

The Green Shopper: Update

As we look at the retail world, both manufacturers and retailers continue to build strategies around 'green'.

But are shoppers connecting with these efforts? Do they care?

Tracking our 'green' questions throughout 2008, we see a continued decline in shoppers environmental concerns, and more critically we note decline in whether green efforts are driving brands purchased or retailers shopped. —•

	TOTAL % SHOPPERS		
	Feb '08	Jun '08	Dec '08
Think green positioning is important	43%	42%	38%
Green positioning impacts brands purchased	30%	22%	18%
Green positioning impacts retailers shopped	29%	22%	18%

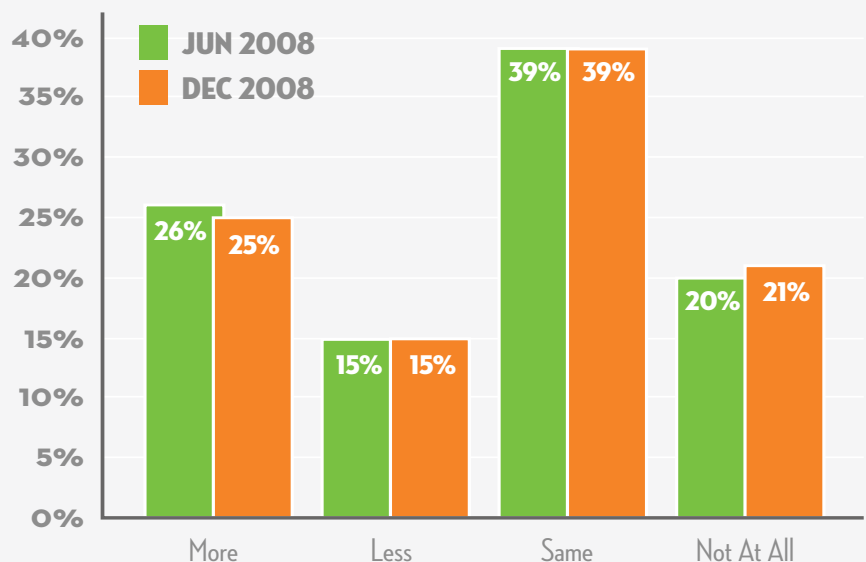
Anxiety for Shoppers Stays the Same

In perhaps a bright spot at retail, overall shopper anxiety levels have stayed stable since June 2008.

When asked 'as you shop today, are you more or less anxious than you were 6 months ago', the same ¼ of shoppers report being more anxious.

Time will tell if the continued economic recession begins to take more of a toll on shopper perspectives going forward. —•

SHOPPER ANXIETY LEVELS



Are you more / less anxious shopping now than 6 months ago?