

GreenAware Segmentation



Green trends are forging ahead as Americans continue to make a considerable shift toward greener behaviors and attitudes. MRI-Simmons GreenAware is a segmentation system designed to help marketers understand consumers' attitudes regarding the green movement.

Using MRI-Simmons GreenAware, marketers can examine consumers' buying behaviors and brand preferences, as well as attitudes, opinions, and media habits, by the environmental outlook of each consumer segment.

The GreenAware Segmentation consists of four distinct groups:

- **Behavioral Greens:** Behavioral Greens both think and act green. They have negative attitudes toward products that pollute, and they incorporate green practices on a regular basis.
- **Think Greens:** Consumers in the Think Greens group think green but do not necessarily follow through on those beliefs with green actions. They are well-intentioned but will not go too far out of their way to behave green.
- **Potential Greens:** Potential Greens neither behave nor think along particularly environmentally conscious lines; they remain on the fence about key green issues.
- **True Browns:** Not environmentally conscientious at all, True Browns may, in fact, have negative attitudes about the environment and the green movement.

To learn more, contact us at +1 866 256 4468 or info@simmonsresearch.com