

WBR ARTICLE

EarthDay dawns with Wyo 6th "greenest" state

By Staff

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TRYO, N.Y. — According to the Earthsense Eco-Insights Survey, residents living in the nation's top 10 green states are 9 percent more likely to exhibit green behavior. Top eco-behaviors include turning off the lights when leaving a room, buying products made of recycled materials, recycling cans, bottles and newspapers regularly, turning down the thermostat and limiting the use of water in the home.

Based on the Earthsense Eco-Insights Survey, the largest study of its kind focusing on consumers and the environment, the 10 ten green U.S. states rank as follows:

1. Vermont
2. Alaska
3. New Mexico
4. Oregon
5. Massachusetts
6. Wyoming
7. Delaware
8. Minnesota
9. District of Columbia
10. Idaho

The survey was conducted by Pitney Bowes Business Insight (PBBI), a business communications company, and Earthsense, an applied marketing company.

"With Earth Day just around the corner, we decided to research and identify areas of the country that are exhibiting green behavior and making green purchases," said Leslie Nogue, product manager at PBBI. "Integrating our geo-demographic data with Earthsense Eco-Insights survey data provides an in-depth look at key consumer and marketing trends. This insight provides companies in all sectors, including retail, restaurants, real estate and financial services, with the valuable information on consumer lifestyle and behavioral characteristics that they need to make more strategic business decisions."

On the Web: www.pbbbusinessinsight.com

www.earthsense.com