

**THE GREEN EFFECT**

# Green v. The Economy: Are Shoppers Willing to Pay?

What happens when the green trend bumps up against the realities of today’s economic environment? WAYPOINTS shoppers say that green is still important – and they are willing to pay for products with natural ingredients, organic foods, recycled products, and more.

Health & beauty products and “locally sourced” products get the most traction, in terms of shoppers’ willingness to pay for “green.” Leading these inclinations on health & beauty are females and people with incomes of \$75K and up. People with incomes of \$40K and up drive interest in the “locally sourced” category. —•

**WHEN SHOPPERS PUT A PREMIUM ON GREEN**

WILLING TO PAY MORE FOR...	PERCENT OF SHOPPERS WITH GREEN INTENTIONS	PERCENT OF SHOPPERS WITH GREEN INTENTIONS WILLING TO PAY MORE	DEMOGRAPHIC SKEWS
HBA that incorporate natural ingredients/ don't use harsh chemicals	<b>57%</b>	<b>39%</b>	Females 75K+ income
Fashion products that incorporate natural ingredients/don't use harsh chemicals	<b>51%</b>	<b>32%</b>	75K+ income
Organic foods	<b>47%</b>	<b>31%</b>	Under age 29 40K+ income, Suburban
Furniture made from recycled material	<b>44%</b>	<b>25%</b>	Age 44 and younger
A product with eco-friendly packaging	<b>54%</b>	<b>33%</b>	Age 44 and younger 40K+ income
Locally sourced products	<b>54%</b>	<b>38%</b>	40K+ income
Product coming from a company limiting carbon emissions	<b>32%</b>	<b>53%</b>	75K+ income

