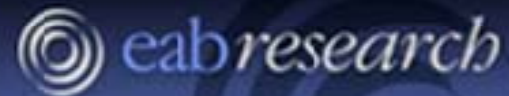


# HR GREEN Baseline Survey Topline Summary Report

Submitted to  
Cahoon and Cross  
December 2, 2010



EAB Research

# Methodology Notes For Reading This Report

Here is some information about the data in the 2010 HRGREEN Online study and how to use it:

- ✓ Data for this study was collected through an online survey. Participants were obtained from a user panel that is maintained by erewards. Respondents received a nominal incentive for participation established by erewards.
- ✓ A total of 515 respondents participated in this study. With this base size, the potential sampling error for this study is +/-4%.
- ✓ Data is tabulated and sub-groups (for example, males and females) are tested against each other using a 95% confidence level. This is a conservative level of confidence that is typically used for this type of research project.
- ✓ In representing the data, significant differences are indicated as follows:
  - A box surrounds percentages that are significantly higher than others in the same overall category (for example, a box around the male percentage indicates that males assign higher ratings than females on an attribute).
  - An arrow is used to indicate a significantly higher number when it is not directly adjacent to the differing number.
- ✓ Important! The research in this report is customized to be your business tool and we are on your team to assist in successful use of this tool. If you have any questions, please ask. We are here to help.
- ✓ Please use this and all research results in combination with your personal business and industry knowledge and other available information about relevant trends and happenings.

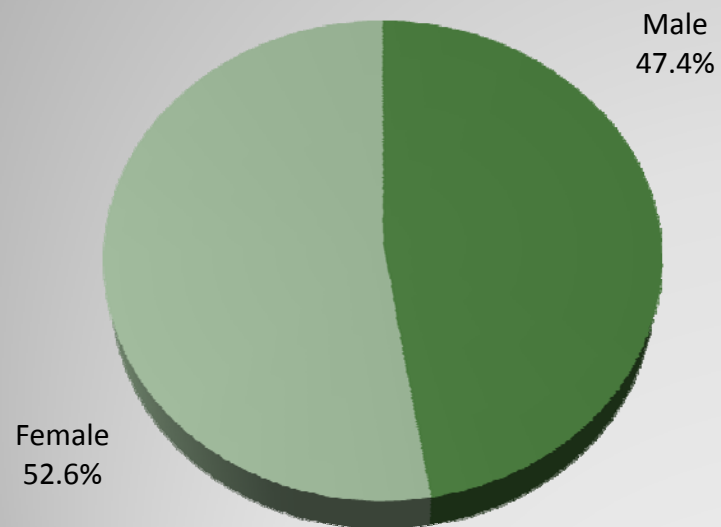


# Demographics

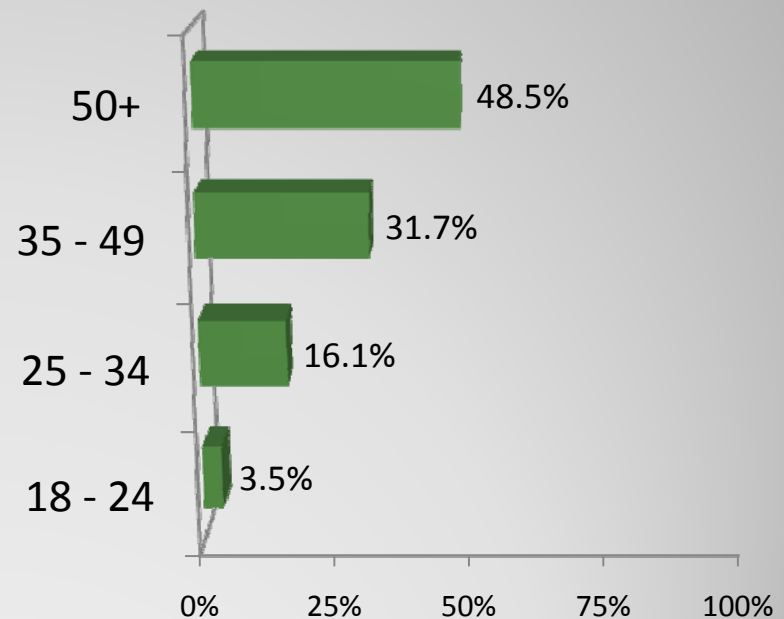


# Demographics: Age & Gender

**Gender**



**Age**

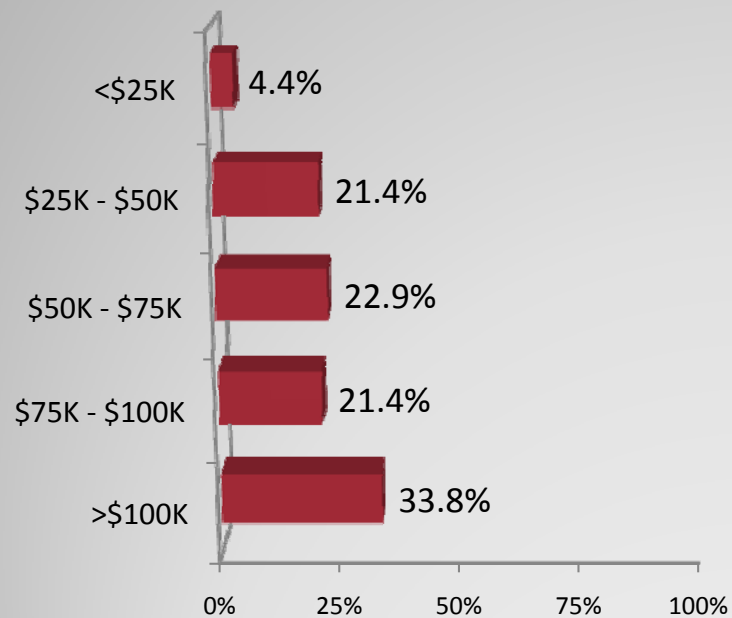


Q2. What is your gender?  
Q3. What age group are you?

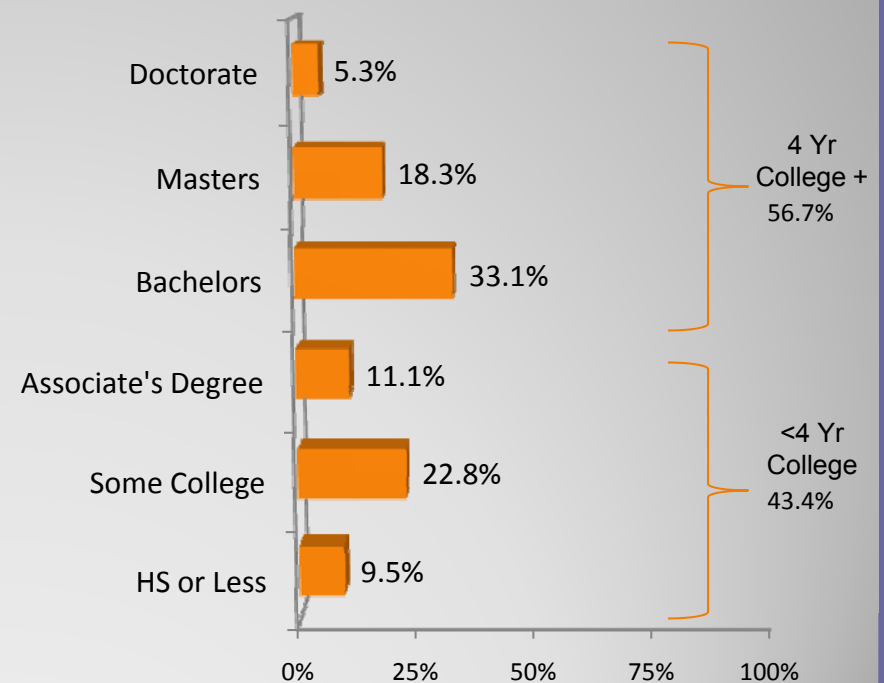


# Demographics: Income & Education

## Income



## Education



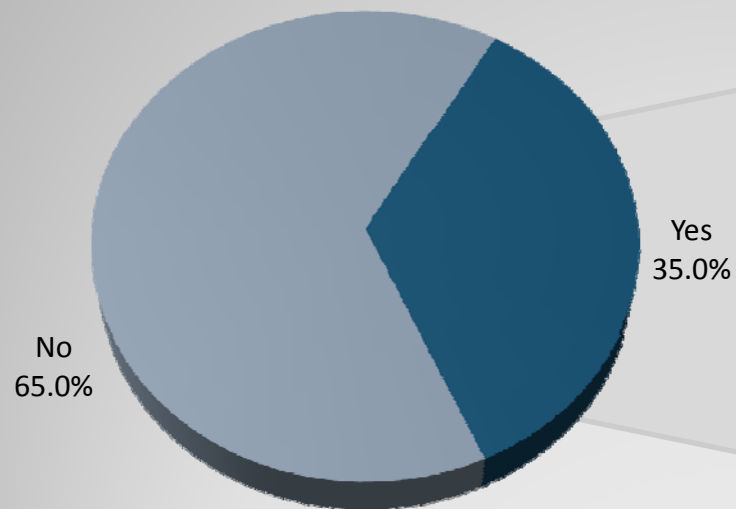
Q4. What is your total, annual household income?

Q7. What is the highest level of education you have attained?



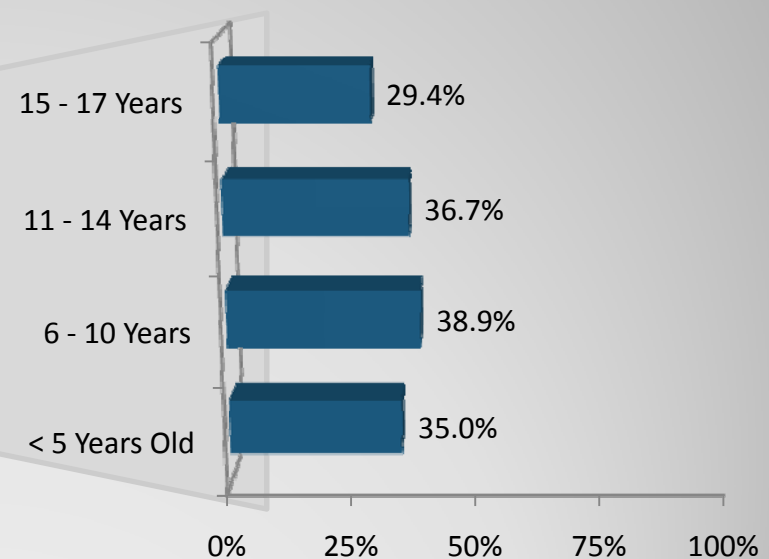
# Demographics: Presence of Children

## Children Present



## Family Composition

% Present Each Age Group



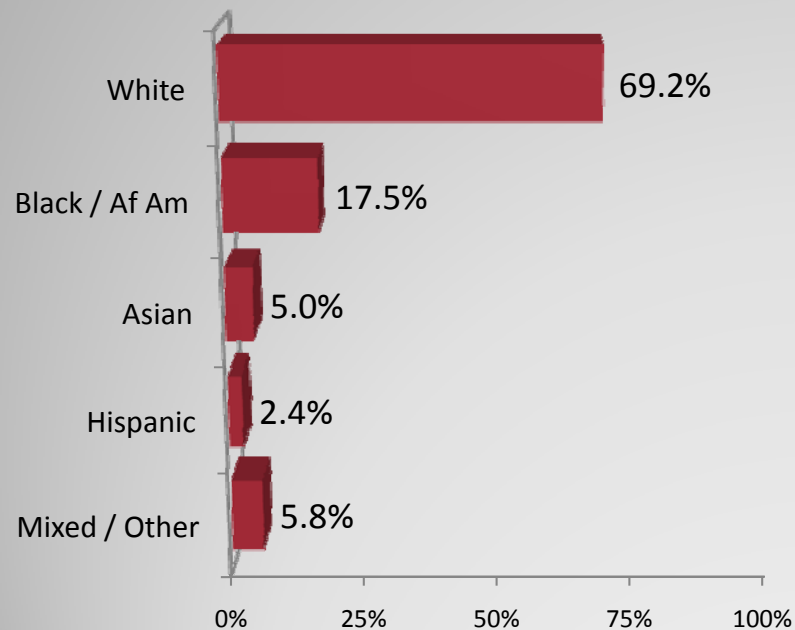
Q5. Are there any children under the age of 18 living in your household?

Q6. How many children of each age range live in your household?

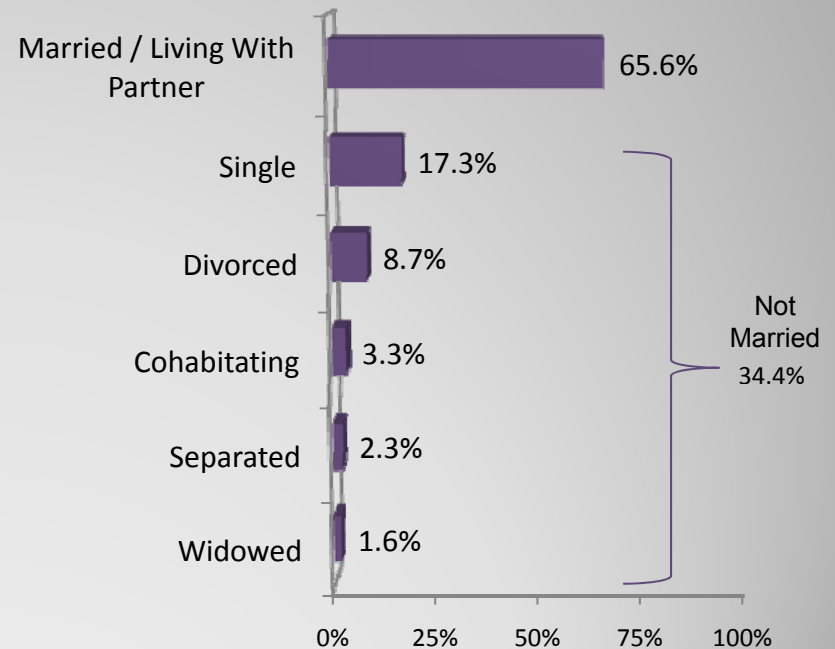


# Demographics: Ethnicity & Marital Status

## Ethnicity



## Marital Status



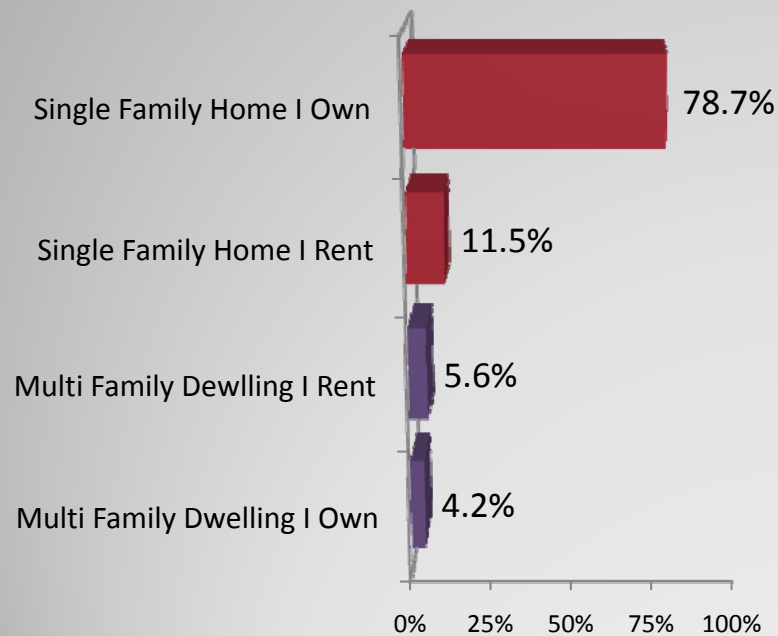
Q8. What is your ethnicity?

Q9. Which of the following best describes your marital status?

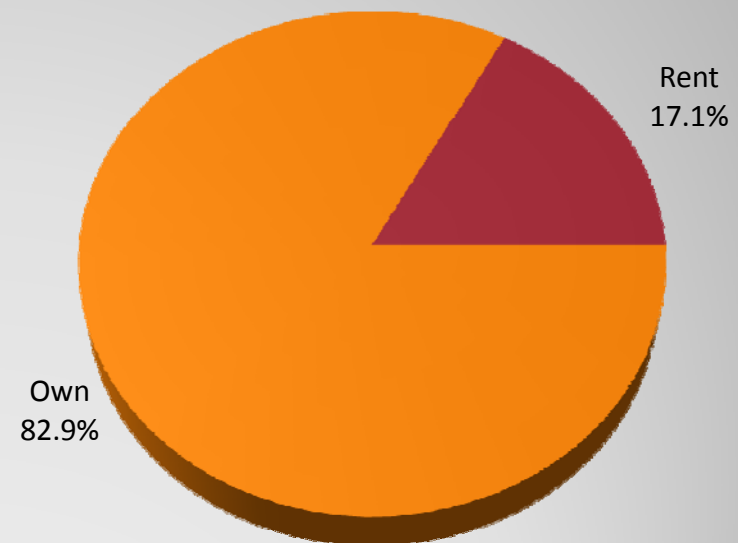


# Demographics: Residence Type

## Residence Type



## Residence Type



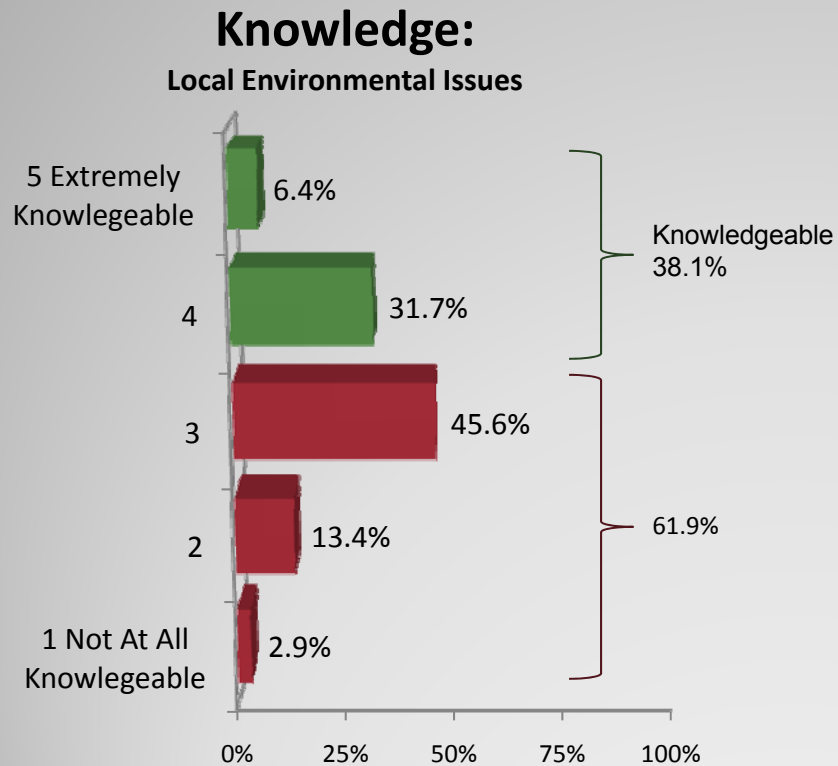
Q10. Which of the following best describes your primary residence?



# Environmental Information Sources



# Environmental Info: Level of Knowledge



% Knowledgeable About Local Environmental Issues  
(Total is 38.1%)

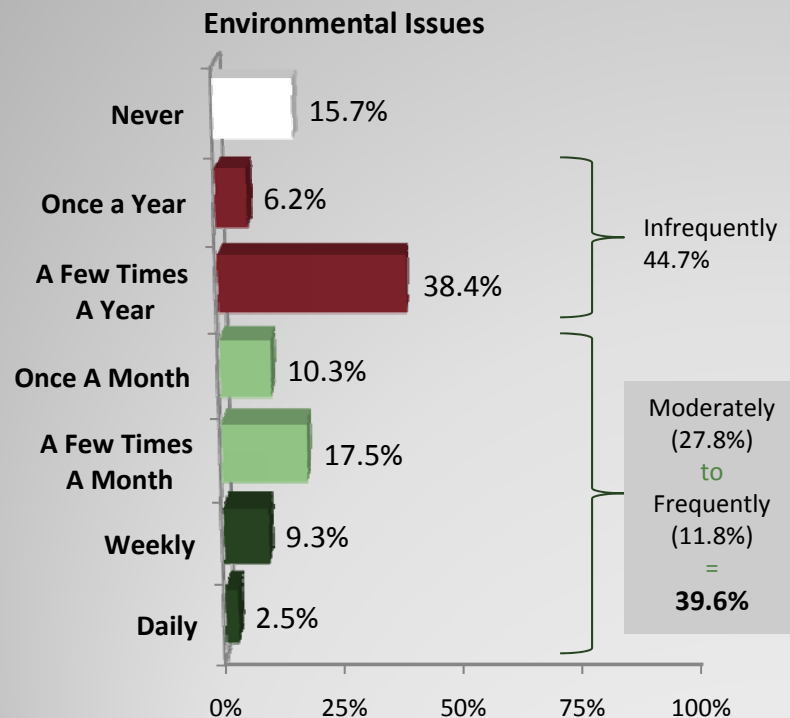
|                  |                  |       |
|------------------|------------------|-------|
| Gender           | Male             | 49.2% |
|                  | Female           | 28.0% |
| Age              | 18-34            | 33.7% |
|                  | 35-49            | 33.1% |
|                  | 50+              | 43.2% |
| Education        | Not College Grad | 29.1% |
|                  | College Grad +   | 44.7% |
| Income           | <\$75K           | 28.3% |
|                  | \$75K - \$100K   | 41.8% |
|                  | \$100K+          | 49.0% |
| Marital Status   | Married          | 41.7% |
|                  | Not Married      | 31.0% |
| Aware of HRGREEN | Yes, Aware       | 48.1% |
|                  | No, Not Aware    | 35.5% |

Q11. On the following scale, where 1 is “not at all knowledgeable” and 5 is “extremely knowledgeable”, how knowledgeable do you feel about local environmental issues?



# Environmental Info: Frequency of Seeking Info

## Information Seeking:



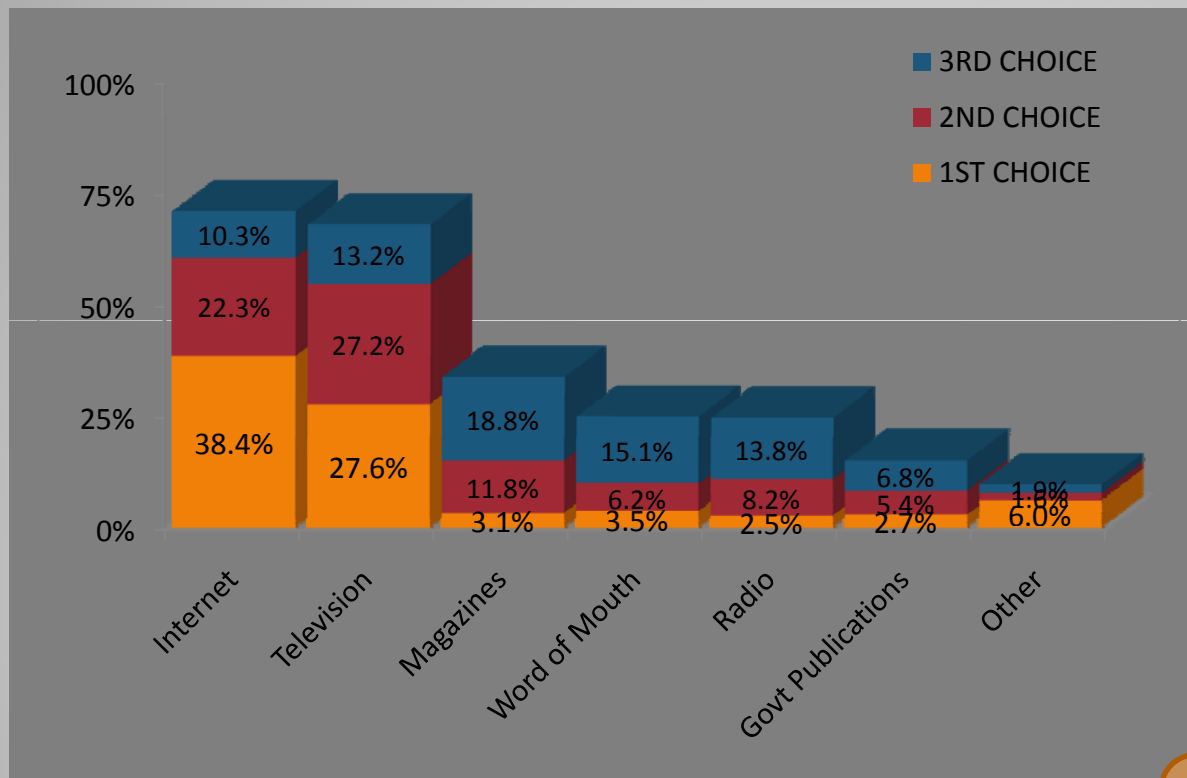
## % Who Seek Information Moderately to Frequently (Total is 39.6%)

|                              |                  |       |
|------------------------------|------------------|-------|
| Gender                       | Male             | 45.1% |
|                              | Female           | 34.7% |
| Age                          | 18-34            | 41.6% |
|                              | 35-49            | 35.0% |
|                              | 50+              | 42.0% |
| Education                    | Not College Grad | 30.0% |
|                              | College Grad +   | 47.1% |
| Income                       | <\$75K           | 33.2% |
|                              | \$75K - \$100K   | 42.9% |
|                              | \$100K+          | 48.4% |
| Knows Local Env. Issues Well | Yes (Top-2)      | 61.7% |
|                              | No (Bot-3)       | 26.0% |

Q12. Approximately how often do you seek out new information pertaining to environmental issues?



# Environmental Info: Usefulness of Sources



Those selecting items below as **1<sup>st</sup> Choice** are more likely to be:

## Internet:

- ✓ age 18 – 49, and
- ✓ knows about local environmental issues.

## Television:

- ✓ those age 50+.

## Magazines:

- ✓ aware of local environmental issues.

## Word of Mouth:

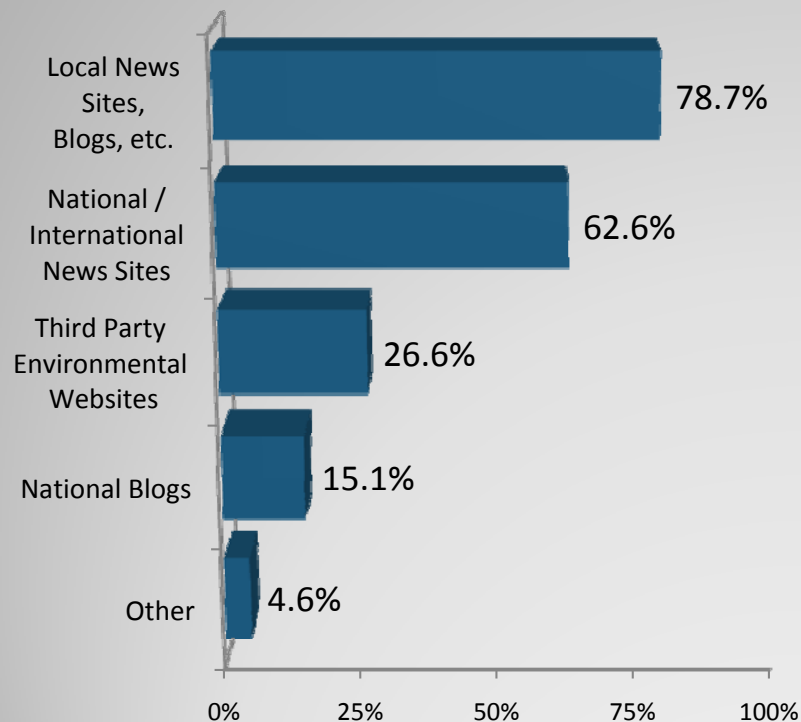
- ✓ \$75K - \$100K income range.

Q13. Please rank in order of usage of services from most useful to not useful at all, the following sources of information in terms of the quality/breadth of information they provide you pertaining to environmental issues.



# Environmental Info: Preferred Online Resources

## Preferred Online Resources



**Those who prefer items below are more likely to be:**

### **National / International News Sites**

- ✓ male,
- ✓ age 50+,
- ✓ well educated (4 yr college +),
- ✓ have an income of \$100K+,
- ✓ know about local environmental issues.

### **National Blogs:**

- ✓ have a social media account.

### **Third Party Environmental Websites:**

- ✓ male,
- ✓ Well educated (4 yr college +),
- ✓ aware of local environmental issues.

Q13A. Which of the following types of online resources do you access for environmental issues? (Check all that apply)



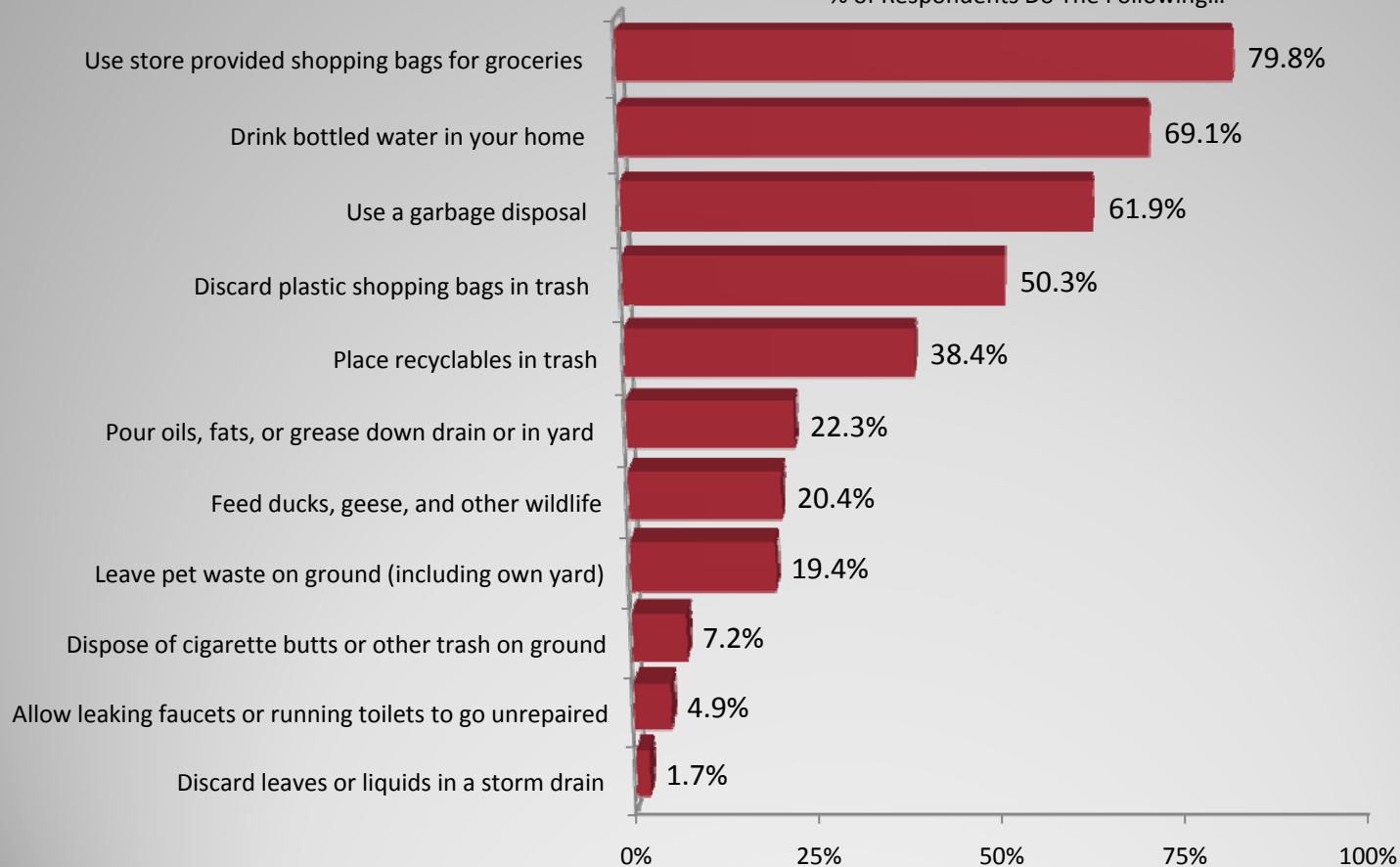
# **Environmental Behavior & Practices**



# Behavior: Participation in Specific Actions

## Environmental Actions

% of Respondents Do The Following...

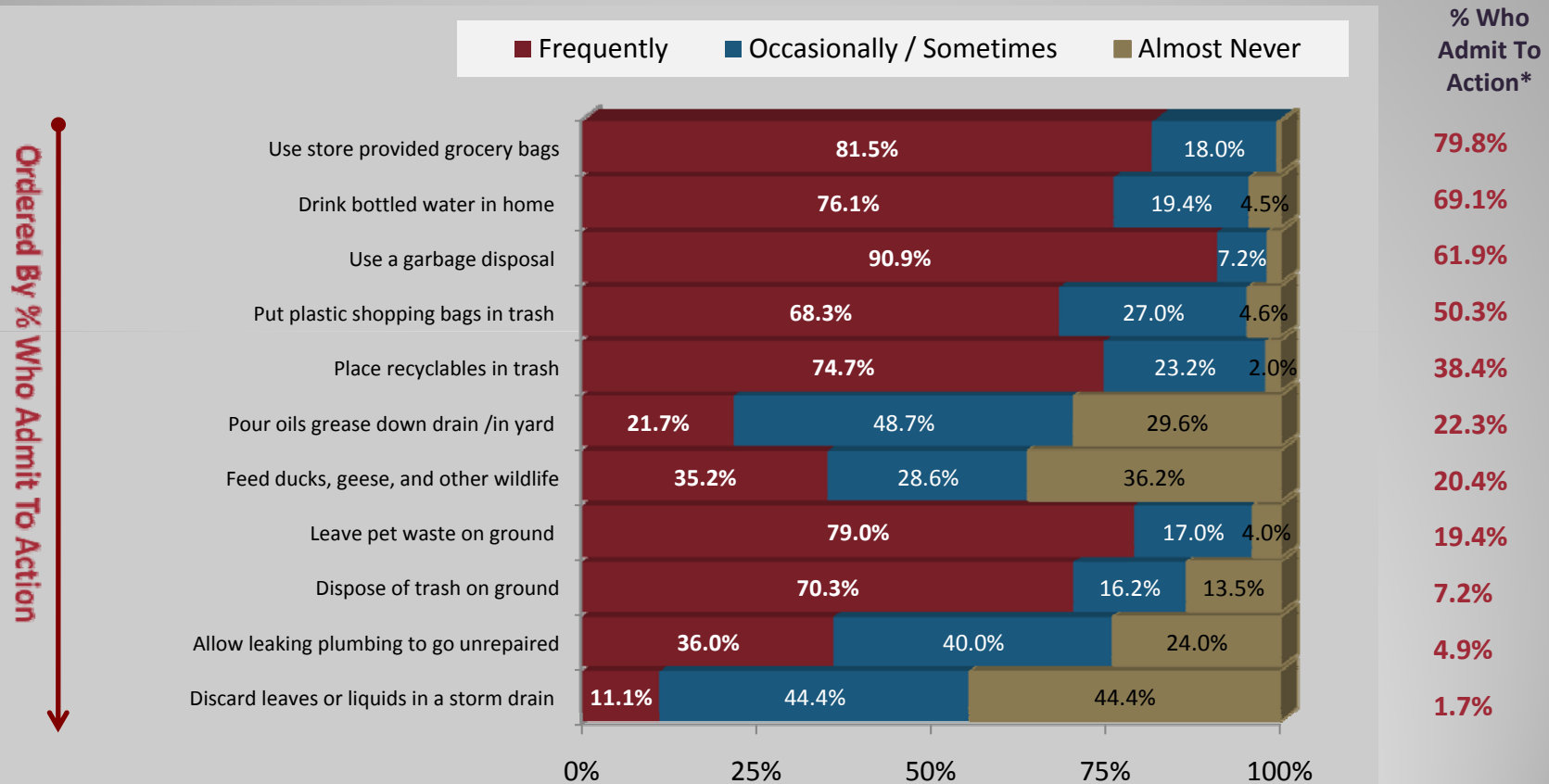


Q14. Do you ever do any of the following? Select as many as applicable, even if you do them only occasionally.



# Behavior: Frequency of Specific Actions

## Frequency of Specific Actions



Q15. (For each behavior selected). Approximately how often do you...?

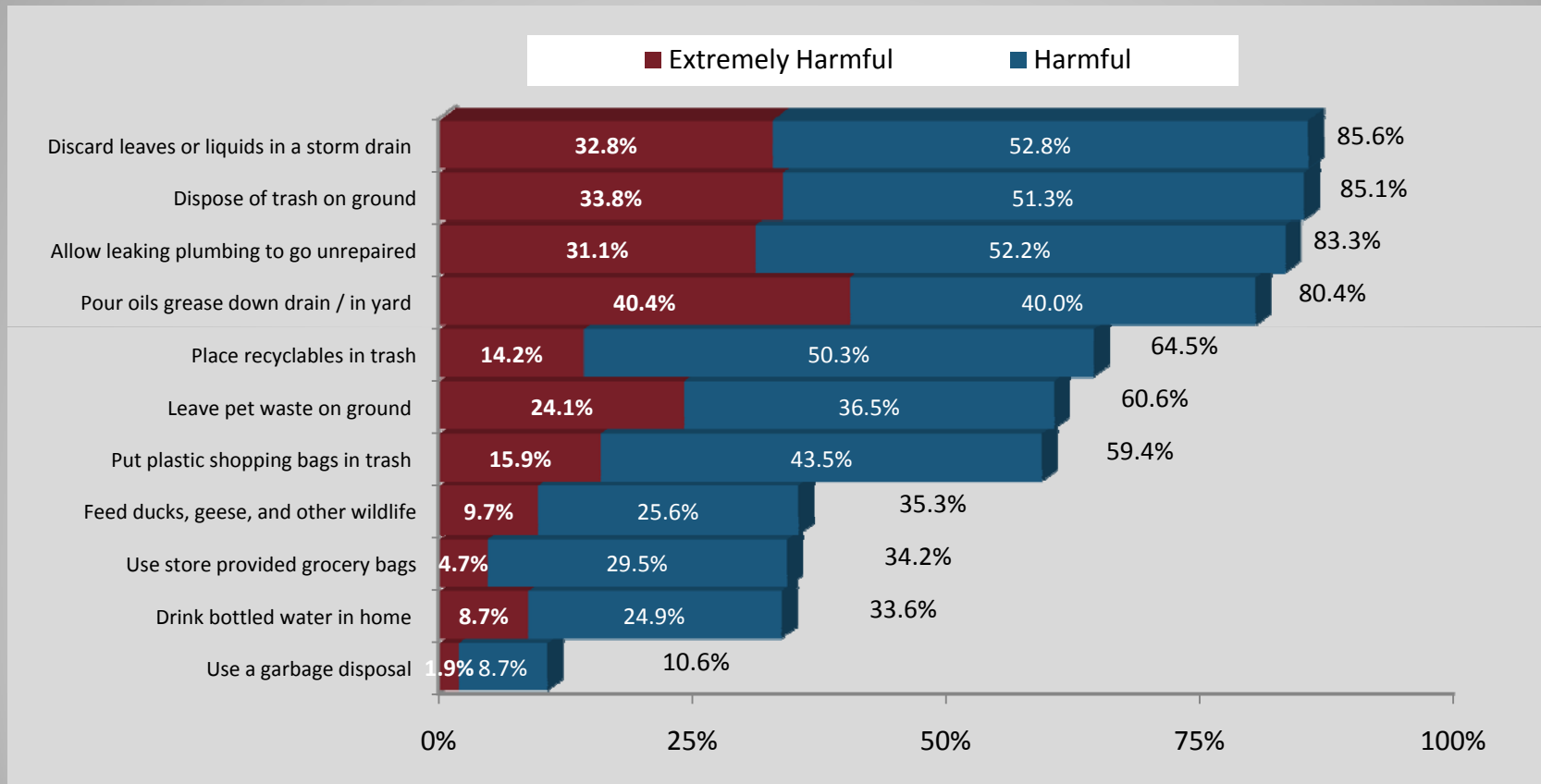
Note: #'s less than 2% not shown.

\*These #'s are shown on previous slide. [Q14. Do you ever do any of the following]



# Behavior: Harm of Actions

## Perceived Harm of Actions

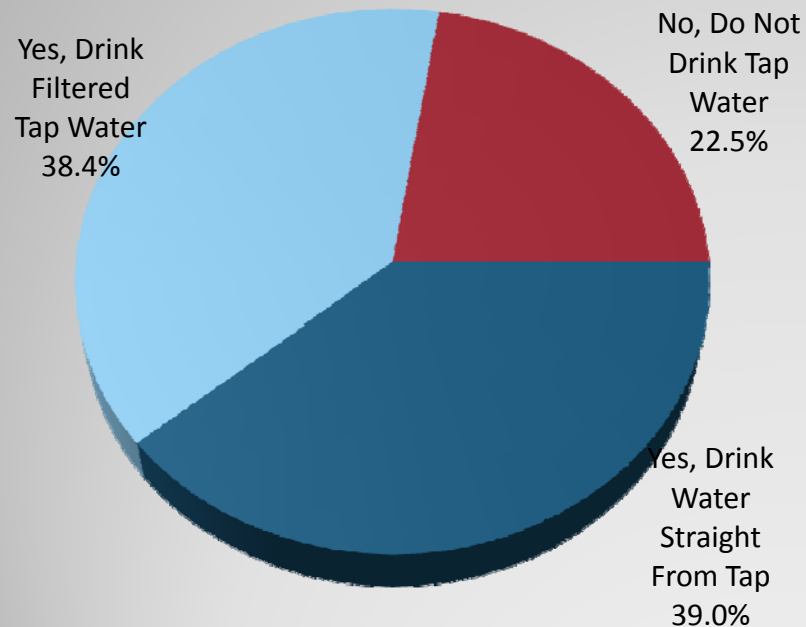


Q16. In your opinion how harmful are the following behaviors:



# Behavior: Drink Tap Water

**Drink Tap Water?**



**% Who Drink Any Tap Water**

(Total Drinking Tap Is 77.4%)

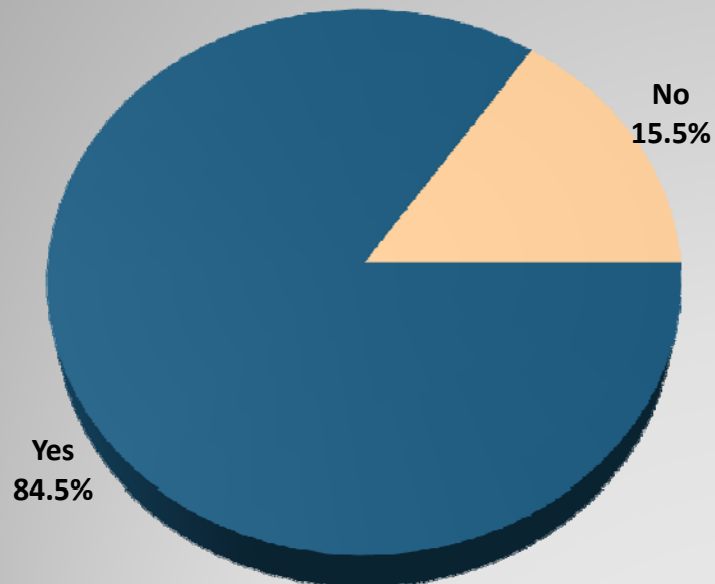
|           |                  |       |
|-----------|------------------|-------|
| Gender    | Male             | 83.2% |
|           | Female           | 72.3% |
| Age       | 18-34            | 77.2% |
|           | 35-49            | 71.8% |
|           | 50+              | 81.6% |
| Education | Not College Grad | 69.5% |
|           | College Grad +   | 83.5% |
| Income    | <\$75K           | 72.7% |
|           | \$75K - \$100K   | 81.6% |
|           | \$100K+          | 82.6% |

Q18. Do you regularly drink tap water?

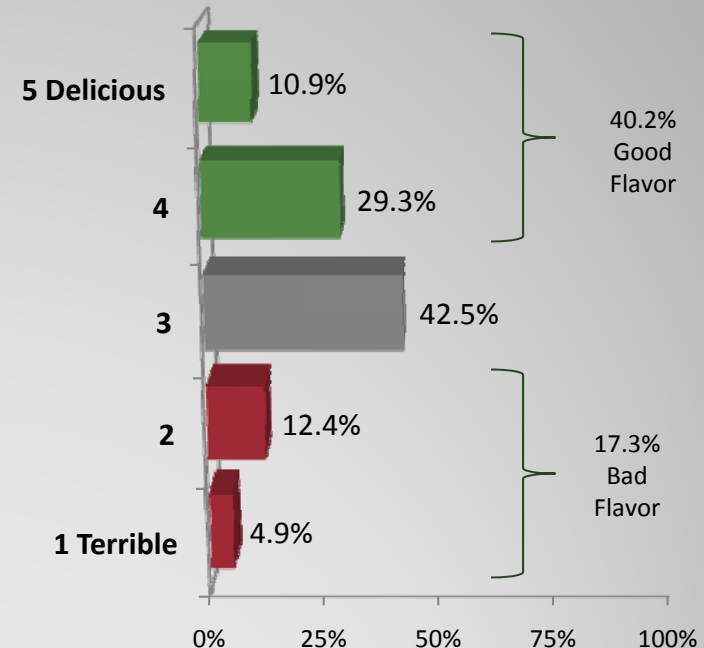


# Behavior: Value & Flavor

Tap Water Is Good Value



Flavor of Tap Water



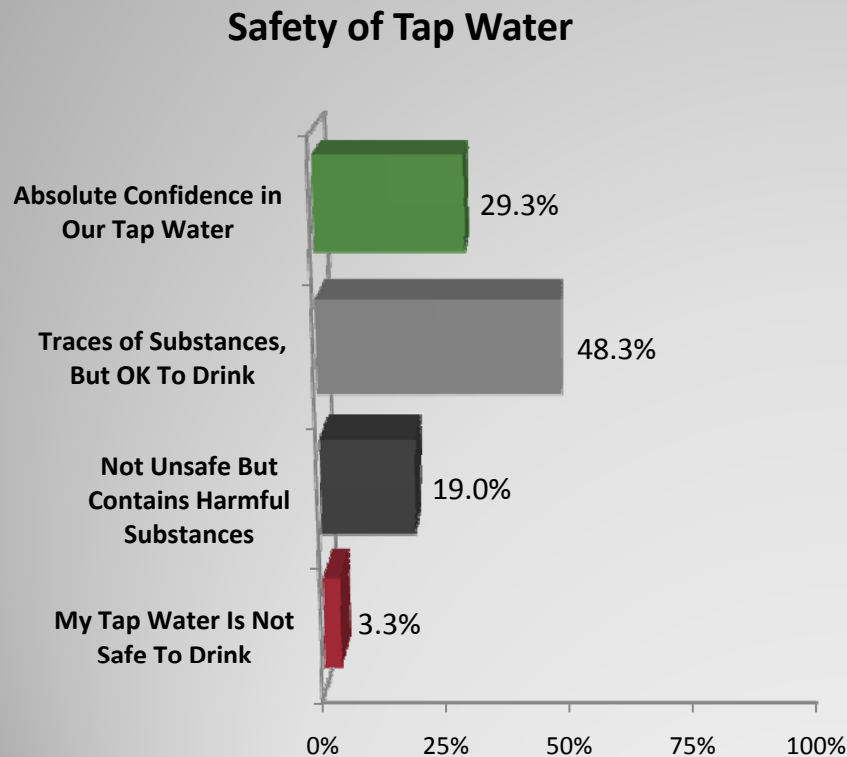
Note: Those who say tap water is a good value and tastes good are fairly similar to those who are willing to drink it. These people are typically: male, age 50+, well educated (4 yr college +), have an income of \$100K+, and know about local environmental issues (\*good flavor only).

Q19. Do you think tap water is a good value?

Q21. Please rate your opinion of the flavor of your home's tap water on the following scale:



# Behavior: Perceptions of Tap Water Safety



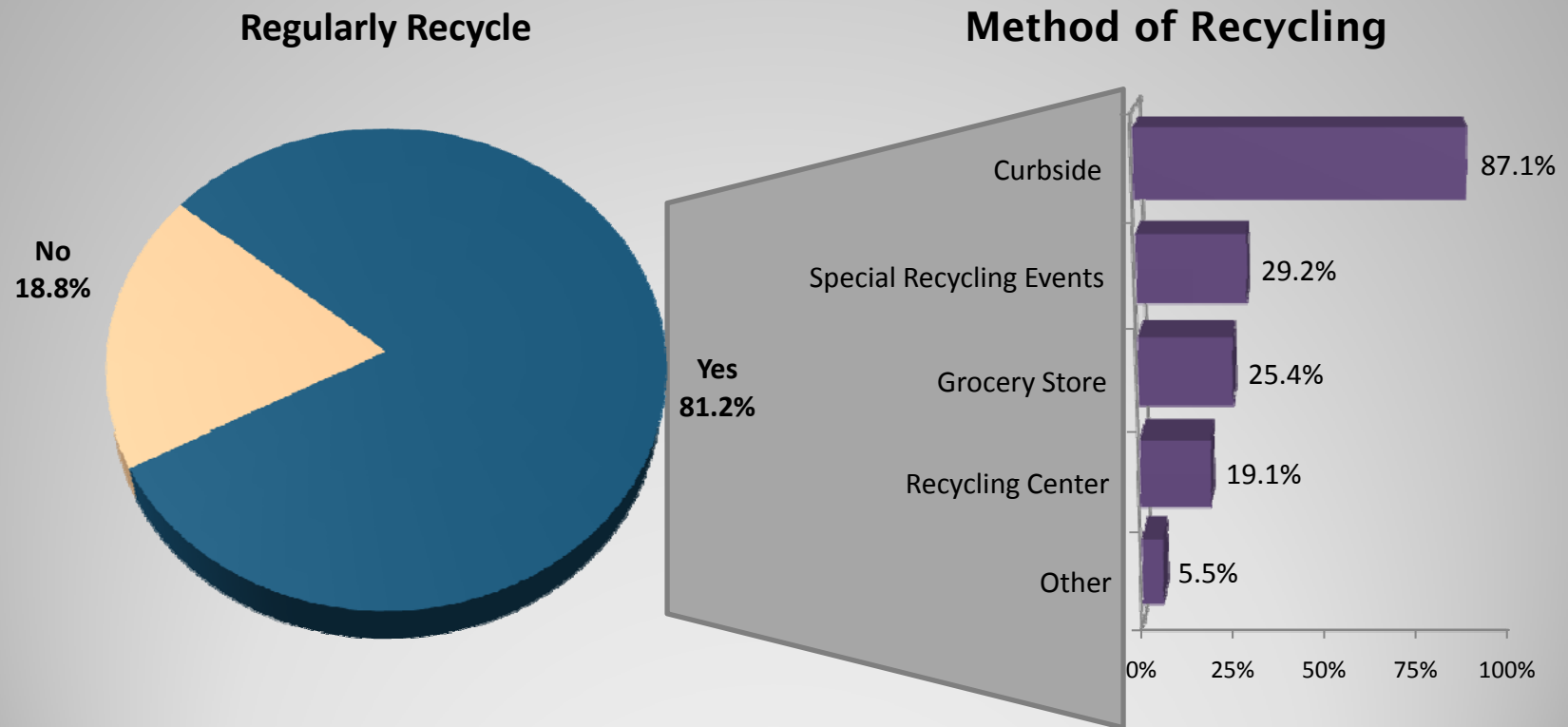
**% Indicating Absolutely Safe  
(Total is 29.3%)**

|                              |                  |       |
|------------------------------|------------------|-------|
| Gender                       | Male             | 34.8% |
|                              | Female           | 24.4% |
| Age                          | 18-34            | 25.7% |
|                              | 35-49            | 27.6% |
|                              | 50+              | 32.0% |
| Education                    | Not College Grad | 24.7% |
|                              | College Grad +   | 33.0% |
| Income                       | <\$75K           | 23.4% |
|                              | \$75K - \$100K   | 31.6% |
|                              | \$100K+          | 36.8% |
| Knows Local Env. Issues Well | Yes (Top-2)      | 35.7% |
|                              | No (Bot-3)       | 25.4% |

20. Which of the following best describes your opinion on the safety of your home's tap water?



# Behavior: Recycling Practices



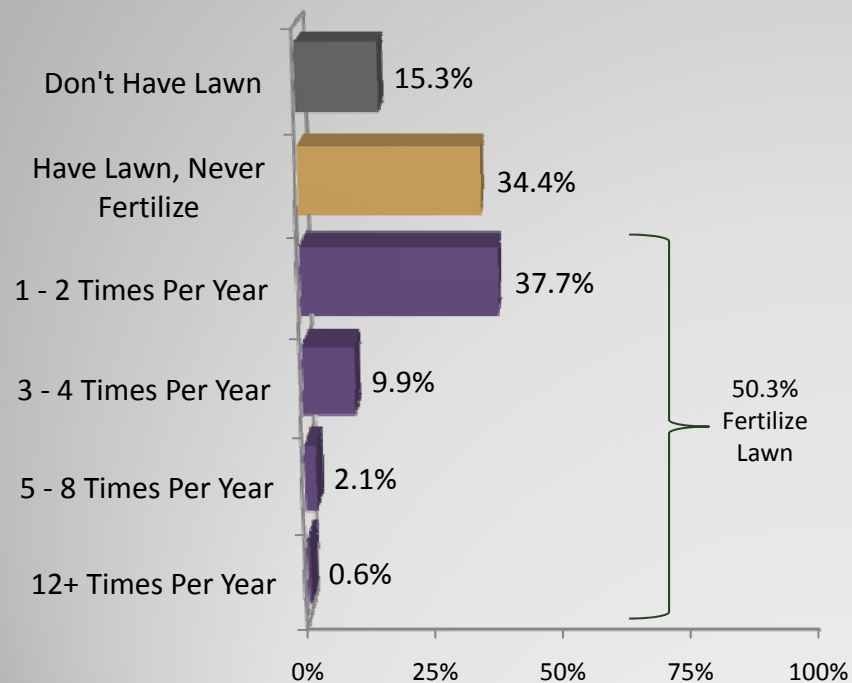
Q22. Do you regularly recycle?

Q23. Where/how do you regularly recycle (check all that apply)

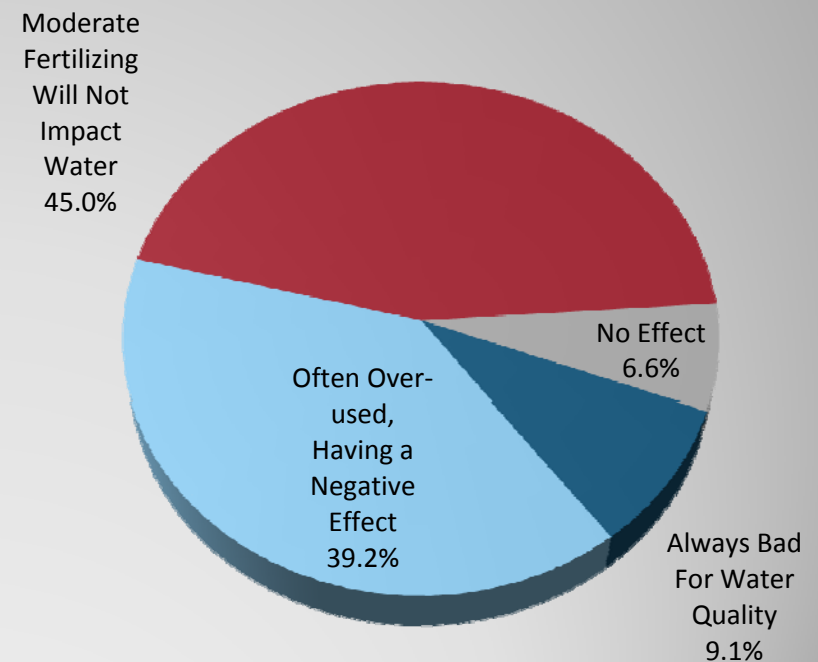


# Behavior: Lawn Fertilizing Practices

## Lawn Fertilizing



## Opinion of Fertilizing Impact on Water Quality



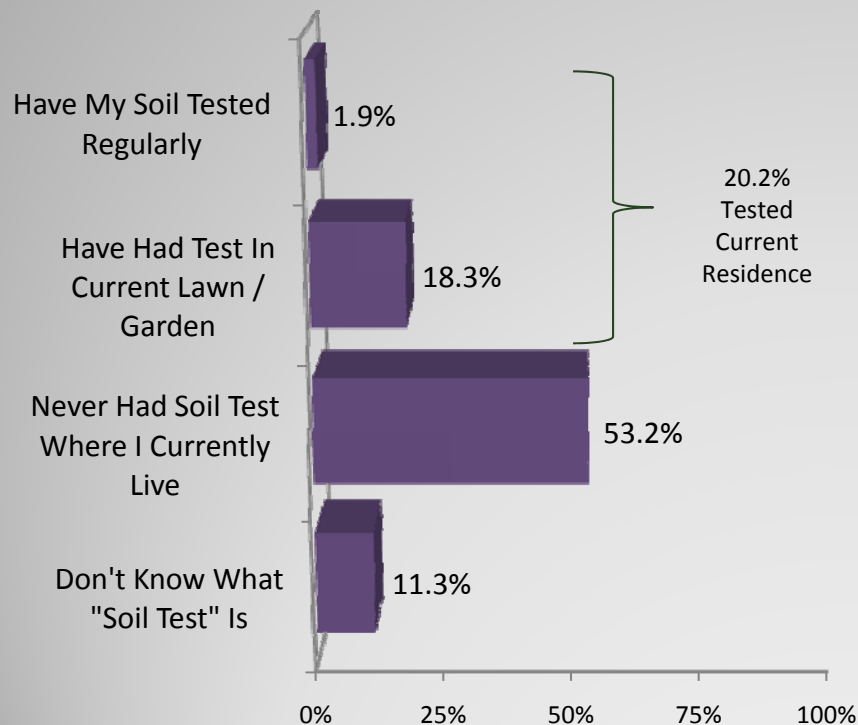
Q24. How frequently do you fertilize your lawn/garden?

Q26. Which of the following best describes your opinion on the effect of lawn / garden fertilization on our water quality?



# Behavior: Experience With Soil Tests

**Soil Test Experience**



**% Unaware of Soil Testing  
(Total is 11.3%)**

|                              |                |       |
|------------------------------|----------------|-------|
| Gender                       | Male           | 7.4%  |
|                              | Female         | 14.8% |
| Age                          | 18-34          | 26.7% |
|                              | 35-49          | 10.4% |
|                              | 50+            | 5.6%  |
| Married                      | Yes            | 8.9%  |
|                              | No             | 16.4% |
| Income                       | <\$75K         | 16.6% |
|                              | \$75K - \$100K | 7.1%  |
|                              | \$100K+        | 7.1%  |
| Knows Local Env. Issues Well | Yes (Top-2)    | 7.7%  |
|                              | No (Bot-3)     | 13.5% |

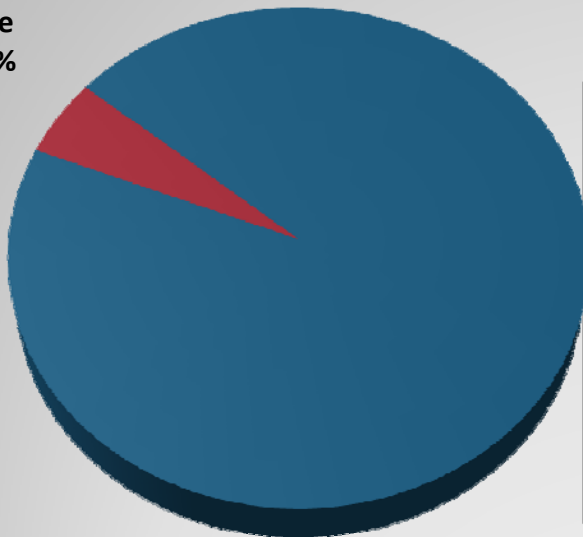
Q25. Which of the following best describes your experience with soil tests?



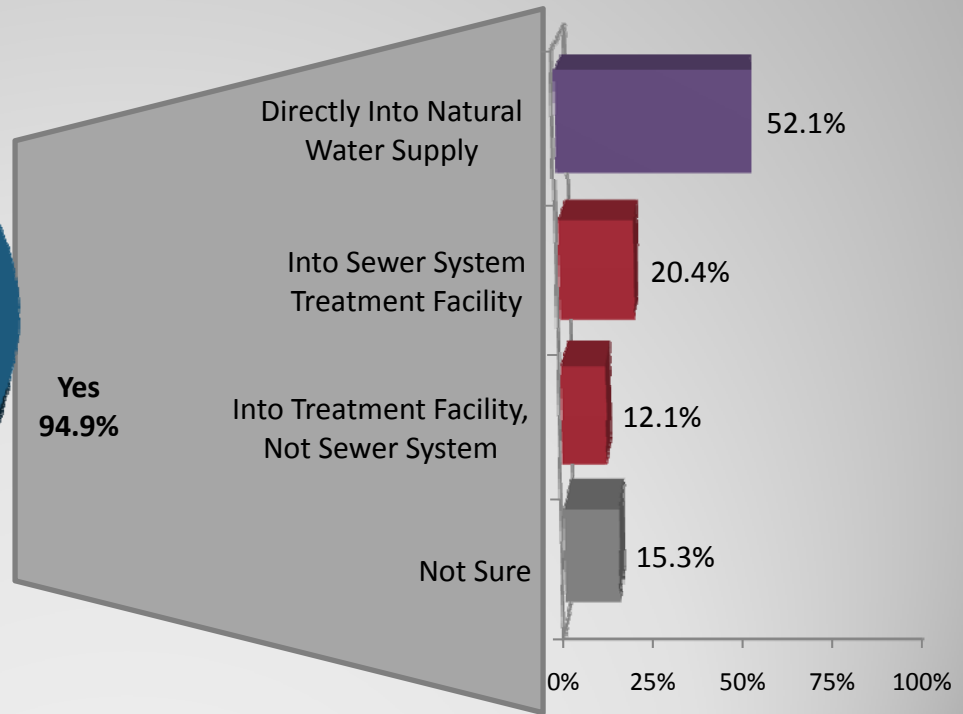
# Behavior: Storm Drain Awareness

**Knows What Storm Drain Is**

No / Not  
Sure  
5.1%



**Where Storm Drain Flows**



Q27. Do you know what a storm drain is?

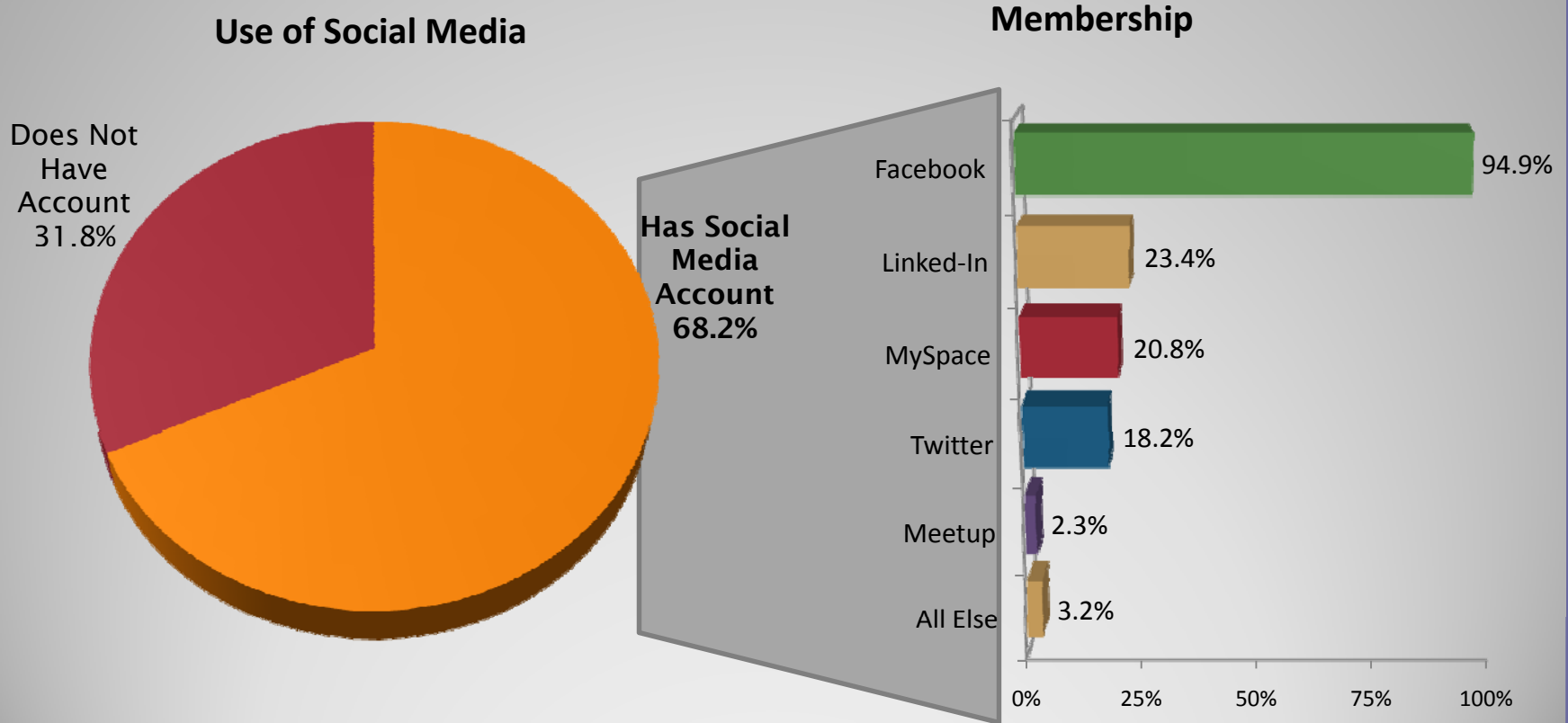
Q28. To the best of your knowledge, where does water in the storm drain flow?



# Use of Social Media



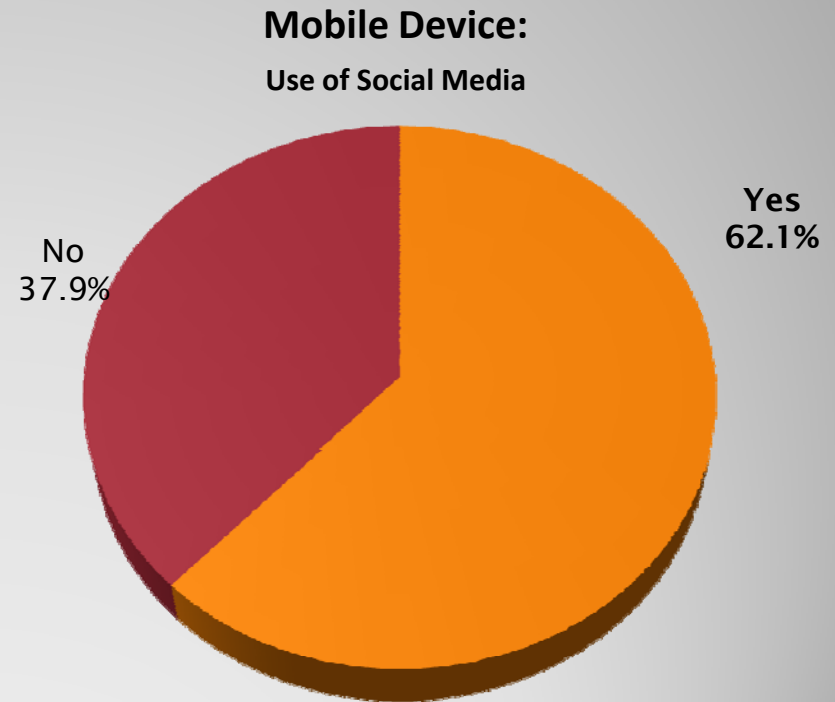
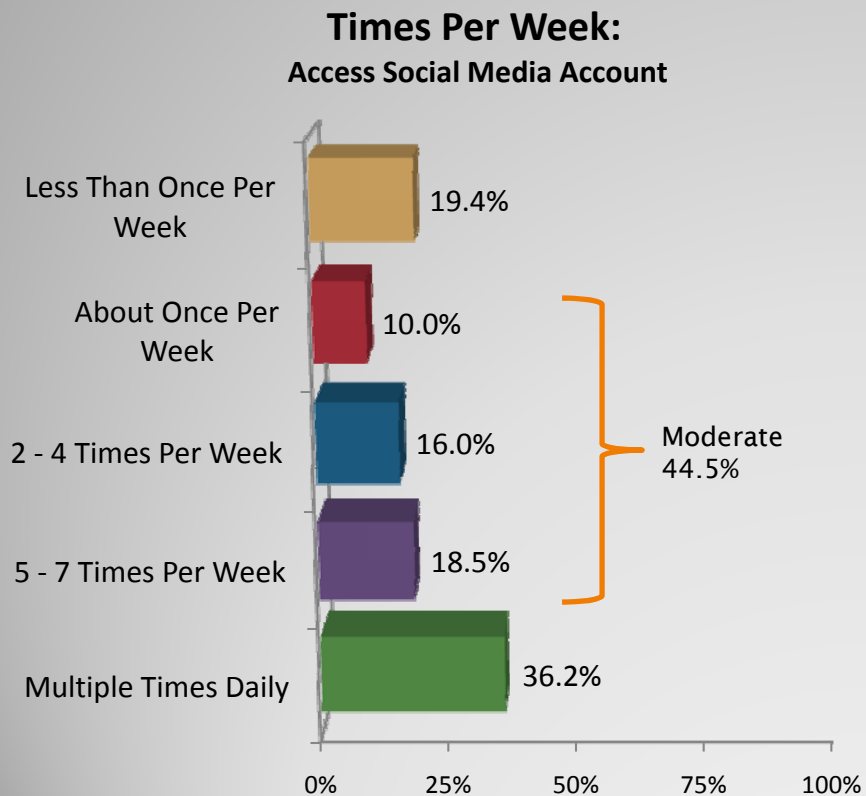
# Social Media: General Use



Q29. Do you have an account with any of the following social media services? Select as many as applicable.



# Social Media: Weekly Access & Mobile Device Usage



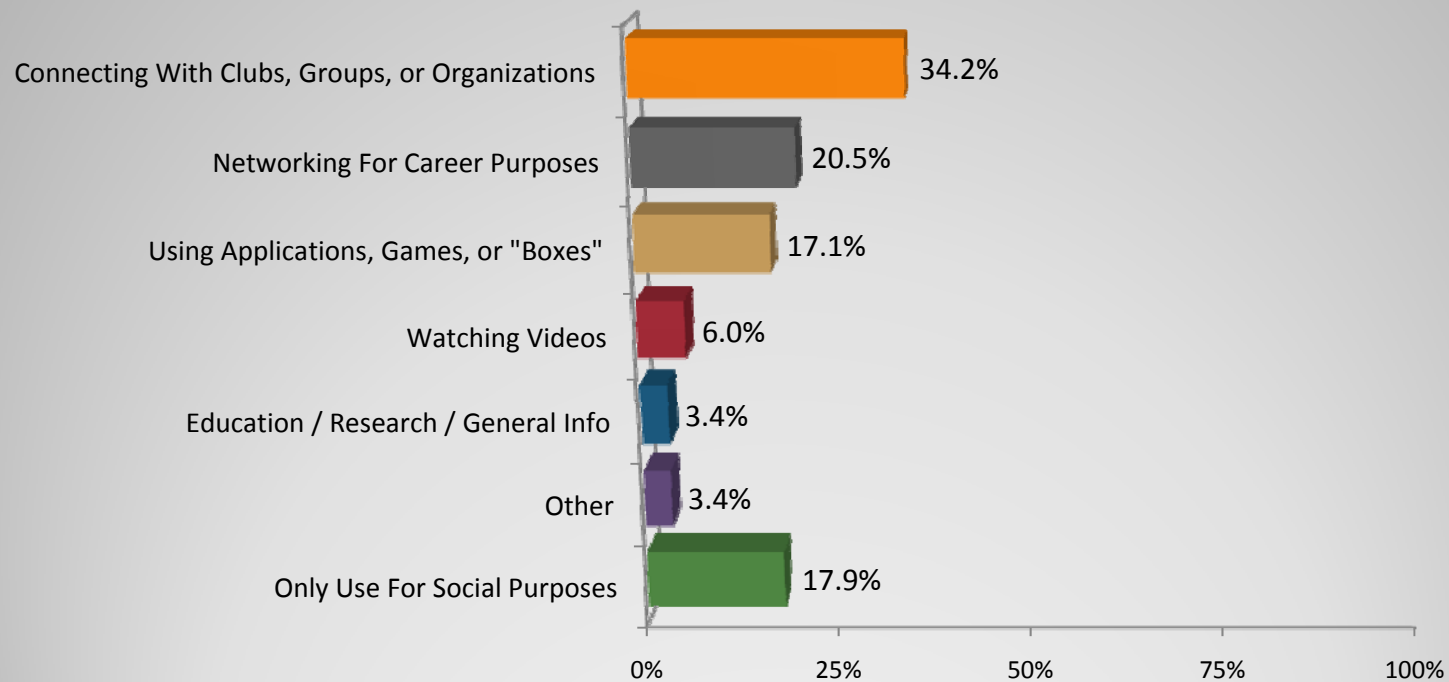
Q30. Do you subscribe to any of these services via your mobile device?

Q32. On average, how many times per week do you access your account on the social media you use the most frequently?



# Social Media: Alternative Uses

**Alternative Uses For Social Media**  
(Based to 351 Social Media Users)



Q33. Other than to socialize, what is your major use for social media?

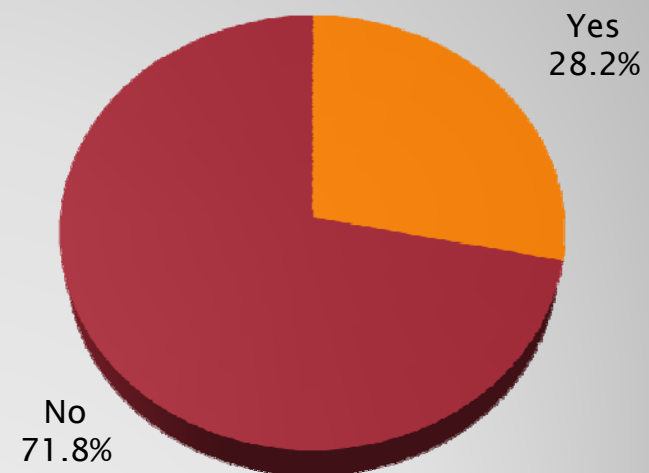


# Social Media: Membership in Environmental Groups

**Social Media Users:  
Environmental Group Membership**  
(Total Membership is 11.3%)

|                                    | <u>Social Media User</u> |             |
|------------------------------------|--------------------------|-------------|
|                                    | <u>Yes</u>               | <u>No</u>   |
| Yes, Member of Environmental Group | 12.5%                    | 8.5%        |
| No, Not Member                     | 87.5%                    | 91.5%       |
| <b>TOTAL</b>                       | <b>100%</b>              | <b>100%</b> |

**Use Social Media For  
Environmental Issues**



Q34. Are you a member of any group or organization that focuses on environmental issues?

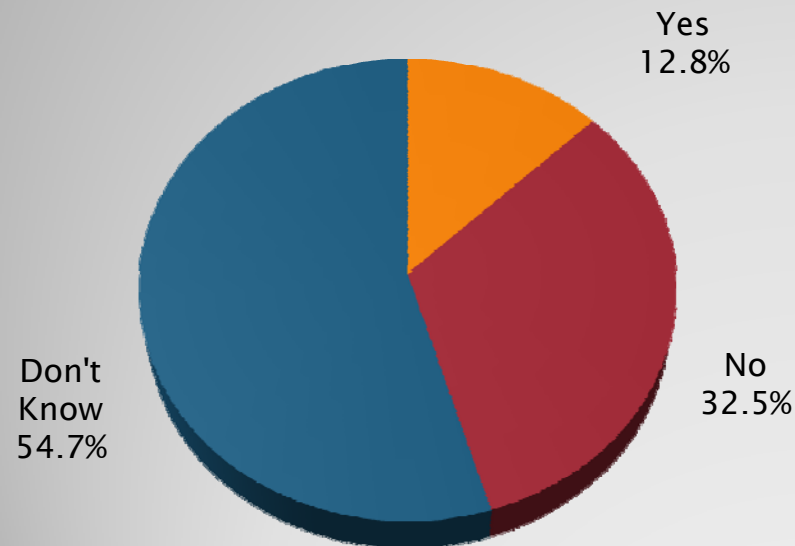
Q37. Do you ever use social media to learn about or keep up with environmental issues or organizations?



# Social Media: Specific Use For Environmental Issues

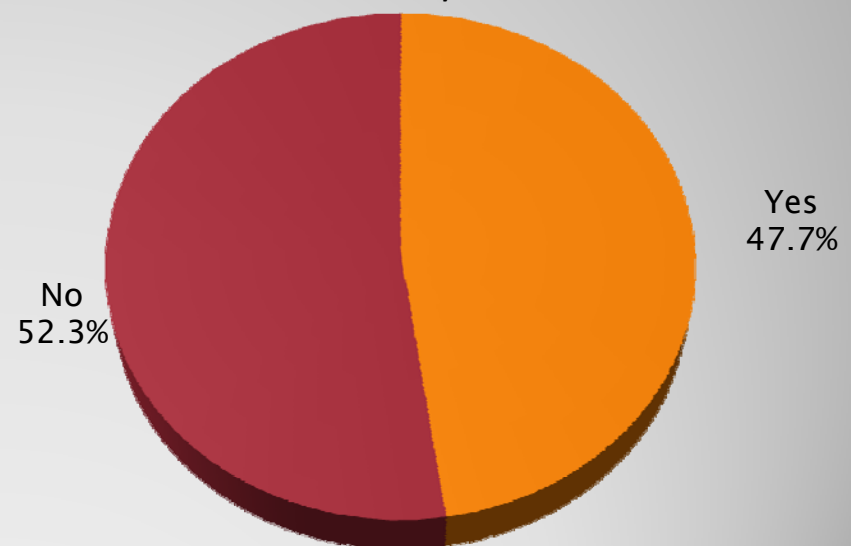
## Interest in *Friending* Environmental Groups

(Based to 351 Social Media Users)



## Current Social Media Group Participation

(Based to 44 Current Members Who Use Social Media)



Q36. Do you participate with this group or organization through social media? (e.g. "liking" a group's Facebook page)

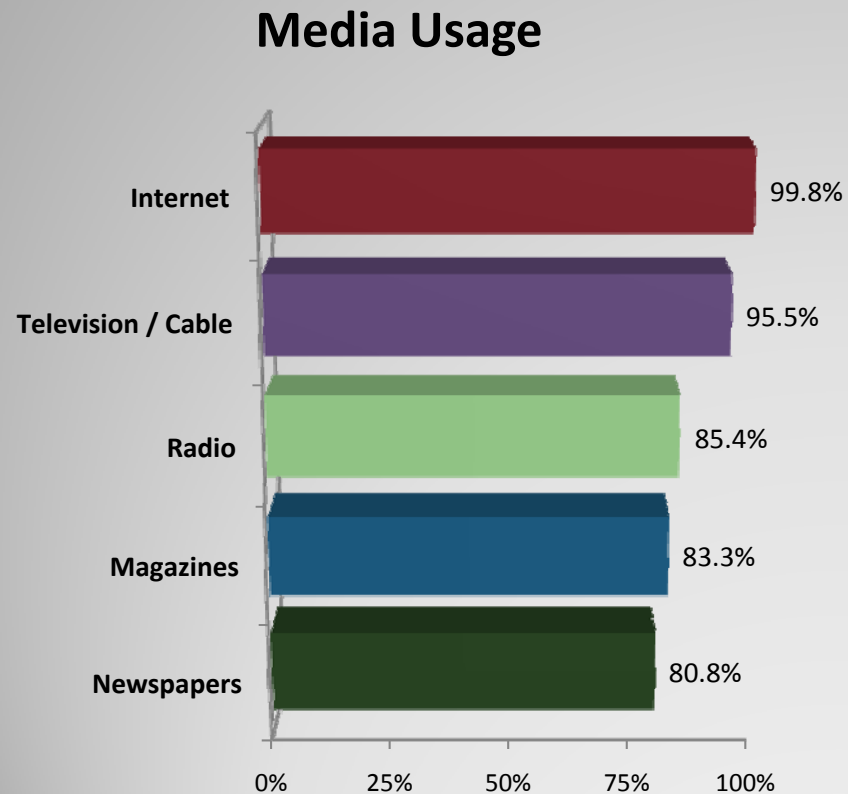
Q38. Would you be interested in "friending" or adding an application or "box" to you page from an environmental organization or group?



# Use of General Media



# Media Use: Various Media Types



## Media Usage differences among participants are as follows

### Magazines:

- ✓ well educated (4 yr college +),
- ✓ \$100K+ income,
- ✓ knows about local environmental issues.

### Television:

- ✓ those age 50+,
- ✓ \$100K+ income.

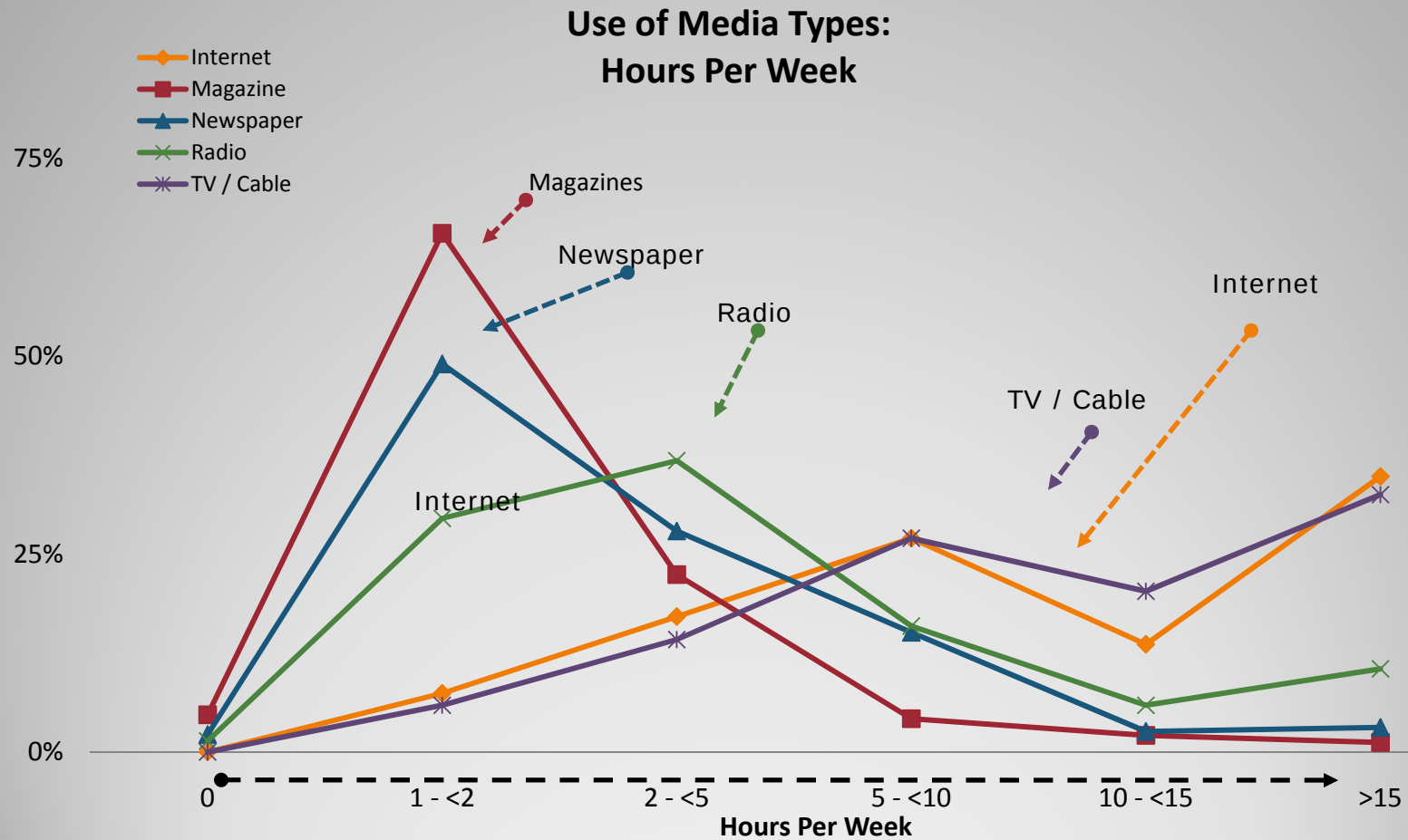
### Newspapers:

- ✓ age 50+ and married,
- ✓ well educated (4 yr college +)
- ✓ \$75K+ income,
- ✓ aware of local environmental issues.

Q39. Do you use...



# Media Use: Hourly Usage of Media Types



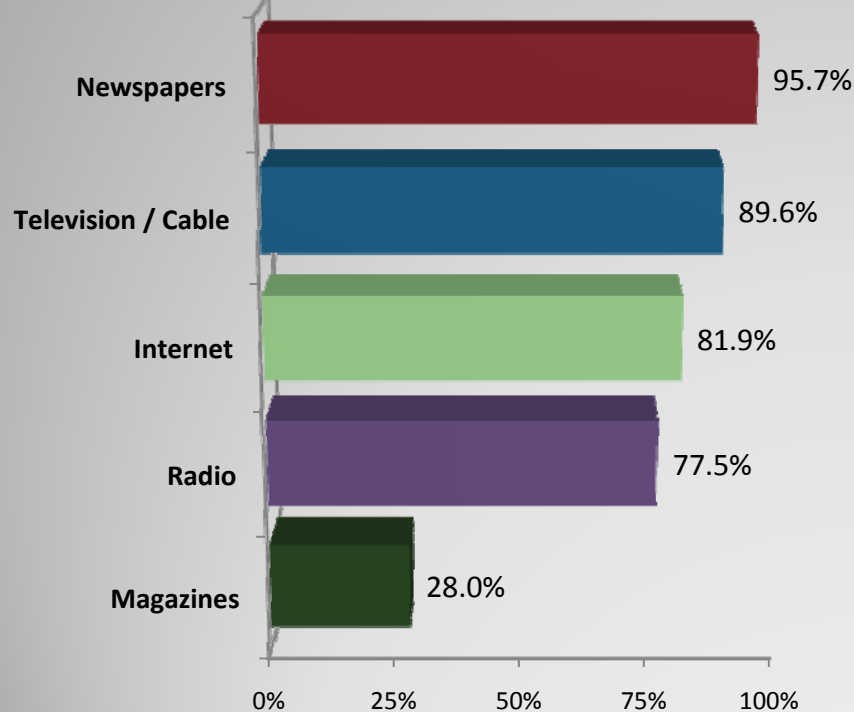
Q40. How many hours per week to you use [media] for personal use?



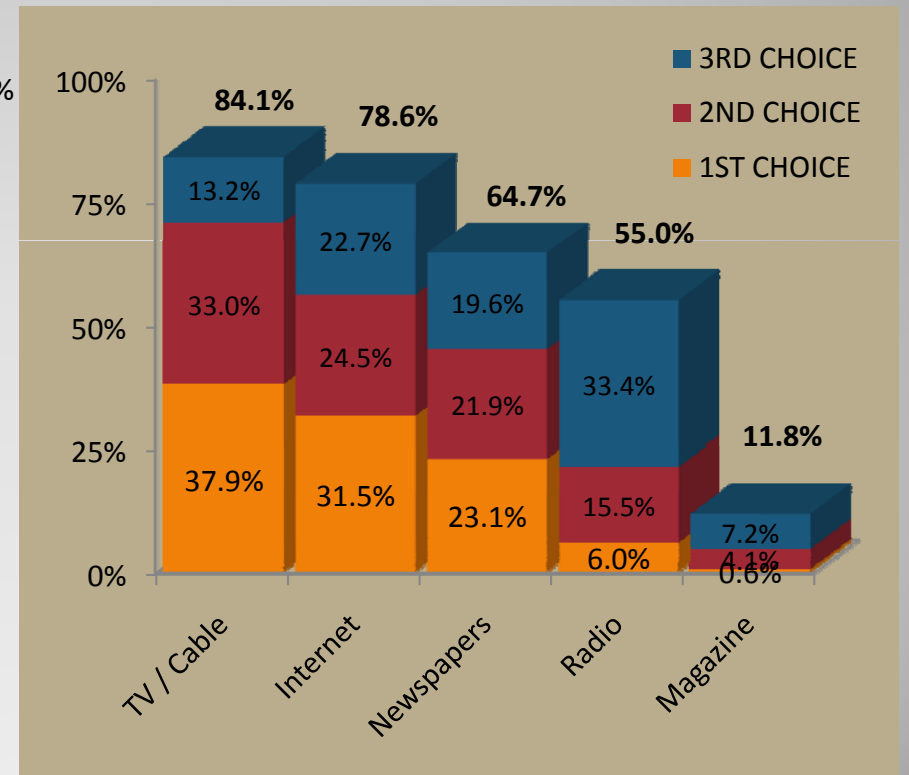
# Media Use: Local News & Local Current Affairs

## Media Usage:

Local News & Local Current Affairs  
(Must Use Type to Answer)



## Preferred Media For: Local News & Local Current Affairs



Q42. Do you use it for local news and local current affairs?

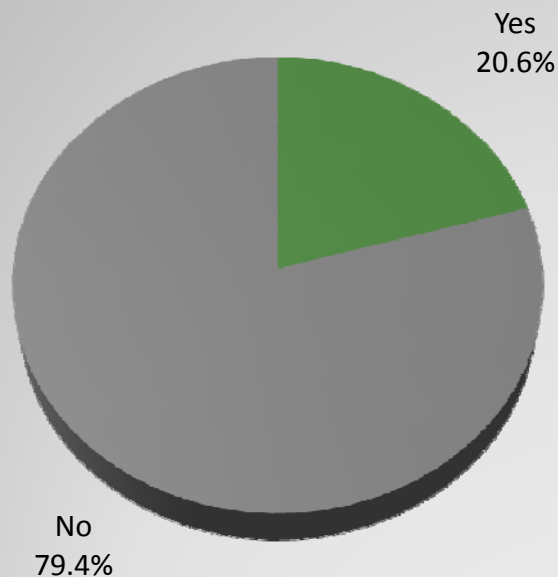


# HRGREEN Awareness

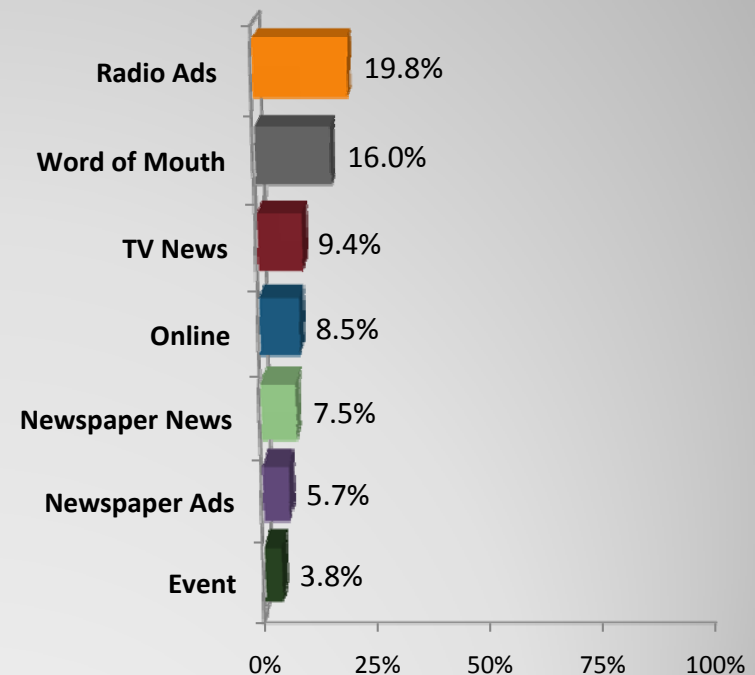


# HRGREEN: Aided Awareness & Initial Exposure

**Heard of HRGREEN  
Aided Awareness**



**Initial Exposure  
(20.6% Claim Awareness)**

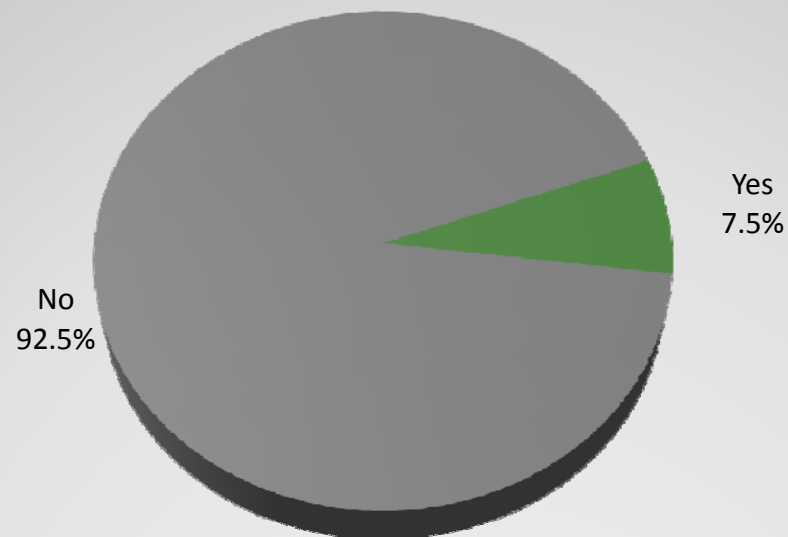


Q44. Have you heard of HRGREEN?



# HRGREEN: Website Visitation

Visited HRGREEN Website



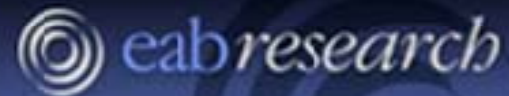
Q44. Have you visited the HRGREEN website?



# Thank you!

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EAB Research