



WORLD MARKET CENTER
LAS VEGAS



GREENTHINKING

Understanding the Mind
of the Consumer

9/8/09



Background



Sustainable Furnishings Council founded 10/06

- non-profit coalition of suppliers, manufacturers, and retailers
- include ranking staff of Rainforest Alliance, World Wildlife Fund and co-founder of USGBC/LEED
- promote best practices in home furnishings
- #1 organization, add a new member each day





Research



SFC second annual national US consumer research

- 317 women homeowners (90% certainty)
- aged 30 to 60, household income \$50K+
- purchased \$500 home furnishings past year
- funded by World Market Center in Las Vegas





Concerns



Consumers concerned with many environmental issues

- deforestation second highest

“Very aware and concerned”

Pollution	63%
Deforestation	58%
Conservation	58%
Extinction	57%
Global Warming	48%
Natural Disasters	46%

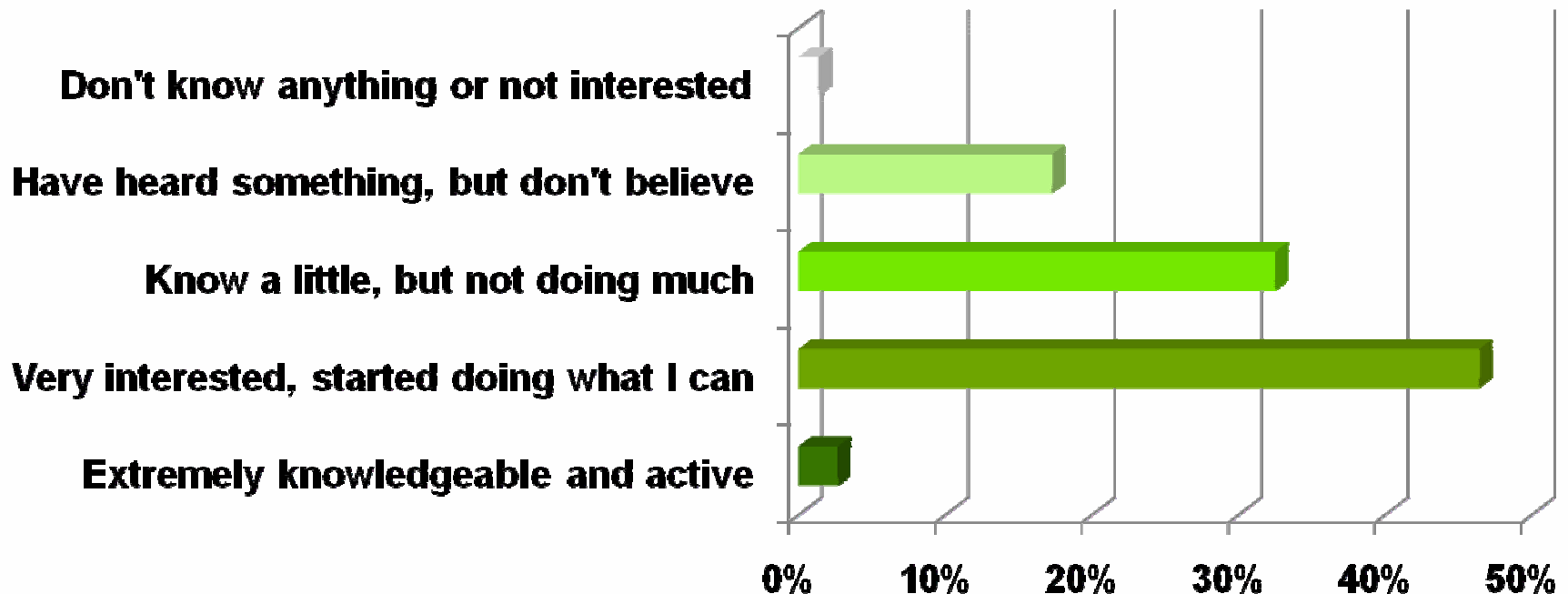


Global Warming



Half of consumers concerned enough to take action

- 19% don't know or don't care
- 33% not acting yet
- 48% are doing what they can



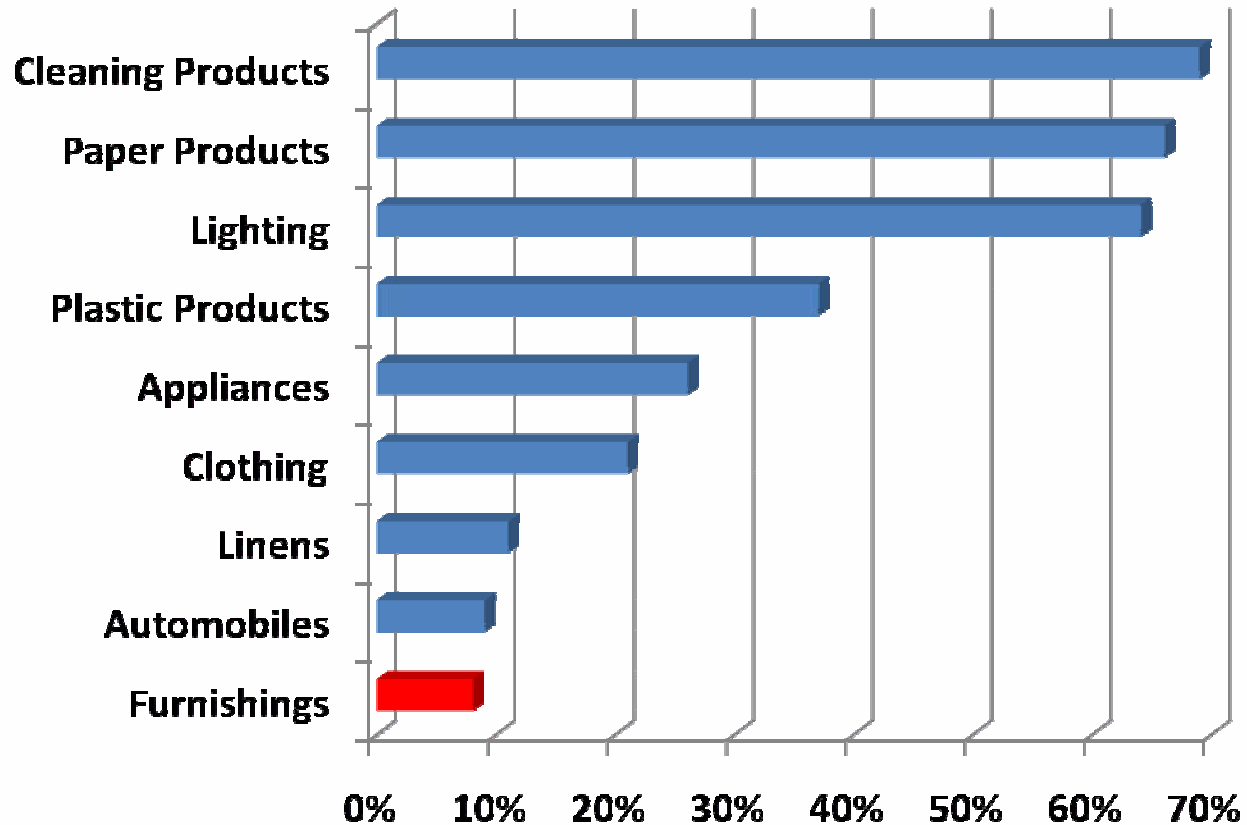


Purchasing



Many green products purchased, but few in home furnishings

“Green products purchased”



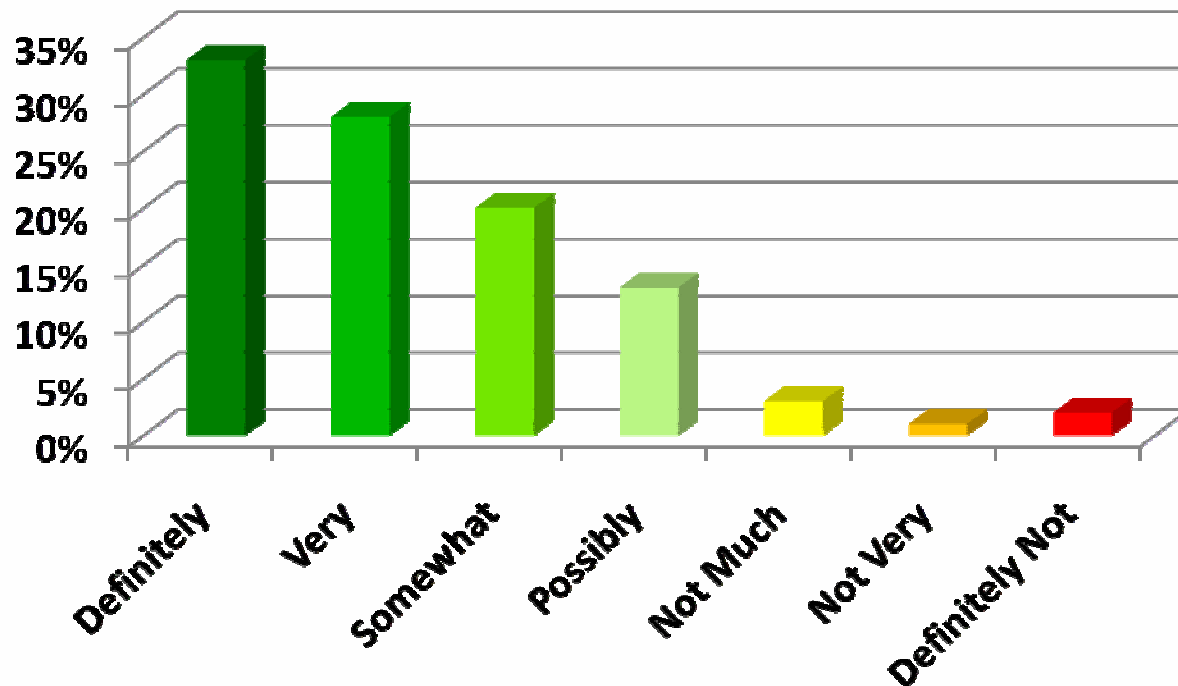


Purchase Interest



Consumers will buy green furnishings if they like the style and cost about the same as other options

- 81% interested, translates to 47% trial rate





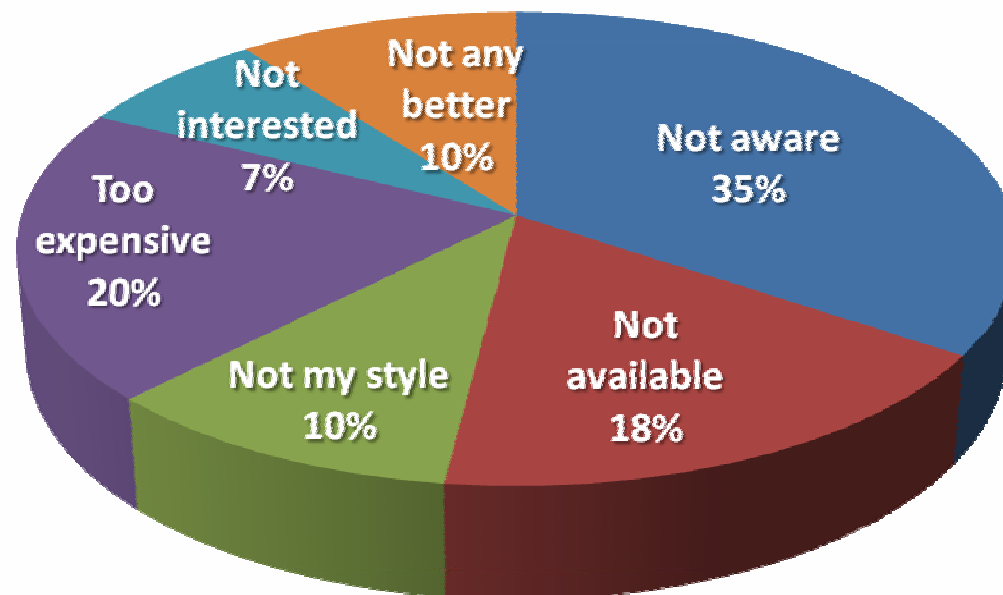
Obstacles



Lack of awareness/availability main obstacles to purchasing green

- opportunity for more products and communication

“Why green home furnishings not purchased”





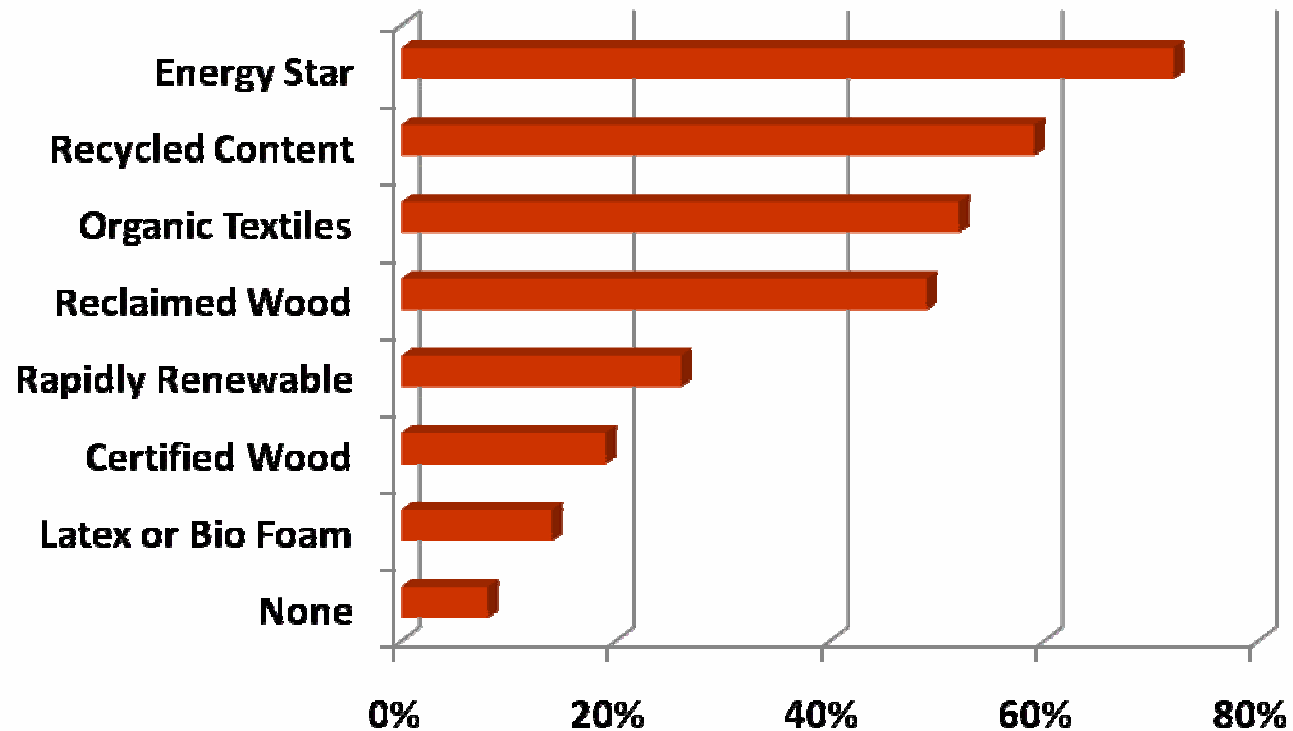
Certified Wood



Consumers know little about green options

- certified wood especially low

“Awareness of green furnishings options”





Responsibility



Manufacturers must innovate, not wait to be asked by consumers

- Starbucks saved a “dying” coffee market
- Ipods saved unsuccessful MP3 market
- Prius now Top 5 demanded vehicle





sustainable
FURNISHINGS COUNCIL

www.sustainablefurnishings.org