



Consumers Say Green is Nice, Taste is Better

Waltham, MA. February 13, 2008 - Last week Invoke Solutions, with help from their partners Added-Value and Greenfield Online, conducted an interactive qual-quant research session with over 250 adults about “ethical marketing,” green consumption, and its actual impact on purchase decisions. This 60-minute session is part of Invoke’s monthly Invoke Live research program.

Invoke found that over 87% of participants claimed that it was very or somewhat important to purchase from brands that are committed to acting socially and/or environmentally responsible. 78% claimed to have taken active steps to change their behavior to be “a more responsible consumer.”

Still, there was a dose of reality to the responses. “My primary responsibility is to my family,” said one participant. “I have always tried to find the best cost value and best nutritional value of whatever I purchase. If it happens to also be a “green” company or container or whatever, then all the better. But my primary responsibility is to my family, because that is what I can control most.”

This was accented by the fact that responsible attributes like “organic,” “locally sourced/grown,” and “biodegradable or recycled packaging” ranked 5th -7th respectively in terms of driving juice choices while “taste,” “freshness,” and “price” topped the list. When determining whether a brand is environmentally or socially responsible, however, participants ranked the most important factors as 1) Organic; 2) Locally sourced/grown; 3) Fair trade; 4) Biodegradable or recycled packaging; 5) Gives to charitable causes; and 6) CO2 emissions reductions.

As part of the study, Invoke tested three advertisements that touted the environmentally friendly nature of juice products. In general, people wanted to believe the environmental claims saying they were “very” or “somewhat” believable in nature (87%, 81%, and 48% respectively). According to one participant “I prefer ad A first because it was clear and more believable. I don’t like ads that leave me with questions.” Not everyone was as easily sold, however. “Companies that give reasons and examples why they are responsible are infinitely more believable than those that just claim to be responsible and let it go at that.”

For more information about this study, the methodology, or the findings of a parallel study in the UK contact us at www.invoke.com or josh.mendelsohn@invoke.com

Green Issues Matter, But Won’t Decide Presidential Election

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Across the board people agreed that environmental issues were important but that they would not be the driving force in who they vote for. In fact only 34% would definitely not vote for a candidate that they disagreed with on environmental issues. In the words of one participant, "There are other issues that I find more important, but environmental issues could get my vote if two candidates were the same on everything else."

Participants named the three most important issues to them in the upcoming election with the economy being by far the most important (50% ranked it first). The full rankings were 1) Economy; 2) Healthcare; 3) Foreign policy; 4) Immigration; 5) Homeland security; 6) Taxes; 7) Education; 8) Social Security; 9) Climate change; 10) Energy policy; 11) Cultural issues such as abortion and same-sex marriage; 12) Housing; and 13) Stem cell research.

When asked how important "green" issues were in making a voting decision in general, one participant summed it up by saying, "Green issues have no effect on how I'm going to vote. There are too many other more important issues right now that will affect my vote - economy, war, etc." Many more agreed, including one who said "I feel they are important, but I feel they are going to take a back seat to other issues that people feel are more important. Issues like the economy, health care, and immigration."

Participants also were asked which candidate would have the largest positive impact on environmental issues. The democrats had a large edge with the top three being:

- 1) Hillary Rodham Clinton (31%)
- 2) Barack Obama (28%)
- 3) John McCain (12%)

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About Invoke Solutions

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. Unlike traditional, costly, and decades old research methodologies, Invoke's mobile and online research platforms have been developed specifically to provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading global research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

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