

going green



**Trying to
freshen up
your appeal
with “green”
consumers?**

Environmentally-friendly consumers use magazines and web most

By Index	Magazines	TV	Internet
I participated in environmental groups/causes in past 12 months	163	59	171
I have great experience with environmentally-friendly products	122	93	109
Agree completely: I buy vehicles that reflect my commitment to the environment	117	106	96
Agree completely: I regularly eat organic food	117	79	116
Agree completely: I feel that I am more environmentally conscious than most people	121	92	109

Base: Top Quintile of Usage for Each Medium.
Source: MRI Spring 2009. U.S. Adults (Age 18+)

Environmental issues resonate strongly with magazine readers and web users

Segmentation by Environment Friendliness by Index

Green Advocates (most green)

Magazines	162
TV	57
Internet	177

Green at The Supermarket (second most green)

Magazines	104
TV	85
Internet	98

Base: Top Quintile of Usage for Each Medium; Six Segments Identified
Source: MRI Spring, 2009

Magazine readers influence environmentally-friendly purchases

By Index	Magazines	TV	Internet
Super influential consumer for environmentally-friendly products	168	66	182
Category influential consumer for environmentally-friendly products	154	62	155
My family/friends trust my advice on environmentally-friendly products	129	98	95

Base: Top Quintile of Usage for Each Medium.
Source: MRI Spring 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.