NMI’s LOHAS Segmentation

LOHAS: Lifestyles Of Health And Sustainability
NMI’s Proprietary Sustainability Segmentation Quantifies What Attracts People to Sustainability

LOHAS*: 21%
- Active stewards
- Personal and planetary health
- LOHAS is a lifestyle
- Heaviest purchasers
- Early adopters & influencers
- Willing to pay a premium

NATURALITES*: 20%
- Personal health > planetary health
- Strong secondary target for natural/healthy food
- Income restricts some behavior
- Price impacts purchases

DRIFTERS®: 24%
- Green followers
- Driven by social pressures
- Very driven by brand and premium
- Want to be seen as doing their part

CONVENTIONALS®: 18%
- Practical & rational
- Driven by cost savings; eco-benefits secondary
- Skeptical about organics

UNCONCERNEDS®: 17%
- Unconcerned about the environment and society
- Dealing with day-to-day challenges

Collectively referred to as “Sustainable Mainstream”
The LOHAS Consumer: 21%

Who they are
- Slight female skew
- Well-educated
- Highly influential
- Slightly higher income
- Higher social consciousness
- Less price conscious

What they believe
- Most likely to believe in the connection between personal and planetary health
- Live to sustain earth, mind and body naturally

Concerns
- Most concerned about a multitude of environmental issues
- Most active across their lifestyle:
  - Recycling
  - Boycotting/Procotting
  - Influencing others
  - Conserving water, electricity, and gasoline

How to reach them
- Can reach them with corporate info through company website, product labels, news stories, and independent third-party sources
- Chief influencers of consumer advocacy groups; third party organizations

Purchasing
- Lifestyle oriented and heaviest purchasers of green products:
  - Organic food
  - Natural cleaning/personal care
  - Hybrid vehicles
  - Renewable power
  - Green hotels
  - Socially responsible investing
  - Less driven by economic issues and willing to pay a premium for green

50M adult consumers in the US
LOHAS Leaders and Followers

LOHAS Leaders: 9%
- The true “movers and shakers” in the market, and those that are most likely to walk the talk
- They differentiate from Followers primarily in their actions; they are currently more involved in numerous ways (both purchase patterns & day-to-day eco-activities)
- More likely to think being green is easy, convenient, fun, and part of their everyday life
- Less price sensitive
- More influential among family and friends
- Take the lead on health as well as sustainability issues

LOHAS Followers: 12%
- While they share many attitudes with LOHAS Leaders, their behaviors sometimes lag
- But, they are still more engaged, both attitudinally and behaviorally, than non-LOHAS consumers
- More likely than Leaders to think green is too expensive and difficult
- Also need more education and tips on how to incorporate more behaviors into their lifestyles than Leaders
The NATURALITES Consumer: 20%

<table>
<thead>
<tr>
<th>Who they are</th>
<th>What they believe</th>
<th>Concerns</th>
<th>How to reach them</th>
<th>Purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower income and education than average</td>
<td>Clear connection of personal and planetary health – but personal health trumps</td>
<td>Concerned about personal health and other issues that affect them directly (e.g., food safety, gas prices)</td>
<td>Want to be more involved in sustainability:</td>
<td>Most likely to say purchase is determined mainly by price</td>
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<tr>
<td>Skew higher for kids 18+</td>
<td>Believe that some environmentally-friendly products are healthier</td>
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<td>Feel more responsible than in the past</td>
<td>Overindex in purchasing many natural and sustainable household products</td>
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<td>Most likely to eat out at restaurants</td>
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<td>Want more information</td>
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<td>Wish they did more</td>
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<td>Think they can make a difference</td>
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<td>Rely on “trusted” brands</td>
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47M adult consumers in the US
### The DRIFTERS Consumer: 24%

#### Who they are
- Youngest segment, skew to Millennials
- More likely (than average) to have children in HH
- Most racially diverse

#### What they believe
- Eco-wannabes, but want easy ways to engage in green activities
- They 'drift' wherever their peers or society pushes them
- Some positive green attitudes, but challenged with behavioral dimensions
- More likely to explore a company’s position on environmental responsibility
- Could be activated to sustainability through social pressure to do more

#### Concerns
- Driven by social pressure; most likely to say the only reason they do anything “green” is because:
  - It seems like everyone else is doing it
  - It matters to friends and family
  - Others expect them to
- Most likely to say their friends have gotten them more involved in environmental protection.

#### How to reach them
- Eclectic selection of “green” lifestyle behaviors; overindex on:
  - Use of clothesline
  - Using reusable mug
  - Composting
  - Carpooling/biking
  - Taking public transportation
  - Being politically active for environment

#### Purchasing
- Very driven by brand and premium:
  - Second most likely to say they’ll pay a 20% premium for eco-friendly or natural products
- Interested in green products from premium brands
- Least concerned about whether a product is a good value

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**A closer look**

**57M adult consumers in the US**
The CONVENTIONALS Consumer: 18%

Who they are
- Well-educated
- Above average income
- Boomer and slight male skew

What they believe
- Describe themselves as practical that drives “green” lifestyle behaviors:
  - Only run dishwasher when full and numerous other water conservation activities
  - Take bags to the store
  - Turn off car when idle
  - Above average recycling

Concerns
- Concerned about energy and economic issues:
  - Reliance on fossil fuels, pollution from cars/trucks
  - Value of home, stock market, US debt

How to reach them
- Their interest in sustainability driven by concern about saving money:
  - Think we live in a wasteful society
  - Interested in companies reducing waste

Purchasing
- Over index in usage of many waste- and energy-conscious products:
  - CFLs, LEDs
  - Energy-efficient electronics/appliances
  - Green building products
  - Home energy meters
  - Insulation and weather stripping
  - Low flow water fixtures

- Don’t know where to find green products
- Claim they don’t know enough about green products to buy
The UNCONCERNED Consumer: 18%

Who they are
• Slight male skew
• Highest income
• Slightly more likely to be Caucasian

What they believe
• Show no interest in becoming greener—don’t want more information, don’t want more green products on the market, don’t feel guilty when they don’t do more

Concerns
• Actually show some interest in economic issues and foreign affairs, debt, cost of gas, property values
  • But, underindex on social and natural resource issues

How to reach them
• Not a target unless “a trigger” makes it relevant for them
• Admittedly don’t do much to protect the environment, and don’t think they can make a difference
• Think being environmentally-friendly is boring, a chore, too difficult

Purchasing
• Underindex on eco-friendly product purchasing

A closer look
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