2012 TIMBERLAND ECO-LOVE SURVEY

FACT SHEET

Timberland's 2012 Eco-Love Survey asked more than 1,000 men and women how important green behaviors are when it comes to finding – and keeping – true love. Survey questions and results – broken down by gender – follow.

Which of the following qualities, if any, might make you question whether or not to date someone?

	2012 Total	2012 Men	2012 Women
Any (Net)	**52%**	**47%**	**56%**
If the person littered	46%	40%	52%
If the person didn't recycle	15%	13%	17%
If the person left his or her lights on when not at home	14%	14%	14%
If the person doesn't believe in climate change	14%	15%	13%
If the person drove a car that was not very environmentally responsible, such as a Hummer	12%	12%	11%
If the person didn't buy eco-conscious products	5%	6%	3%
None of these	48%	53%	44%

- Women are 30 percent more likely than men to question whether to date someone who litters (52% vs. 40%) or refuses to recycle (17% vs. 13%).
- Women are more likely to be turned off by anti-environmental behaviors. Fifty-six percent of women would question whether to date someone who practiced bad-for-the-earth behaviors, versus only 47 percent of men.

Which of the following eco-minded qualities, if any, make a person attractive to you?

	Total	Men	Women
Any (Net)	**77%**	**75%**	**79%**
They enjoy spending time outdoors	57%	58%	56%
They practice eco-minded habits around the house (e.g., conserving water, tending to a garden, turning off the lights when leaving a room, etc.)	50%	46%	54%
They consider the environmental impact of the products they buy (e.g., clothing, food, CFL light bulbs, etc.)	30%	30%	31%
They commute/travel using environmentally responsible transportation (e.g., public transportation, bicycle, carpooling, etc.)	19%	20%	18%
They spend time volunteering for environmental causes	19%	15%	22%
None of these	23%	25%	21%

- Women are 47 percent more likely than men to find people who spend time volunteering for environmental causes attractive (22% vs. 15%).
- Women are 17 percent more likely than men to find people who practice eco-minded behaviors around the house attractive (54% vs. 46%).

In which of the following ways, if any, would you prefer to meet someone you would like to date?

	Total	Men	Women
Any (Net)	**74%**	**74%**	**74%**
While enjoying outdoor leisure activities (e.g., strolling through a park, walking a dog, etc.)	58%	59%	58%
While being active outdoors (e.g., hiking, running, playing sports, etc.)	39%	48%	31%
At a volunteer or service event	33%	27%	39%
While supporting the local food movement (e.g., at a farmers' market or community garden, etc.)	20%	17%	23%
At an activist event (e.g., a protest, boycott, etc.)	7%	6%	8%
None of these	26%	26%	26%

- Men are looking to be active outdoors, while women would rather volunteer or "go local."
- Men are 55 percent more likely than women to prefer meeting someone they'd like to date while being active outdoors (48% vs. 31%).
- Women are 44 percent more likely than men to want to meet someone they would like to date at a volunteer or service event (39% vs. 27%).
- Women are 35 percent more likely than men to want to meet someone while supporting the local food movement (23% vs. 17%).

Which of the following activities, if any, describes your ideal eco-minded date?

	Total	Men	Women
Any (Net)	**76%**	**75%**	**77%**
Going on an outdoor adventure (e.g., hiking, walking in the park, etc.)	54%	58%	51%
Dining at a restaurant that serves locally grown and/or organic food	31%	27%	35%
Participating in projects to improve the environment (e.g., planting trees, joining nature conservation projects, etc.)	23%	22%	25%
Volunteering to clean up a public place (e.g., beach, park, city square, highway, etc.)	21%	18%	24%
None of these	24%	25%	23%

- Once again, men would rather be active outdoors on an eco-minded date, while women would rather volunteer or participate in the locavore movement.
- Men are 14 percent more likely than women to consider an outdoor adventure an ideal eco-date (58% vs. 51%).
- Women are 30 percent more likely than men to prefer dining at a restaurant that serves locally grown and/or organic food (35% vs. 27%).
- Women are 33 percent more likely than men to prefer volunteering to clean up a public place (24% vs. 18%).

Which of the following eco-minded dating behaviors, if any, would prevent you from considering a second date?

	Total	Men	Women
Any (Net)	**69%**	**65%**	**74%**
If my date insisted I order environmentally responsible food options	46%	45%	46%
If my date picked me up for the date on a bicycle	43%	33%	52%
If my date brought reusable take-out containers or tableware to a restaurant	40%	37%	42%
If my date continuously stopped to pick up litter while walking	27%	28%	26%
None of these	31%	35%	26%

- This isn't Amsterdam; American women do not want to be picked up for a date on a bicycle! More than half (52%) of women would reconsider a second date if they were picked up for a first date on a bicycle. In fact, women are 56 percent more likely than men to reconsider a second date after getting picked up on a bicycle.
- In general, men are more tolerant of eco-behaviors on a date, as 35 percent of men said "none of these" eco-behaviors would make them reconsider a second date, compared to only 26 percent of women who said the same.

ABOUT THE SURVEY

The 2012 Timberland Eco-Love Survey presents the findings of an online survey conducted by ORC International on January 9-11, 2012, among a sample of 1,029 adults comprising 514 men and 515 women 18 years of age and older. The margin of error associated with a sample of this size is ± 3%.