

The Green Piece Indy Demographic

78.9% Female, 13.5% Male
Age: 66.8% are 35-64
(35-49, 39.8%; 50-64, 27%)
Kids: 35.3% have kids <18
Pets: 75.1% have 'em
Ed: 40.6% have 4-yr degree, 38.3% have post-grad work or degree
Income: 57.7% have household income >\$50,000



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Overall, how concerned are you with environmental issues and causes?
-90.2% answered "extremely concerned" or "very concerned"



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The Issues (extremely and very concerned)
-Air Quality: 80%
-Water Quality: 90%
-Water Conservation: 83%
-Waste Reduction and Recycling: 98%
-Energy Efficiency: 95%



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I believe that my individual actions can have a positive impact on the environment.
-98.4% either strongly agree or agree



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Who has the primary responsibility to protect the environment?
-2.2% say the government
-0% say corporations
-4.5% say individuals/households
-93.2% say all share equal responsibility



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Do you feel you have adequate knowledge and information to make earth-friendly shopping decisions?
-9.7% say yes
-87.9% say sometimes



The Green Piece Indy Demographic

The top places they get their green info

- Nonprofit organizations
- Internet news
- Magazines
- Friends and family
- Books
- ...and, of course, Green Piece Indy



The Green Piece Indy Demographic

The top places they don't get their green info

- Commercials
- TV/radio news



The Green Piece Indy Demographic

How often do you read Green Piece Indy?

- 87.2% say always
- 11.2% say sometimes
- 0 say never
- 91.7% say they have implemented at least one change in their lifestyle because of something they read on Green Piece Indy



The Green Piece Indy Demographic

How important is purchasing and using green products and services to you in your daily life?

- 71.3% say extremely or very important



The Green Piece Indy Demographic

Are you willing to spend more on a product that you consider to be green?

- 89.4% say yes



The Green Piece Indy Demographic

Are you willing to spend more on a product that you consider to be green?

- 89.4% say "yes"
 - 37.5% say "a small amount"
 - 48.8% say "a moderate amount"
 - 3% say "price is no object"



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