Online sights
by Burst Media

Consumers Willing to Spend More Green to Go “Green”

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BurstMedia

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In the past few years, automotive, consumer product, and manufacturing companies have ramped up their efforts to develop "green" products that are better for the environment. These same companies have spent countless dollars promoting their wares as such to consumers. Burst Media was interested in learning just how "green" consumers are today. To answer this question, Burst surveyed more than 1,500 web users 18 years and older on their view of "green" claims made in advertising and their willingness to pay a premium for "green" products.

Key Findings:

- **More than half (56.7%) of all respondents believe to some extent advertising claims that promote a product as "green" or environmentally friendly while one-quarter (25.0%) don't believe the claims or find them confusing or misleading.**
- **Women in all key age segments are more likely than men to purchase a product that is advertised as being "green" or environmentally friendly.**
- **Consumers are willing to pay more for a variety of "green" products ranging from food and beverages to household cleaning products.**

Insight #1: "Green" Blossoms With the Public and the Internet is the Information Fertilizer

Varying Shades of "Green"

At least eight out of ten respondents in all age segments are incorporating "green" behaviors into their daily life - including the senior segment (65+ years).

More than nine out of ten respondents (90%) have incorporated some level of "greenness" into their daily lives – only 10% are not "green" at all. Although most respondents have integrated "green" activity into their daily lives, few (8.8%) are completely "green". In fact, a large percentage (43.9%) of respondents is aspirationally "green" – incorporating a "few things that are green into their daily life", and another 37.3% "attempt to be as green as possible, but not 100%". Interestingly, men lead women for being "completely green" - 12.1% versus 5.3%, respectively. (Chart 1)

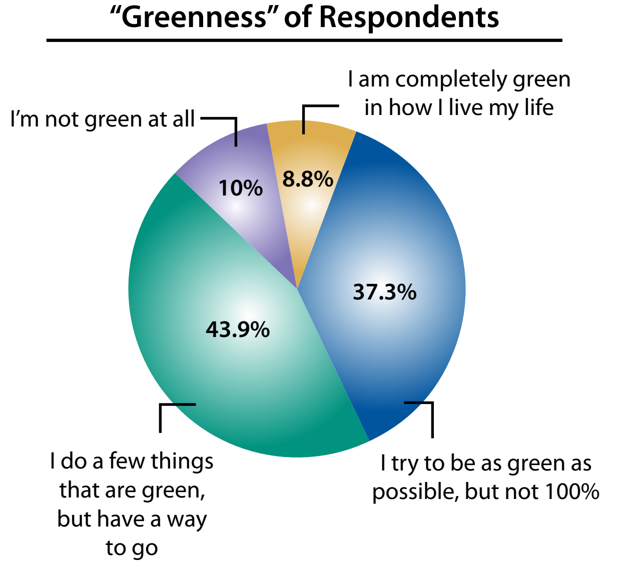

Chart 1: Respondent incorporating "green" behaviors in daily life
Source: Burst Media, December 2009, n=1,552
Margin of Error: +/- 2.5%

Among "100% green" respondents, being "green" is not solely defined by personal actions such as recycling, but rather identifies their lifestyle.

"Green" for Many Means the Environment and Recycling

By far, working for a better environment is the reason most often cited (58.6%) to go "green". Women are significantly more likely than men to cite a better environment as a reason to be "green" - 64.9% versus 52.4%, respectively. The desire for a cleaner environment may explain why recycling at home is the most common "green" activity that respondents make a part of their daily life – with 44.2% saying they do so. The survey does reveal a surprising finding - respondents 35 years or younger are significantly less likely than all other age segments to be active at-home recyclers. In fact, respondents 55 years or older are nearly twice as likely as respondents 18-24 years to say they are active at-home recyclers – 54.1% versus 28.7%, respectively.

"Green" as a Lifestyle

It is interesting to note that there is a marked difference in the motivation to go "green" between aspirationally "green" respondents and those who identify themselves as "100% green". Aspirationally "green" respondents clearly point to working for a better environment (61.3%) as the reason for incorporating "green" behaviors into their daily lives – whereas only 38.1% of "100% green" respondents point to this cause. Among respondents who are "100% green" no one reason for being "green" clearly stands out. Rather many reasons cluster together to paint a portrait of a segment for which being "green" is not solely defined by personal actions such as recycling, but rather identifies their lifestyle. The top reasons to be "green" cited by the "100% green" segment includes: to live a better quality of life (36.6%), good for the community (35.4%), desire to make a difference (32.9%), and to set an example for others to follow (31.5%).

The Greening of the Internet

The Internet is cited by more than one-third (39.4%) of respondents as the best source of information on "green" products and practices. It is followed by television (18.4%), friends and family (9.2%), newspapers (7.1%), magazines (6.5%), and books (4.6%). Among all age segments the Internet is considered the best source of "green" information followed by television – even among respondents 55 years and older. (Chart 2)

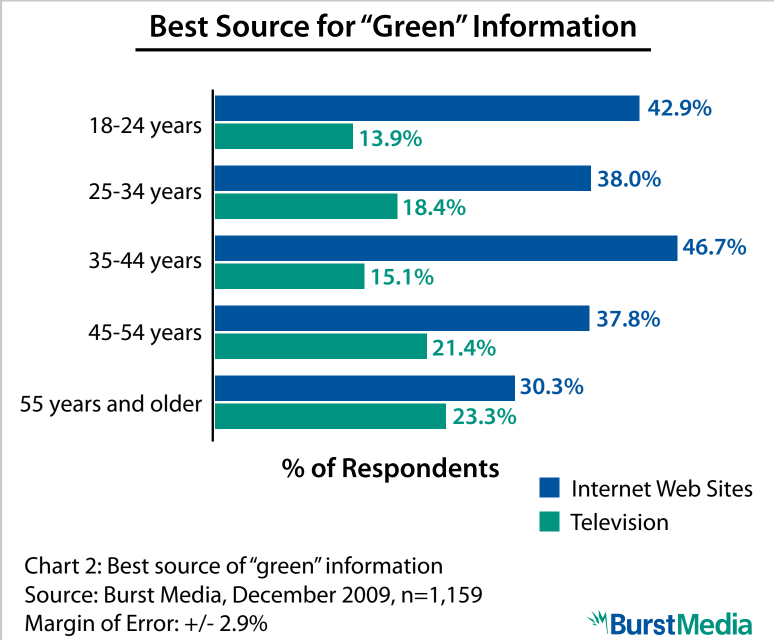

Chart 2: Best source of "green" information
Source: Burst Media, December 2009, n=1,159
Margin of Error: +/- 2.9%

Women seek "green" content online focused on health and healthy living. Men seek "green" technologies content.

The most sought after online "green" content is healthy recipes (34.8%); followed by information on recycling (30.7%), alternative energy (27.6%), simple living (26.5%), and nature/outdoor living (26.5%). One of the more interesting findings from the study is the difference in what is the most popular "green" information sought by men and women online. The top content categories sought by women are healthy recipes, recycling, simple living, and natural remedies, while men look for information on alternative energy and "green" technologies.

Insight #2: Though Skeptical At Times, Consumers are Willing to Pay for "Green"

Consumers Recall "Green" Advertising Claims - But Skeptical

A broad majority (81.7%) of respondents notice claims made in advertisements that promote a company or a product as "green" or environmentally friendly. Over one-half of respondents (56.7%) believe "green" claims made in advertisements; however few (4.7%) "always" believe claims and one-half (52.0%) are skeptical at times of them. One out of ten (10.0%) say they never believe "green" claims made in an advertisement by a company or a product. (Chart 3) Two-thirds (67.5%) of aspirationally "green" respondents believe "green" claims in advertising, compared to 58.2% of "100% green" respondents, and 32.3% of respondents who are not "green" at all.

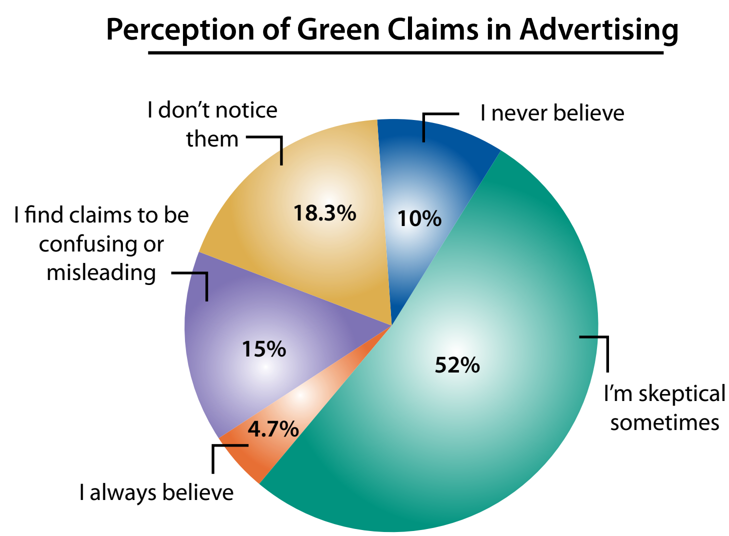

Chart 3: Perception of green advertising claims
Source: Burst Media, December 2009, n=1,515
Margin of Error: +/- 2.5%

One-fifth of respondents 55 years or older fine "green" claims to be confusing or misleading.

Interestingly, 15% of respondents find "green" claims to be confusing or misleading. Men and women respond similarly; however, there are noted differences among age segments. Among the youngest age segments, 10% of 18-24 years and 25-34 years find "green" advertising claims to be confusing or misleading. This number increases to 17% among the 35-44 years and 45-54 years age segments, and continues to rise to fully one-fifth (20.2%) of respondents 55 years or older.

Consumers Will Pay a Premium for "Green" Products

Overall consumers are willing to pay a premium for products they know are made out of "green"/ environmentally friendly or organic materials. The willingness to pay a premium, not surprisingly, is strongest among aspirationally "green" and 100% "green" consumers. Among the aspirationally "green" segment, food and household products hold the most interest – with consumers exhibiting a willingness to pay a premium for a number of product categories they know to be "green" including: produce (66.6%); juices and other bottled drinks (61.1%); household cleaners (59.2%); laundry detergents (58.7%); and packaged food (58.2%). Among the 100% "green" segment there is significant willingness – over 80% - to pay a premium for all product categories. This willingness includes all food categories, as well as garden/landscaping supplies (84.4%), home improvement supplies (84.0%), bedding (83.3%), and health and beauty products (82.0%).

How You Can Use This Information

"Green" Consumers Abound – And Actively Seek "Green" Information

Green consumers – in varying shades - abound on the Internet. Advertisers who are marketing "green" products online should recognize that the concept of "green" cannot be communicated to consumers with a single concept. "Green" for women can mean something very different than "green" for men – and "green" for aspirationally "green" consumers can means something very different than "green" for the "100% green" segment. As marketers approach the web with their "green" messaging, recognize that consumers have different "green" messaging cues that need to be addressed – additionally, avoid confusion and be sure your messaging is clear and direct. Lastly, make use of the interactive nature of the Web with creative executions and rich media that users can interact with to gather more information about "green" products.

Burst Sites for "Green" and Healthy Living

Burst is always adding quality, content-rich sites to its networks. All sites are subject to a rigorous screening process before being accepted into our networks. Burst also periodically reviews sites to ensure they continue to meet our standards. Our continuous auditing process guarantees your advertising message is placed in a high quality content environment, and receives the maximum exposure it deserves. Below are just two of the many interesting Burst sites focused on "green" issues and lifestyle.

Wellness.com is the place to learn more about achieving health and happiness while meeting like-minded people, new friends, and experts who can enhance our lives. **Wellness.com** helps people learn the best practices for living an exceptional life while avoiding the pitfalls learned from the experiences of others. The site provides a social networking community for like-minded people and subject matter experts to connect and communicate with each other in a fun and useful way. **Wellness.com** also selectively captures and reports on the top health and happiness pursuits around the world with tips, experiences and recommendations from the community on how to achieve the wellness results people are looking for.

Wholeliving.com is your home for living a healthy, meaningful life. The site offers natural solutions for stress, sleep, allergies, and more. Living a green, stylish life is easy with **Wholeliving.com's** sustainable ideas. Healthy, delicious recipes (including desserts) are a click away. Customized fitness (for body and mind) can be achieved with yoga, Pilates, strength training and cardio routines. Beauty - from healthy skin care to at-home spa techniques -complete the radiant new you.

About Burst Media

An online media and technology company founded in 1995, Burst Media (www.BurstMedia.com) is a leading provider of advertising representation, services and technology to independent Web Publishers. Burst Media enables advertisers to reach finely segmented, engaged consumers as they visit Burst's extensive number of interest-based sub-channels. Through its Burst Network and Burst Direct units, the company represents one of the broadest and deepest offerings of interest-based web sites online. Burst also markets its ad management platform, adConductor™, which empowers content web sites, online ad networks, and web portals to manage the complete process of ad sales and service. Burst Media is headquartered in Burlington, Massachusetts, with offices throughout the United States and in London, UK. For more information, visit www.BurstMedia.com or call 781.272.5544.

About Online Insights

Trends in Internet use and consumers' online purchasing behaviors are constantly evolving and often difficult to detect. That's why Burst Media publishes *Online Insights* – our monthly newsletter that highlights emerging trends in online media and eCommerce. Findings reported in *Online Insights* are based on an online survey fielded across its Network of more than 4,700 web sites. Data from the survey is weighted based on age and gender to ensure findings are representative of the US internet audience.