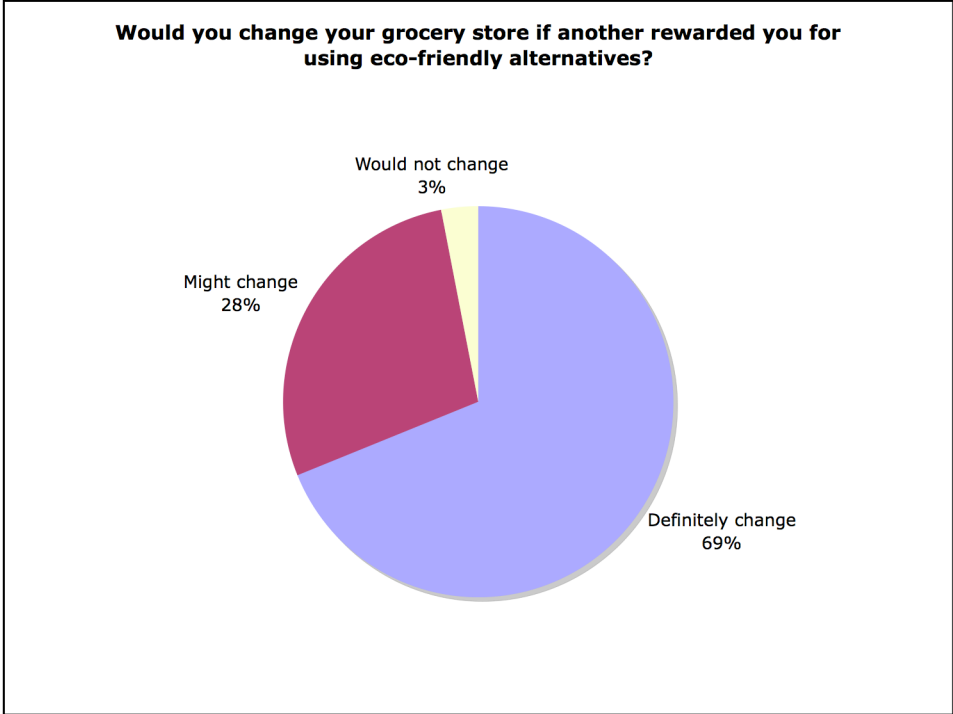


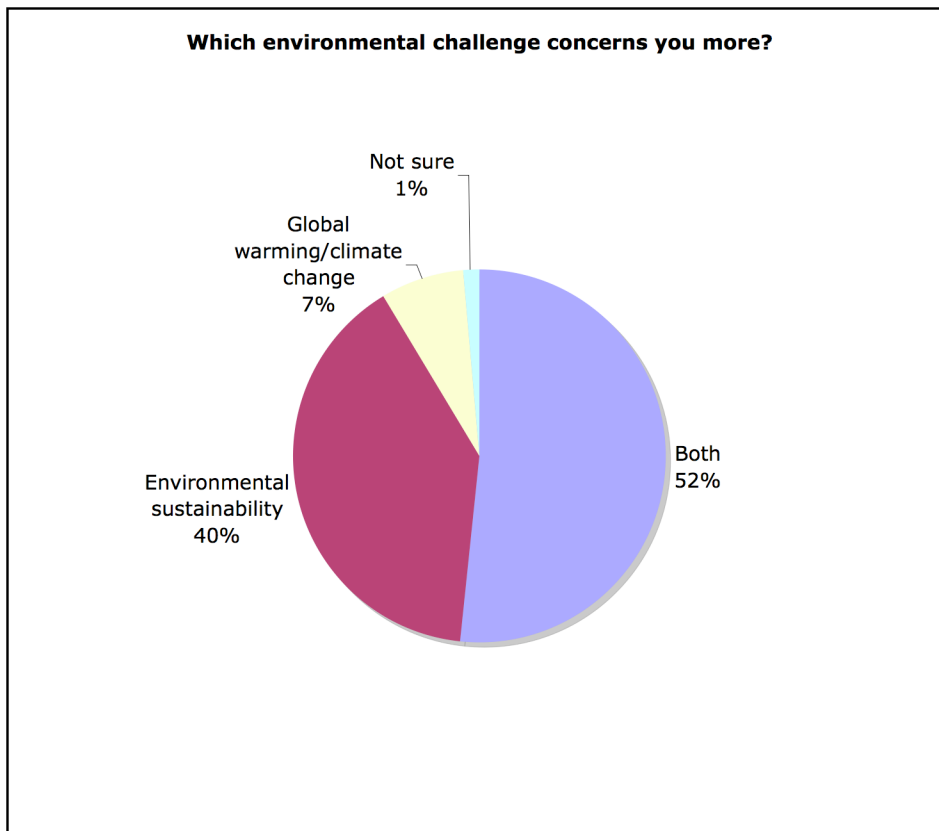
Consumer Awareness Survey Sample Results

In July 2008 EcoUnit ran the “Consumer Awareness” survey to its proprietary panel of eco-aware consumers. The goal of the study was to assess the eco-aware consumer’s level of understanding and opinions on various environmental issues. The survey was designed to help identify differences in awareness levels and perceptions based on varying “categories of green”. Several interesting findings from the survey include:

- We were curious which industries would most benefit from instituting programs that reward their customers for taking eco-friendly actions. We asked our members how likely they would be to switch the company that they patronize if another in the same industry provided an eco-friendly alternative and rewarded them when they chose that alternative. Certainly, those industries with lowest switching costs to the consumer were high on the list - retailers in the electronics and grocery industries showed similar results with roughly 67% who would "definitely change", 30% who "might change", and only 3% who would "definitely not change". The hotel industry, long-invested in building brand loyalty, fared little better. And even banks, an industry which typically sees lower attrition rates, should beware - the results show that 47% would "definitely change", 42% "might change", and only 11% would "definitely not change". Interestingly, across these industries the “category of green” had little bearing on willingness to change brands; the common factor was whether the company was making an outward attempt to connect with its consumers through meaningful environmental efforts.



- Fully 93% of respondents view “general environmental sustainability” as of equal or greater importance when compared to the specific challenge of global warming. The relative importance of global warming is strongly correlated with how dark green an individual considers themselves to be. Nearly every dark green respondent considers both to be of equal importance, and the only dissenters chose global warming as the more significant environmental concern. By contrast, among the lighter shades of green, the dissenters felt that environmental sustainability is a more significant concern than global warming by 7-to-1. There may be several reasons that the “lighter green” respondents place relatively less emphasis on global warming: they may be jaded by the incessant messaging, they may not believe the science behind it, or they may simply be more attuned to water, toxins, and other sustainability issues that have a more immediate impact on their daily lives.



- Electronic waste remains a huge hole in our collective environmental consciousness. Fully 50% of respondents never recycle their electronic waste. Fortunately, few dispose of them improperly; most simply do not know how/where to recycle them or find the process to inconvenient. Disturbingly, a large percentage who never recycle e-waste don't do so because there is no facility in their area. Clearly, there is both a need and an opportunity for a chain of e-waste depots supplemented by a low-cost postal option.

To learn more about the EcoUnit Awareness survey, or to discuss ways that your organization can leverage the EcoUnit panel, please contact us at sales@ecounit.com.