52
I look for bio-degradable or re-cycleable packaging on products I buy	24	21	27 B	21	21	31 DE	22	28 G	25	24	22	19
I buy chemical free household products	15	13	17 B	11	15	18 D	14	15	14	15	20 L	10
I have changed to a car that consumes less gas	15	16	14	14	16	15	16	16	14	15	21	13
My next car will be more fuel-efficient/use less gas	44	44	43	44	42	46	44	47	38	45	48	37
I return plastic grocery bags to the store	22	19	24 B	16	23 D	26 D	19	26 G	27 G	23 L	22 L	10
I ask for paper grocery bags	19	17	22 B	17	19	23 D	17	20	28 G	20	16	16
I buy chemical free gardening products	13	10	15 B	11	12	17 DE	13	14	9	13	15	9
I purchased water saving devices for my home	14	13	16 B	12	13	18 DE	13	17 G	12	15	19 L	10
I buy concentrated detergent in a smaller container	28	21	35 B	22	33 D	29 D	29	29	25	28	29	25
I try to shop at stores that are concerned about the environment	18	16	20 B	15	16	25 DE	19	18	14	18	17	16
None of these	16	19 C	13	20 F	17 F	10	16	14	14	16	15	22

How America Shops® ...Everyday PULSE Report is based on a national Internet survey of 1491 adults conducted April 23 - May 7, 2007.
Upper case letters = Significantly higher than specified column at 95% confidence level. (B/C,D/E/F, G/H/I, J/K/L)

Table 3
Green Issue: Consumer Commitments - MEN

Which one of the following statements best describes how you feel about energy conservation?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample/ Men	(1491)	(725)	(766)	(222)	(303)	(198)	(412)	(211)	(58)	(590)	(68)	(74)
A	B	C	D	E	F	G	H	I	J	K	L	
%	%	%	%	%	%	%	%	%	%	%	%	
In my house I am doing things to conserve energy like using energy-saving light bulbs, lowering temperature on the thermostat, etc.	76	72	80 B	60	73 D	83 DE	72	72	71	73 C	74	59
I wish I was doing things to conserve energy but I am not.	16	16	15	27 EF	15 F	7	16	16	17	15	12	26 JK
I am not doing things to conserve energy because I don't feel like I can make a difference.	5	7 C	3	7	7	6	7	5	12 H	6	9	11
I don't believe there is a need for energy conservation.	3	5 C	2	6	5	4	4	8 I	0	5	6	4

Table 4
Green Issue: Consumer Actions- MEN

When you are shopping, which of the following apply to you?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample/ Men	(1491)	(725)	(766)	(222)	(303)	(198)	(412)	(211)	(58)	(590)	(68)	(74)
A	B	C	D	E	F	G	H	I	J	K	L	
%	%	%	%	%	%	%	%	%	%	%	%	
I buy appliances that save energy	47	42	51 B	33	40	54 DE	40	45	45	42	46	35
I buy light bulbs that save energy	59	55	63 B	47	53	65 DE	53	62 G	57	55 L	54	43
I look for bio-degradable or re-cycleable packaging on products I buy	24	21	27 B	18	18	29 DE	20	22	24	21	24	22
I buy chemical free household products	15	13	17 B	10	13	15	13	11	16	13	22 JL	7
I have changed to a car that consumes less gas	15	16	14	16	17	17	17	17	10	16	25 J	15
My next car will be more fuel-efficient/use less gas	44	44	43	44	42	49	46	46	36	45	51	39
I return plastic grocery bags to the store	22	19	24 B	12	19 D	27 DE	15	28 G	17	21 L	16	8
I ask for paper grocery bags	19	17	22 B	17	13	24 E	14	18	26 G	17	12	16
I buy chemical free gardening products	13	10	15 B	9	9	14	11	9	7	11	16 L	4
I purchased water saving devices for my home	14	13	16 B	9	11	20 DE	13	14	9	13	18	8
I buy concentrated detergent in a smaller container	28	21	35 B	14	26 D	21	23	19	17	20	24	23
environment	18	16	20 B	17	12	21 E	17	14	14	16	16	12
None of these	16	19 C	13	22 F	20 F	13	20	18	12	18	18	27

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Table 5
Green Issue: Consumer Commitments- WOMEN

Which one of the following statements best describes how you feel about energy conservation?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample/ Women	(1491)	(725)	(766)	(253)	(298)	(215)	(391)	(242)	(59)	(626)	(76)	(79)
	A	B	C	D	E	F	G	H	I	J	K	L
	%	%	%	%	%	%	%	%	%	%	%	%
In my house I am doing things to conserve energy like using energy-saving light bulbs, lowering temperature on the thermostat, etc.	76	72	80 B	68	83 D	88 D	79	82	81	81 L	80	70
I wish I was doing things to conserve energy but I am not.	16	16	15	25 EF	13 F	7	16	15	12	14	12	28 JK
I am not doing things to conserve energy because I don't feel like I can make a difference.	5	7 C	3	5	3	2	4	2	2	4	4	0
I don't believe there is a need for energy conservation.	3	5 C	2	2	1	3	2	2	5	2	4	3

Table 6
Green Issue: Consumer Actions- WOMEN

When you are shopping, which of the following apply to you?

	Total	Gender		Age			Income			Ethnicity		
		Male	Female	18-34	35-54	55+	>\$50K	50K-100K	100+K	Caucasian	Hispanic	African American
Base:Total Sample/ Women	(1491)	(725)	(766)	(253)	(298)	(215)	(391)	(242)	(59)	(626)	(76)	(79)
	A	B	C	D	E	F	G	H	I	J	K	L
	%	%	%	%	%	%	%	%	%	%	%	%
I buy appliances that save energy	47	42	51 B	40	54 D	62 D	46	59 G	64 G	52	50	48
I buy light bulbs that save energy	59	55	63 B	54	65 D	69 D	59	69 G	63	62	68	61
I look for bio-degradable or re-cycleable packaging on products I buy	24	21	27 B	24	24	33 DE	24	33 G	25	28 L	21	16
I buy chemical free household products	15	13	17 B	12	16	22 D	15	19	12	17	18	13
I have changed to a car that consumes less gas	15	16	14	12	16	13	15	15	17	15	17	11
My next car will be more fuel-efficient/use less gas	44	44	43	43	43	44	42	48	39	45	45	35
I return plastic grocery bags to the store	22	19	24 B	20	27	25	23	24	37 GH	26 L	26 L	11
I ask for paper grocery bags	19	17	22 B	17	24 D	23	20	21	31	23	20	15
I buy chemical free gardening products	13	10	15 B	12	15	20 D	15	17	10	15	14	14
I purchased water saving devices for my home	14	13	16 B	15	16	17	12	20 G	15	16	20	13
I buy concentrated detergent in a smaller container	28	21	35 B	28	40 D	37 D	35	38	32	35	34	28
I try to shop at stores that are concerned about the environment	18	16	20 B	13	19	29 DE	20	21	14	20	17	20
None of these	16	19 C	13	18 F	14 F	7	13	11	15	13	12	16

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