

All About the SUPER GREENIES

Scarborough examines the luxury tastes, online interests, local makeup, lifestyles and media usage of America's most environmentally friendly consumers.



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*We Know the Locals
Nationwide*

Scarborough measures American Life, capturing consumer and media research for the marketing and media industries.

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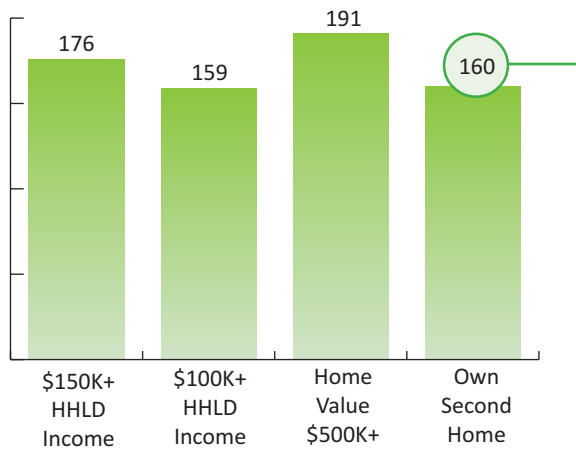
An environmentally-friendly mentality has moved from being a trendy attribute to a way of life. Marketers have taken notice by offering more green focused goods and services. Many auto manufacturers have at least one hybrid vehicle model, and green messaging permeates campaigns regularly.

While everyone seems to be on the green bandwagon in one way or another, there is a subset of the environmentally friendly who are setting the landscape for the entire movement. According to Scarborough, five percent of the adult population are "Super Greenies" - those adults who engage in 10 or more green activities, such as recycling, using rechargeable batteries or re-using grocery store bags.

These Super Greenies are high-income, high-spending consumers who purchase luxury items and lead active lifestyles. Further, they are using the Internet for local information - from basic information on the weather to seeking out local businesses. This report from Scarborough examines their lifestyles, luxury tastes, and local interests, and provides ideas on how to target the Super Green.

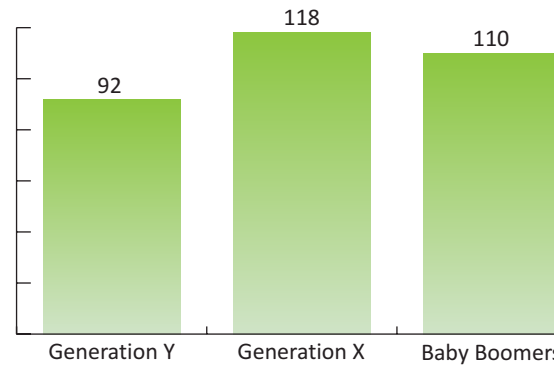
Wealthy and Wise: The Super Greenie Demographic Profile

Household Income Profile (Index)

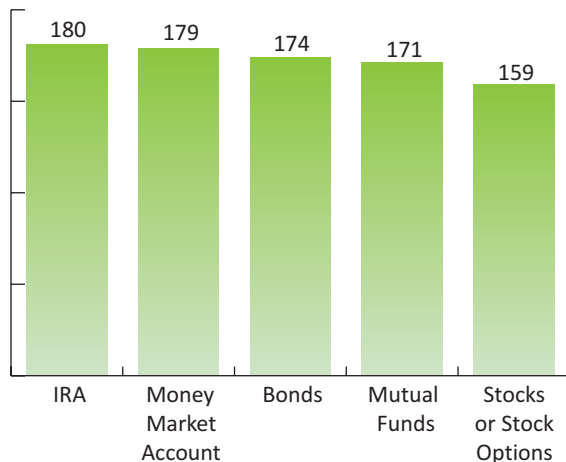


HOW TO READ: Super Greenies are 60% more likely than all adults nationally to own a second home.

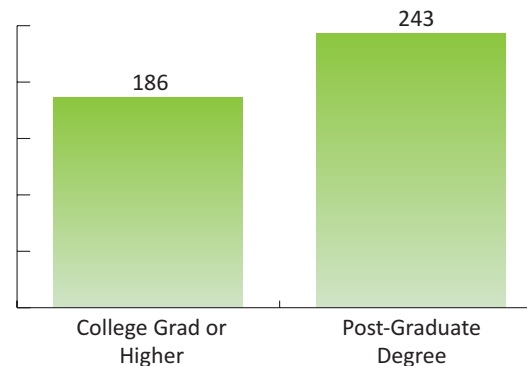
Generation X Dominates for Super Greenies (Index)



Household Investment Profile (Index)



Super Greenies Pack Supersized Educations (Index)



Today's environmentally focused consumers tend to be members of Generation X, are well-educated, and take their finances seriously. Not only are Super Greenies more likely than the average adult to be among the country's top income earners, but they also are more likely to have a diversity of household investments. Further, they pack a supersized education, and many have advanced degrees.

MARKETING TIP: *As the banking industry continues to seek new ways to expand business, despite the ongoing turmoil in the markets, financial marketers can think green. The robust investment and financial profiles of Super Greenies suggest that green-oriented messaging and marketing can help banks connect with this consumer group on a personal level.*

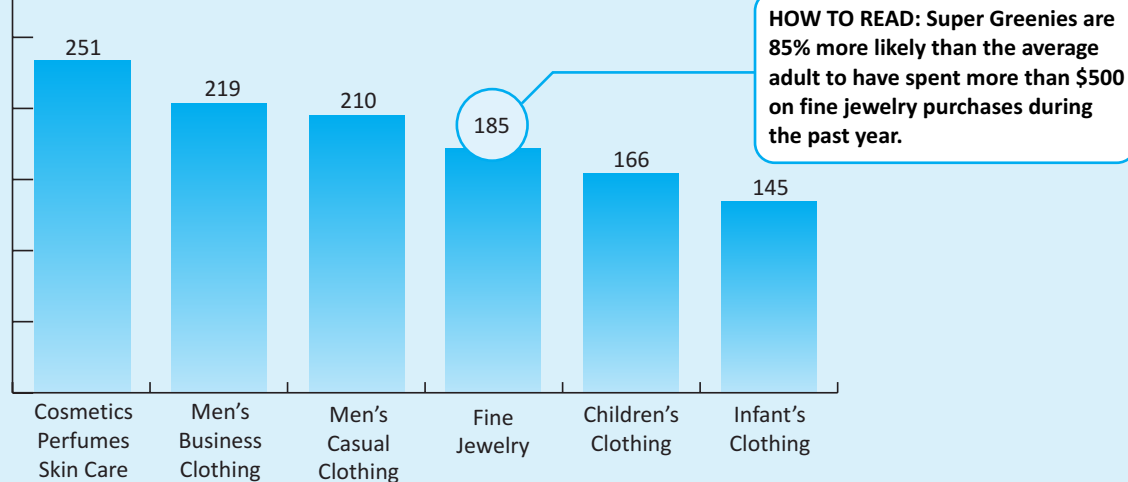


Bring Out the Bling:

Super Greenies are Today's Luxury Market

Super Greenies are Top Spenders in All Retail Categories Measured by Scarborough

(Spent \$500+ on Goods During the Past Year, Index)

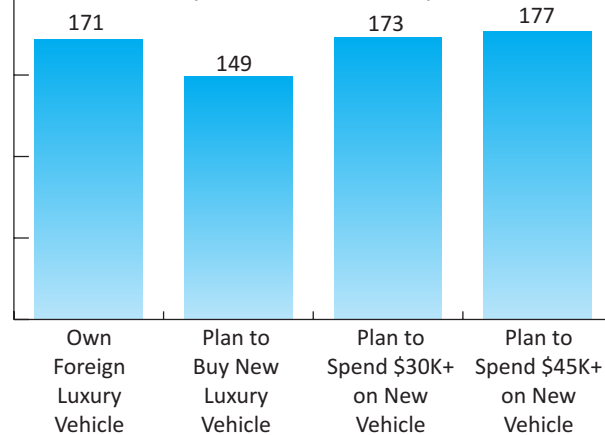


Super Greenies are luxury consumers. They are top spenders in all retail categories measured by Scarborough - from everyday items such as clothing to specialty goods like fine jewelry and luxury cars. They also invest in major household purchases, such as high-end televisions, cameras, and mattresses.

MARKETING TIP: Super Greenies continue to invest in household goods, despite dips in the housing market. This provides good opportunities for brand development among home accessories stores.

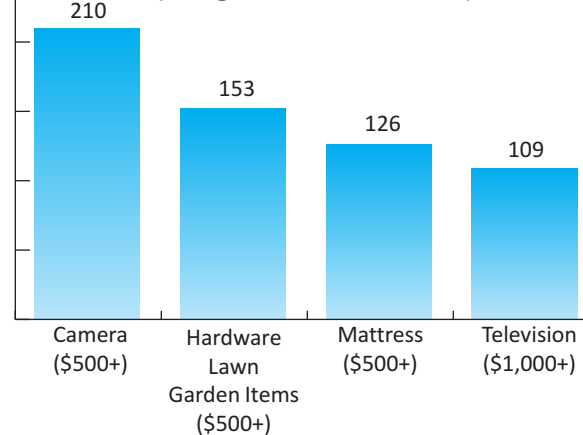
Super Greenies are in the Market for Luxury Vehicles

(Index, Household)



Super Greenies Lead Top Spending Brackets for Major Household Purchases

(Bought Past Year, Index)



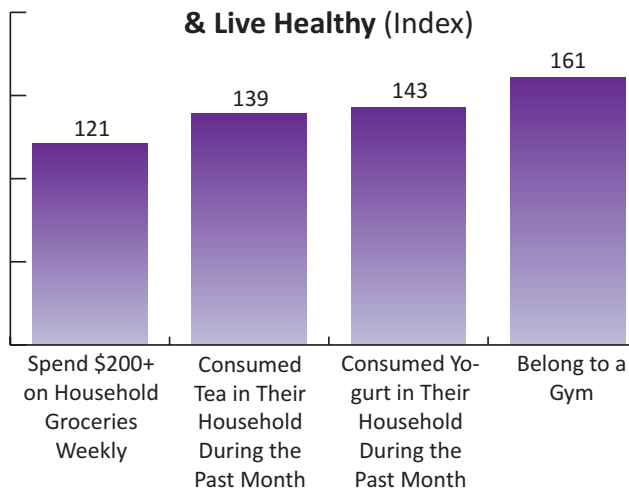
The Health-Conscious Consumer:

Super Greenies are Active, Outdoorsy, and Place a Premium on Healthy Living

TOP 10 ACTIVITIES (Participated Past Year)	Super Greenies %	Index vs. Total Population
Gardening	68%	154
Volunteer Work	50%	190
Swimming	48%	150
Photography	45%	191
Bicycling	43%	207
Hiking/Backpacking	39%	278
Free Weights/Circuit Training	35%	177
Jogging/Running	35%	154
Camping	30%	169
Yoga/Pilates	28%	321

GIVING BACK: Half of Super Greenies volunteered during the past year, and they are 90% more likely than the average adult to have done so.

Super Greenies Eat, Drink, & Live Healthy (Index)



TOP 5 EVENTS (Attended Past Year)	Super Greenies %	Index vs. Total Population
Art Museum	42%	320
Live Theatre	41%	214
Professional Sports Event	41%	116
Zoo	36%	144
Rock Concert	36%	221

Hitting the gym, eating a healthy diet, and spending time outside gardening or hiking are all activities the Super Green person engages in on an average day. While the vast majority drive daily, they are far more likely than other adults to use a bike for transportation. Super Greenies relax by taking in cultural activities such as going to the theatre or an art museum.

MARKETING TIP: *Green is a lifestyle, and part of that lifestyle is keeping active and healthy. Cross-promotions with health clubs, organic goods manufacturers and healthy food brands provide a way to connect with the Super Green consumer while they're engaging in things they enjoy.*



The Health-Conscious Consumer:

Super Greenies are Active, Outdoorsy, and Place a Premium on Healthy Living

While the Vast Majority of Super Greenies Drive, They Are 3x More Likely than the Average American to Bike



93% Drive
Index: 103



13% Carpool
Index: 194



7% Taxi
Index: 198

18% Bike
Index: 319

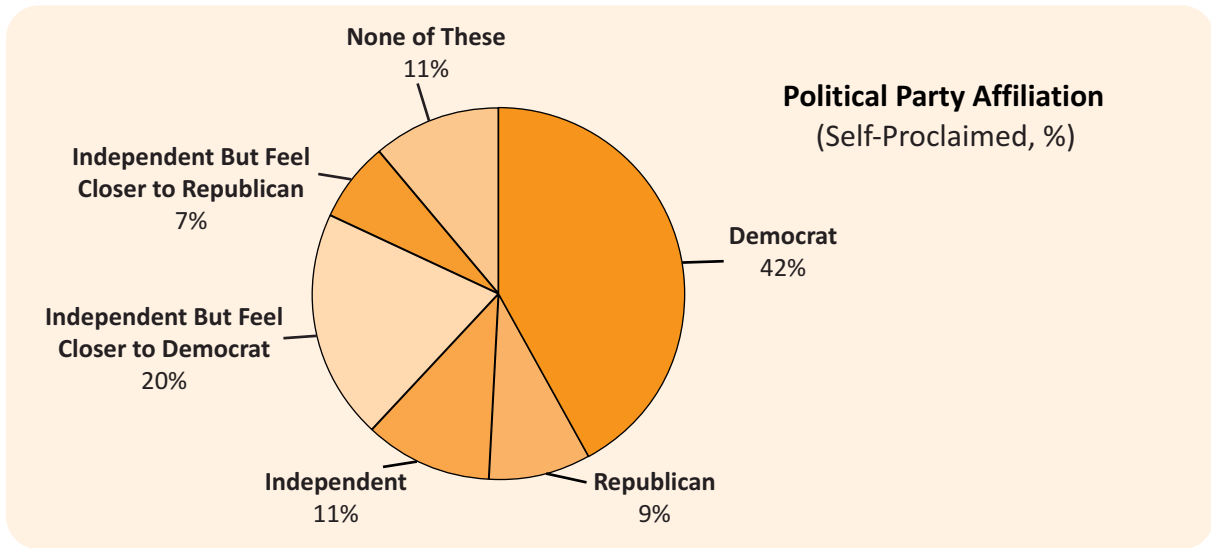


12% Bus
Index: 153

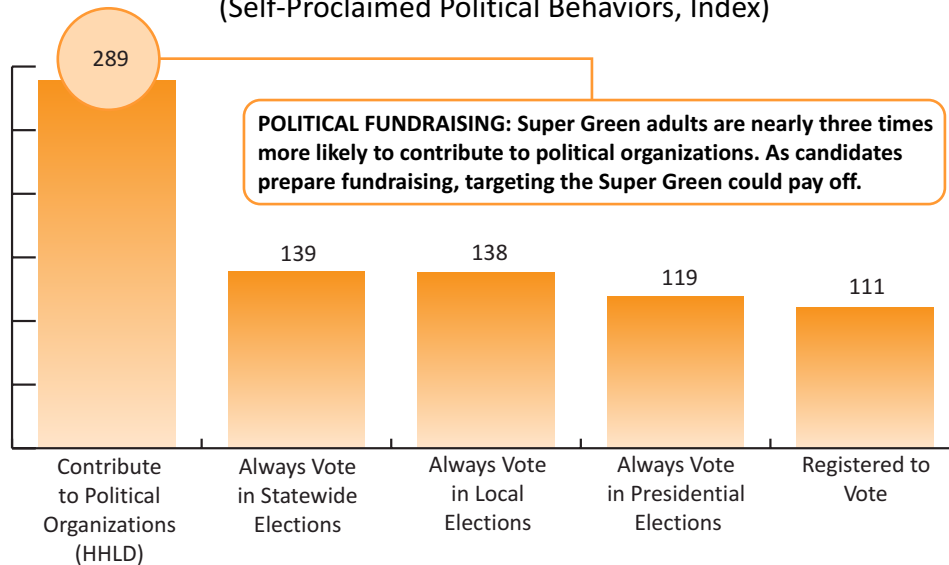
WEAR YOUR HELMET:
Super Green adults are more than three times more likely to bike, but driving remains the dominant form of transportation.

The Green Vote:

The 2012 Elections Draw Near



Super Greenies are Politically Active and Likely Voters (Self-Proclaimed Political Behaviors, Index)

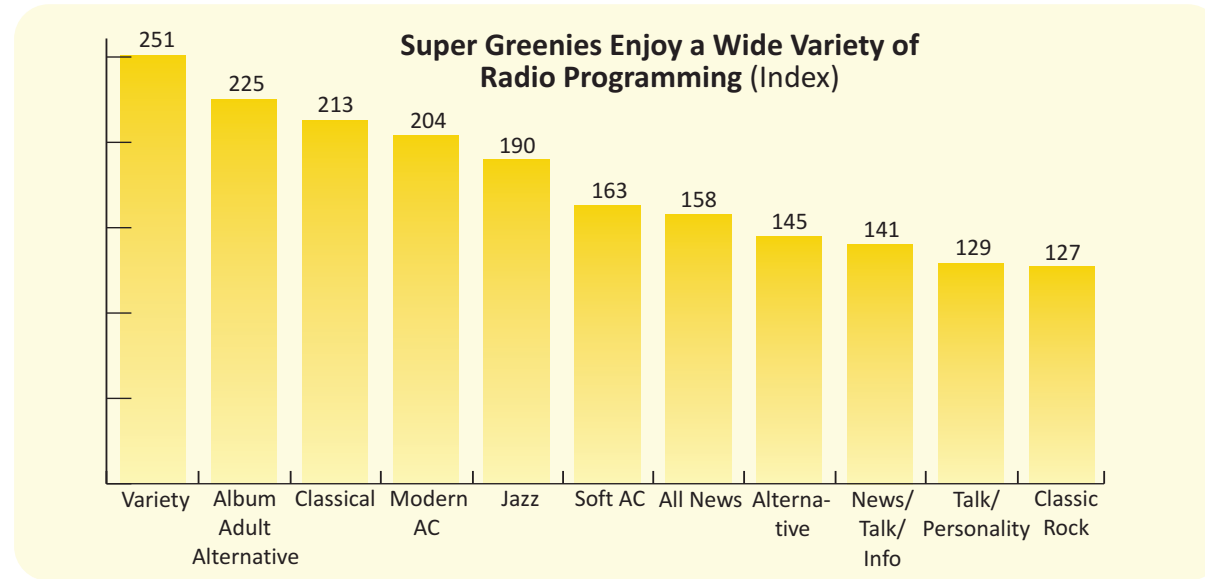


As 2012 draws near, candidates are keying up voter strategies. While Super Greenies overwhelmingly identify themselves as Democrats, about one-fifth are either Independent or Independent with Republican leanings. Super Greenies are almost three times more likely than the average adult to contribute to political organizations, which is particularly notable to those involved in campaign fundraising.

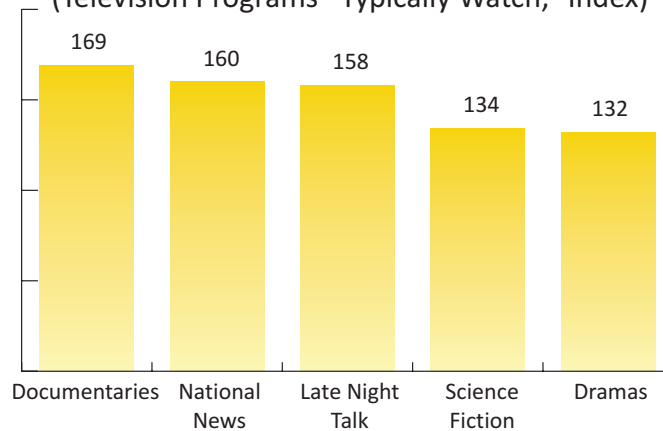
MARKETING TIP: *Candidates interested in the green vote need to look beyond political party affiliation. Connect with Super Greenies interests, lifestyles and preferred media.*

Green Media:

Super Greenies Turn to Traditional Media for News and Information



Super Greenies Seek Information via Television Documentaries, Watching National News
(Television Programs “Typically Watch,” Index)



TOP 5 NEWSPAPER SECTIONS READ	Super Greenies %
Main News/Front Page	68%
Local News	61%
International/National News	49%
Entertainment/Lifestyle	47%
Editorial/Opinion, Food (TIE)	43%

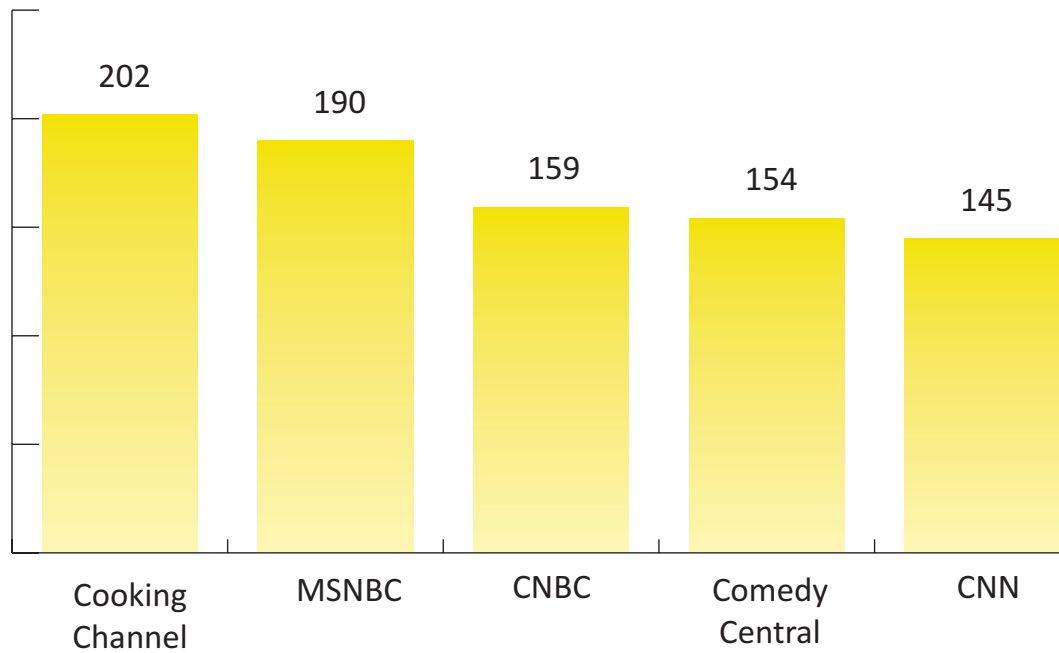
With interests in All News radio, national news on TV, local and main news in newspapers, and major cable news networks Super Greenies are information seekers.

MARKETING TIP: Offer valuable information to Super Greenies. Feed into their thirst for news with public relations and social media efforts that further your strategy.

Green Media:

Super Greenies Choose News and Lifestyle Cable Programming

Cable News Programming Popular Among Super Greenies
(Television Programs “Typically Watch,” Index)

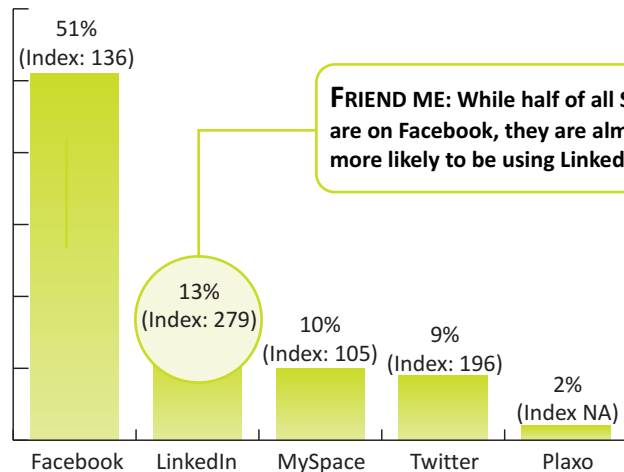


Digital Greenies:

From Search to Social Networking, Super Greenies are Among the Top Internet Users in the Country

Super Greenies as Social Networkers

(Social Networking Sites Visted, Past 30 Days)



FRIEND ME: While half of all Super Greenies are on Facebook, they are almost three times more likely to be using LinkedIn.

Google Dominates Search Among the Super Green

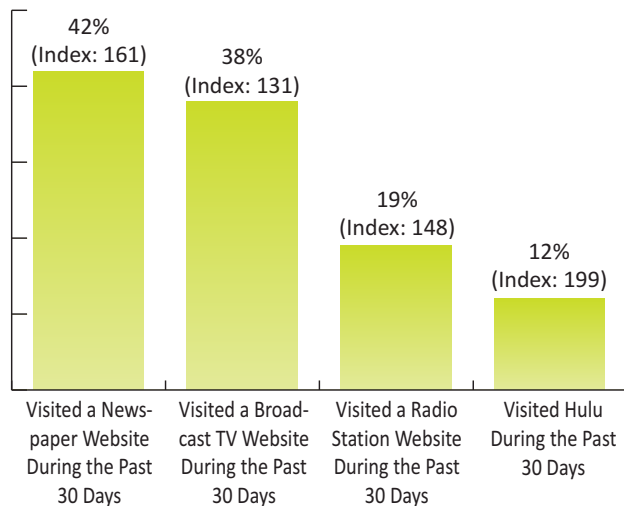
Google
80% (Index 139)

YAHOO!
47% (Index 121)

Super Greenies Engage in Locally-Oriented Activities Online

Local Online Content Consumed (Past 30 Days)	Super Greenies %	Index vs. Total Population
Weather	69%	151
Find Business Phone Number/Address	47%	189
Local News	42%	160
Movie Listings	35%	175
Local/Community Events	29%	262
Sports Scores/Updates	26%	136
Job Search	21%	137
Real Estate Listings	18%	184
Listen to Local Radio Station Online	17%	190
Traffic	15%	231

Super Greenies Go Online for Media Content



Super Greenies are very active online. Not only are they utilizing a wide variety of social media platforms, but they use the Internet to seek out local information. Super Greenies also go online for newspaper, broadcast television and radio content.

MARKETING TIP: Connect with Super Greenies locally online. Seek out local weather and news sites. And, don't forget about your search engine optimization plan - Super Greenies are looking for local businesses online, and you need to appear in their search results.



Local Greenies:

Northwest America Leads for Super Greenies

San Francisco, Seattle, Portland and San Diego are the Top Local Markets for Super Greenies
(Nationally, Five Percent of U.S. Adults are Super Green)

Local Market (DMA)	Super Greenies %	Local Market (DMA)	Super Greenies %	Local Market (DMA)	Super Greenies %
San Francisco, CA	17%	Hartford, CT	6%	Norfolk, VA	4%
Seattle, WA	13%	Greenville, SC	6%	Cleveland, OH	4%
Portland, OR	11%	Chicago, IL	6%	St. Louis, MO	4%
San Diego, CA	11%	West Palm Beach, FL	6%	Mobile, AL/Pensacola, FL	4%
Denver, CO	10%	New York, NY	6%	Atlanta, GA	4%
Austin, TX	10%	Roanoke, VA	6%	Green Bay, WI	4%
Washington D.C.	9%	NATIONAL AVERAGE	5%	Columbus, OH	4%
Spokane, WA	8%	Tuscon, AZ	5%	Jacksonville, FL	4%
Honolulu, HI	8%	Detroit, MI	5%	Cincinnati, OH	4%
Minneapolis, MN	8%	Philadelphia, PA	5%	Rochester, NY	3%
Raleigh, NC	8%	Kansas City, MO	5%	Phoenix, AZ	3%
Boston, MA	8%	Dallas/Ft. Worth, TX	5%	Indianapolis, IN	3%
Providence, RI	7%	Richmond, VA	5%	Knoxville, TN	3%
Buffalo, NY	7%	Los Angeles, CA	5%	Louisville, KY	3%
Syracuse, NY	7%	Harrisburg, PA	5%	San Antonio, TX	3%
Albany, NY	7%	Fresno, CA	5%	Chattanooga, TN	3%
Baltimore, MD	7%	Tampa, FL	4%	Miami, FL	3%
Albuquerque, NM	7%	Des Moines, IA	4%	Nashville, TN	3%
Grand Rapids, MI	6%	Flint, MI	4%	Houston, TX	3%
Colorado Springs, CO	6%	Pittsburgh, PA	4%		
Sacramento, CA	6%	Salt Lake City, UT	4%		
Milwaukee, WI	6%	Lexington, KY	4%		
Fort Myers, FL	6%	Toledo, OH	4%		
		Orlando, FL	4%		

All markets listed contained a sufficient level of Super Greenie respondents. Don't see your market? Email us at info@scarborough.com for more information.

The Northwest is more likely to be Super Green. Markets such as San Francisco, Seattle and Portland lead for Super Green consumers.

MARKETING TIP: As you consider local strategy, go deeper than the overall percentage of Super Greenies. How many recyclers, hybrid drivers or energy saving appliance owners are in your neighborhood? Use Scarborough to connect with the Super Green locally.



About this Report and Scarborough Research

About Scarborough

Scarborough (www.scarborough.com, info@scarborough.com) measures American life. Our consumer insights reflect shopping patterns, media usage across platforms, and lifestyle trends for adults. Media professionals and marketers use Scarborough insights to make smarter marketing/business decisions on things like ad placement, multicultural targeting, and sponsorship opportunities. The company's core syndicated consumer insight studies in 77 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

About the Super Greenies Report

Super Greenies are defined as those adults who engage in 10+ environmentally-friendly activities regularly. The source for the data in this study is Scarborough USA+ Release 2 2010, a national study of consumer habits.

About Scarborough Green Measurements

Scarborough measures 14 eco-friendly activities done on a regular basis by consumers:

- Buy eco-friendly household cleaning supplies
- Buy locally grown food
- Buy organic food
- Donate money or time to environmental causes
- Drive less/use alternative transportation
- Pay more for eco-friendly products and services
- Plan to buy a hybrid vehicle
- Recycle electronics
- Recycle glass, plastic or paper
- Support politicians based on environmental policies
- Use cloth or other reusable grocery bags
- Use energy efficient light bulbs
- Use less water at home
- Use rechargeable batteries

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