

Green products, green living, green marketing. Is green a fad or here to stay? In September 2010, IMI International completed its latest ConsumerTrack™ study on Environmental Marketing across Canada, USA, UK and Australia. This study of 2,400+ consumers helps shed some light on how consumers are acting towards the environment, how green marketing affects product purchasing and consumer attitudes toward the environment and green brands and products. Below you will find excerpts from both the global and Canadian reports as well as an overview of the key issues examined in the full report.



Canadian Environmental Marketing Insights



Region that believes they are the most environmentally friendly

Quebec

% of Canadians who have had an environmental home audit (of those who are able to)

45%

% of Canadians who agree they are buying more environmentally friendly products vs. a year ago

55%

Age group that is least likely to believe that it is essentially/very important for companies to offer green products

55 - 64

Gender that is less likely to know if the products they purchase contribute to environmental damage

Males

Global Environmental Marketing Insights



Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Special Price	75%
Loyalty Program	62%
Sampling	49%
Environmentally Friendly	48%

Environmental Concern

% of consumers who believe that the environment is one of the top issues facing consumers today

65%	52%
68%	55%

Our global study shows that, among the 4 regions examined, a strong number of consumers are purchasing environmentally friendly products and feel the environment is a top priority. There are, however, limitations that suggest consumers will only go so far when it comes to products that are good for the environment.

Key Study Perspectives

- Identify what environmental activities consumers take part in
- Understand how consumers feel product categories fit with being environmentally friendly and which categories they look for environmentally friendly options
- Identify how willing consumers are to switch brands for environmentally friendly options when the environmentally friendly product costs: i) the same ii) more
- Identify attitudes toward the environment and environmentally friendly companies
- Understand what consumers are looking for companies to do with regards to the environment



About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

Contact Us

Talk to IMI International for further details on this study:

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