

ECO NGRESS 2010



The Mind of the Consumer

JEFF HILLER - SFC President





Concerns

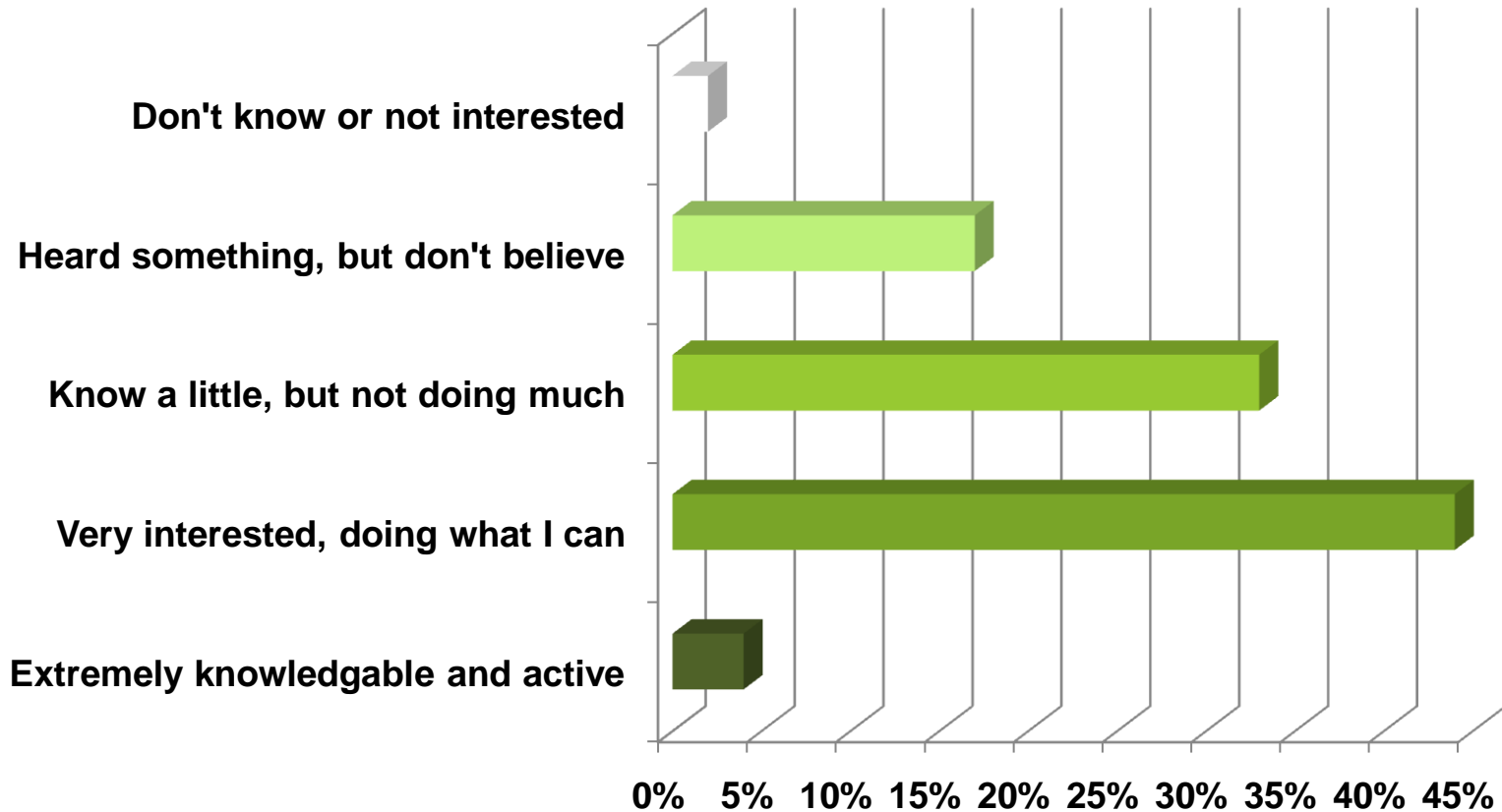
“Rate your awareness/concern for environmental issues”

	Extremely	Extremely or Very
Extinction of species	33%	57%
Toxic pollutants in waste stream	32%	63%
Using up natural resources	32%	58%
Deforestation/loss of rainforests	29%	58%
Overloading of landfills	26%	55%
Global warming	26%	48%
Hazardous indoor air quality	26%	53%
Unfair labor and trade practices	23%	49%
Increase in natural disasters	22%	46%



Global Warming

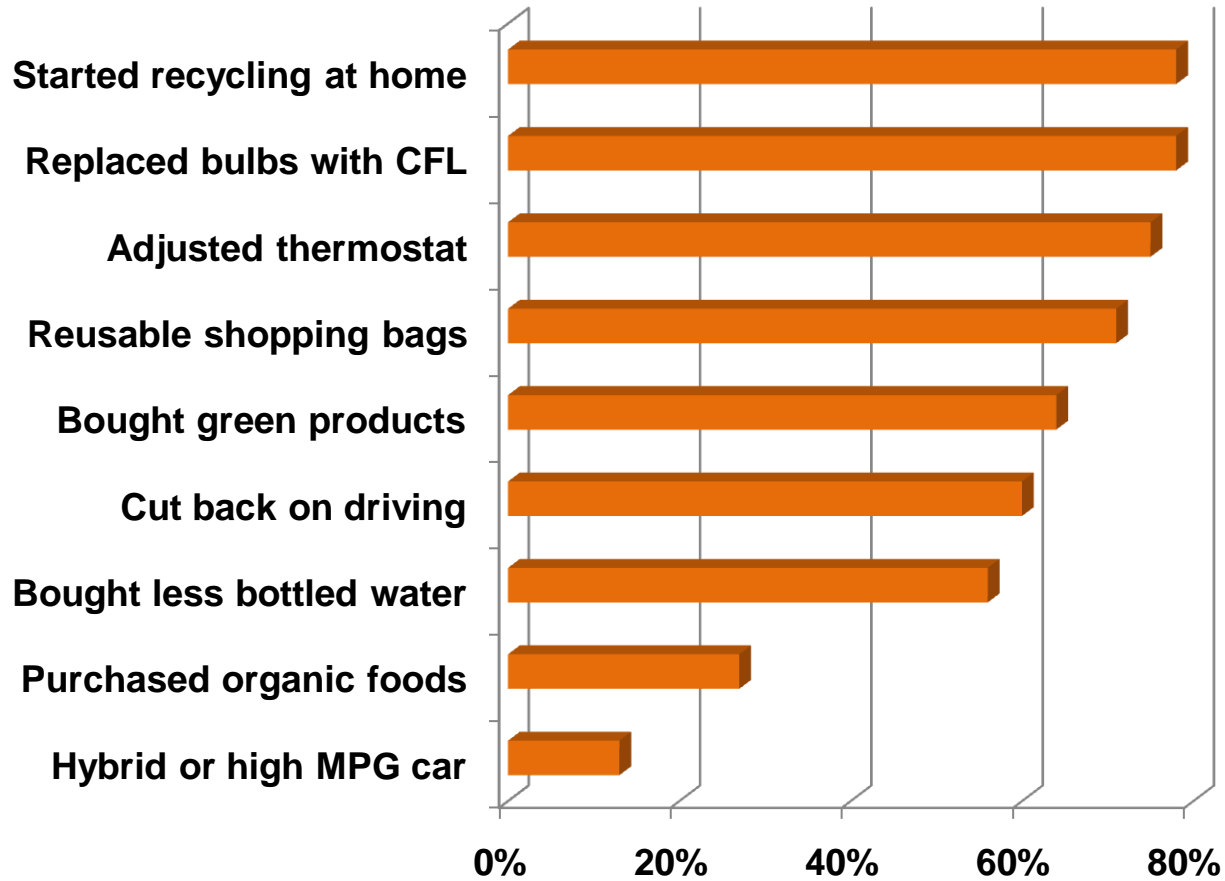
“Which best describes your position on global warming”





Actions

“What changes have you made in your life”

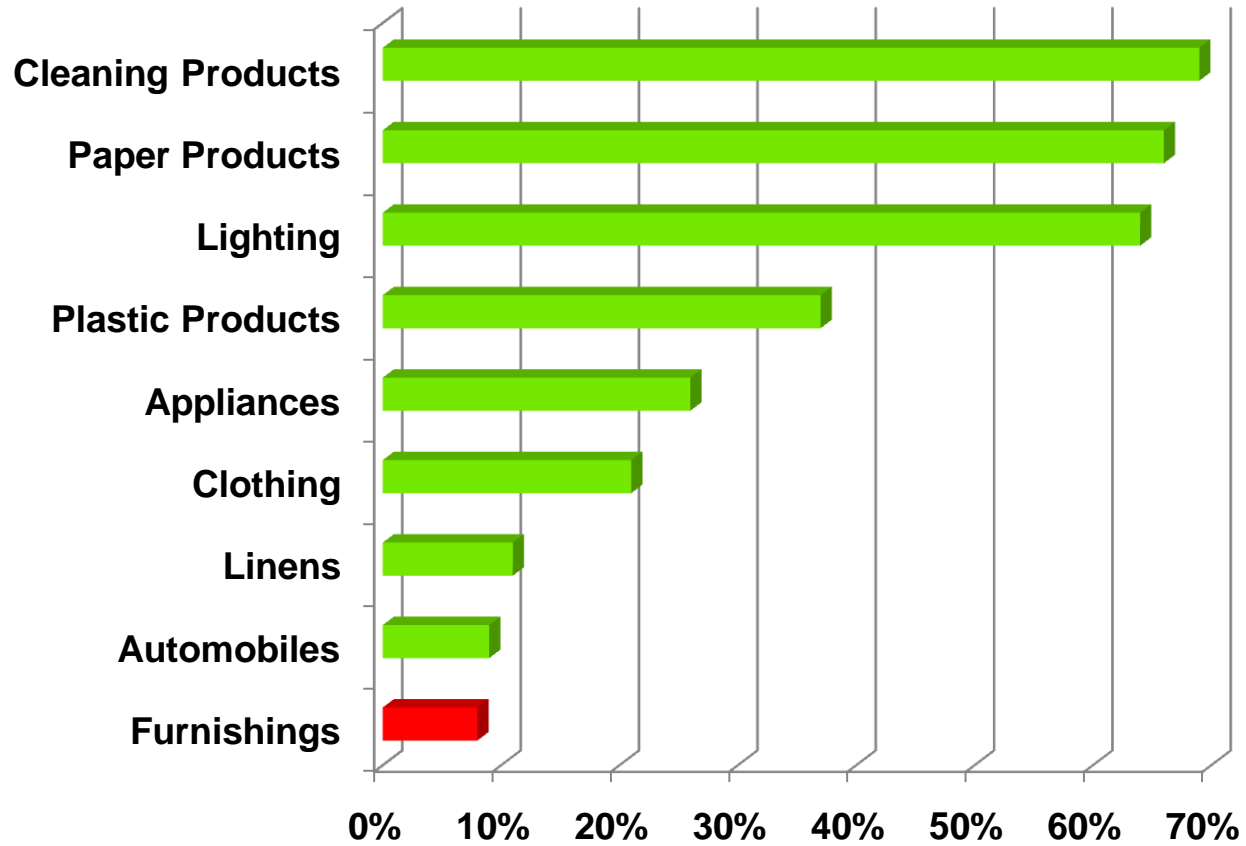


Source: 8/09 SFC Green Furnishings Study



Purchasing

“Which green products have you ever purchased”

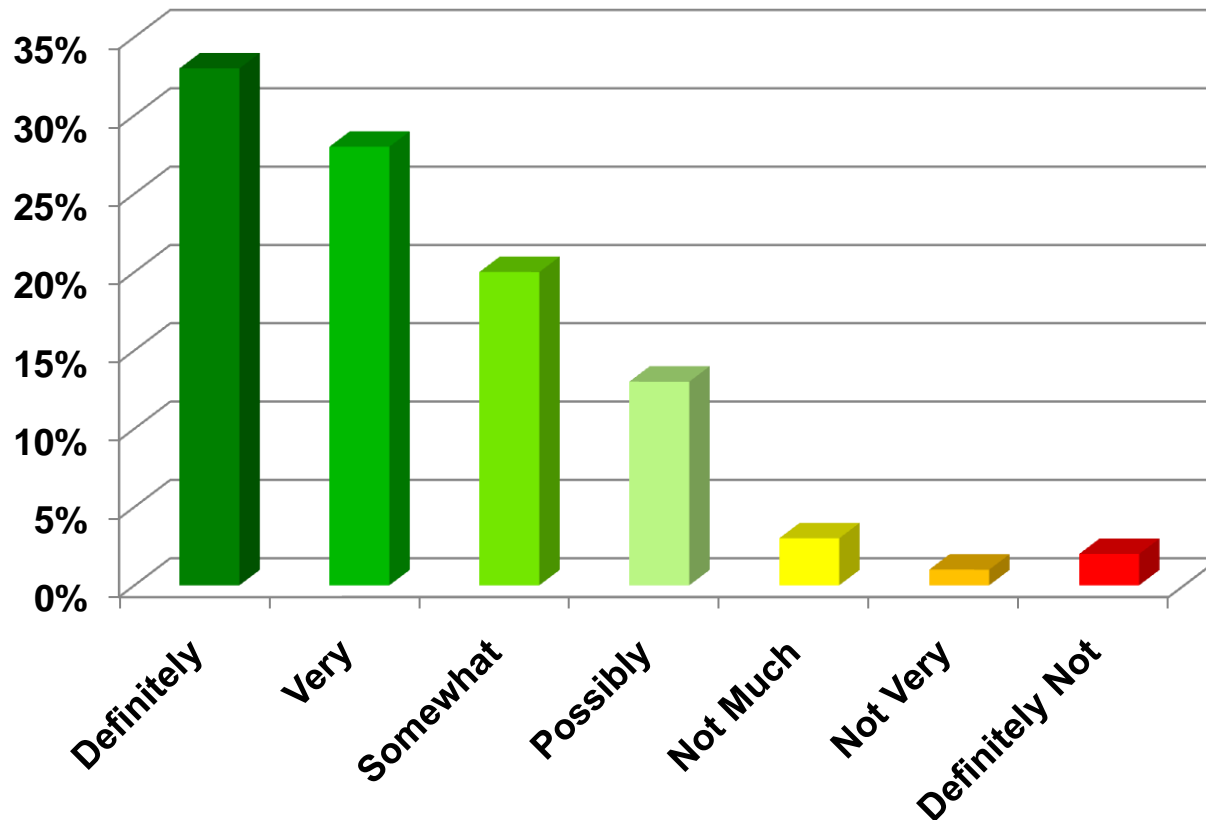


Source: 8/09 SFC Green Furnishings Study



Purchase Interest

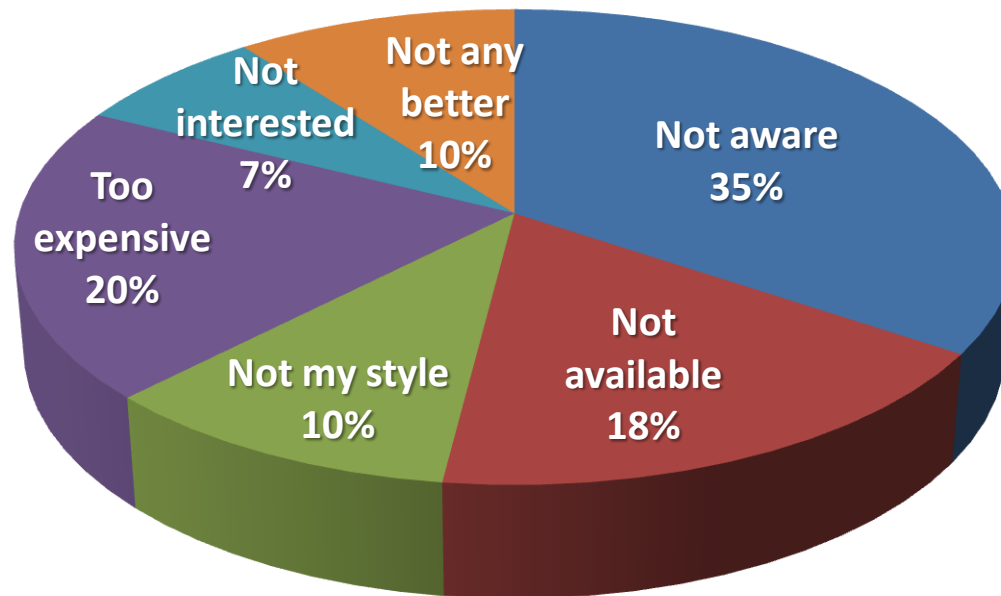
“Interest in buying green home furnishings if liked the style and price about the same as other options”





Obstacles

“Why have you not purchased green home furnishings”





Expectations

“What is your reaction when you hear a product claiming to be green”

