

What shade of green are you release

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CHICAGO — A recently released study conducted by Grail Research in June 2009 asked 520 U.S. consumers a variety of questions regarding their green purchasing habits.

The researchers defined "green" to mean that a product is believed to have a reduced impact on the environment and/or is energy efficient, recyclable, natural or organic.

The study found there are five types of Green consumers with varying "intensity of green behavior." For clarification purposes, they labeled each type of consumer with a different color. These were their findings:

- **Red:** About 5 percent of those surveyed indicated they "know what green products are but have never considered buying them."
- **Yellow:** Approximately 10 percent of those surveyed have considered buying green products but have never actually done so.
- **Very Light Green:** These consumers, only about one percent, have selected green products in the past but have not purchased any recently.
- **Light Green:** Seventy-six percent say that some of the products they regularly purchase are green.
- **Dark Green:** This 8 percent of the group selected green products for the majority of their purchases.

"The study revealed that those consumers deterred from selecting green products perceive them as more expensive, even if that is not the case," says Mike Sawchuk, Vice President and General Manager of Enviro-Solutions Ltd., a leading manufacturer of professional green cleaning chemicals.

The survey also revealed considerable information about the "Dark Green" consumer.

For instance, Dark Green consumers tend to be older, more educated, and more affluent than light Green consumers. Additionally, when making their green product selection, Dark Green consumers tend to be more specific and look that the product has environmental attributes such as these:

- Made from recycled or reusable materials and packaging
- Made with natural or organic ingredients

- Not toxic in nature
- Energy efficient or uses renewable sources of energy

"Dark Green consumers also look to see if a product has been green certified," adds Sawchuk. "This helps them not only select Green products but rest assured the products have been proven green."