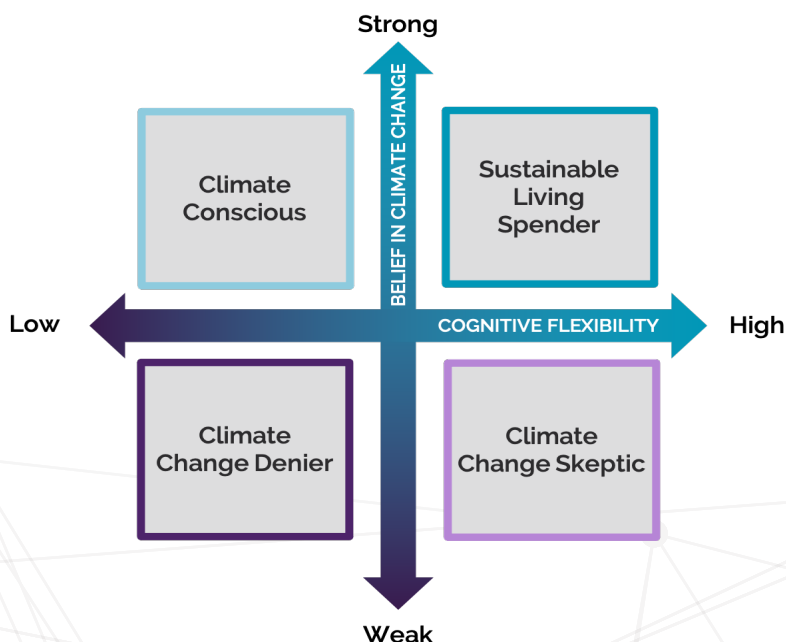


Reach Today's 'Green' Shoppers

Connect with consumers who "walk the walk" when it comes to going 'green'.

While many consumers indicate that they are invested in protecting the environment, the majority actually overestimate their level of dedication and are unwilling or unable to spend more on sustainable products. This creates a unique challenge for 'green' brands - how can they cut through the noise in order to connect with the individuals truly committed to eco-friendly living?

Through our proprietary research and analytics, our team of cognitive psychologists and data analysts set out to uncover the truth behind this phenomenon and discovered the intersection of two factors are highly indicative of a consumer's 'green' actions - cognitive flexibility and belief in man-made climate change. Based on the cross-section of these two characteristics, our team identified four distinct Green Personas.



Who are the Sustainable Living Spenders?

The Sustainable Living Spenders score highly on both belief in climate change and cognitive flexibility, making them the most green-motivated consumers and the perfect target for marketers of environmentally-friendly products and services. So, who are they?

- Primarily women at 83%
- Annual household income 37% higher than average
- Spend 23% more on discretionary items annually
- Highly educated with nearly two-thirds having a Bachelor's or Master's degree

Not only do these individuals believe climate change is real and affected by human behavior, they also have a the desire to make a positive impact. And thanks to their above average income and affluence, they are able to put their money where their mouth is!

Don't be afraid to target this persona with 'green' products and eco-centric messaging - they have the motivation and the financial ability to act on environmentally friendly offerings.

We speak geek.

Interested in learning more? Better yet, are you ready to connect with Sustainable Living Spenders? Our flexible approach makes using sophisticated data to improve your marketing easy. Whether you are looking to test data, build custom models, or target prospects across channels, AnalyticsIQ can be your partner. Contact us at info@analytics-iq.com.