

HealthFocus[®] International Shades of Green Report

This report provides information on 3 levels of shoppers with different interest and activity levels around the environment, sustainability and social responsibility.

The report in Powerpoint format contains the following information:

Executive Summary

- ◆ Defines 3 Groups of green shoppers - Dark Green, Light Green, Mainstream & Green
- ◆ Highlights key differences between the groups

Who Are the Green Shoppers?

- ◆ State of their current health
- ◆ Levels of health activity
- ◆ Health concerns and issues
- ◆ Family size
- ◆ Age
- ◆ Income
- ◆ Education

Dietary Interests of Green Shoppers

- ◆ Primary reason for choosing healthy foods
- ◆ Top 10 benefit areas of interest in functional foods
- ◆ Key food concerns (e.g., antibiotics, hormones, preservatives, pesticides, fat, sugar, etc.)
- ◆ Key food ingredient interests
- ◆ Differences in product categories purchased

“Green” Attitudes

- ◆ Shopper sense of control over environmental issues - is this their problem or something too big for them to solve?
- ◆ Key environmental concerns (e.g., energy usage, non-recyclable packaging, global warming, air or water pollution, etc.)
- ◆ Actions they are taking (e.g., using alternative energy sources, buying locally sourced goods, recycling, using environmentally friendly packages, etc.)
- ◆ Where the environment falls as a brand influence

Julie Johnson

Julie.johnson@healthfocus.com