

Green Living

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

1.	Canada	100
2.	United States	95
3.	Australia	70
4.	United Kingdom	58
5.	India	30
6.	Germany	9

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on begreeninfo.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.

Demographics

Updated Oct 25, 2011 • Next: Nov 2, 2011 by 9AM PDT



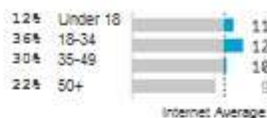
Gender
Male



[Embed](#) | [Gender](#)



Age
Young Adults

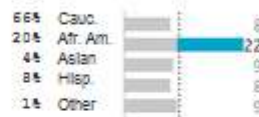


[Embed](#) | [Age](#)



Ethnicity
African American

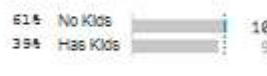
There are more African American visitors here than average.



[Embed](#) | [Ethnicity](#)



Children in Household
No Kids In Household

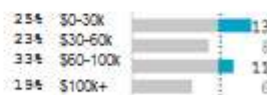


[Embed](#) | [Children in Household](#)



Household Income
Less Affluent

This site attracts a less affluent audience.



[Embed](#) | [Household Income](#)



Education Level
People With No College

There is a high index of people with no college here.



[Embed](#) | [Education Level](#)

The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



Psychographics (data based on begreeninfo.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Adult	7.7x	<div></div>
Humor	7.2x	<div></div>
Games - Online Play	3.4x	<div></div>
Gaming Information	3.4x	<div></div>
Commerce/Music	2.7x	<div></div>
News/Information	2.7x	<div></div>
Instant Messenger	2.3x	<div></div>
Movies	2.2x	<div></div>
Business News & Info	2.1x	<div></div>
Discount	1.6x	<div></div>
Home Furnishing	1.5x	<div></div>
Commerce/Movies	1.3x	<div></div>

Frequently Asked Questions

- Where do I find valuable information about green living and a healthy diet?
- Where can I find good tips for green living?
- What are some books about green living tips?
- What are some magazines related to "green living"?
- What are 5 good changes I can make to my life for green living?
- What website is the best for tips on green living?
- I want to start a green living lifestyle, how do I start?
- Are freegans closest to a true authentic environmentalist or green living?
- What are reliable websites for green-living, homemade remedies and organic/vegan food?
- Care to share some renewable energy green living tips?
- What are the first steps in being more "green" or earth friendly when living in an apartment?
- Where can I learn about green living and energy savings topic?
- I plan on being green. How can I start?
- How would I go about finding people who like to write about green living as a hobby?
- What kind of gifts are environmentally friendly and for green living?
- How to practice living green ?

- What are some good informative websites about saving the environment and “green living”?
- Do we really save money by living green?
- How do I go about living green?
- What are some tips for living a “green life”?
- What are some things to keep in mind if you are making a green living house?
- Green living tips for renters?
- Where can I learn all about green living like rural off the grid?
- What are some tips on living a “green” life?
- How often do green living persons change their bed-linen?
- What are some basic starts for green living, starting at home?
- How exactly can I start living green |?
- Why do so many people not want to live green?
- How is the good way to motivate other people to keep on green living, and tell them why it is crucial?
- Do you think a house that incorporates green living is a good idea?

Problems & Frustrations

- **Don't know green living ways**

I'm planning to turn my home green. The walls will be white in the living room to make the place brighter so I won't need to have too much lighting. I have changed my bulbs to energy saving ones. My kitchen is off of the living room and I want to start on it next but I don't know what to do over there. What green living ways can I implement for the kitchen?

I admit I haven't been into the "green" lifestyle. I would like to try and be a more environmentally friendly person. How would I go about starting? Any tips or advice?

- **Difficulty finding good resources on green living**

There is a lot of talk about green living, organic and raw foods, but most info is so basic that everyone just keeps repeating the stuff already known. I'm looking for more advanced and very specific ways to start implementing green living in my life. Any recommendations?

I'm hoping to find some Eco Friendly/Green Living/ Conservation tip books to get started with converting my home into a green home. Does anyone know of good ones I can read?

Green Living has been an interest of mine for quite some time and need more information. I have researched it and just can't seem to find a book that can explain in simple terms the purpose, how to begin, what it is and how to make it a part of life.

I'm looking for easy-to-use, detailed and informative sites on how to save the environment and how to go green. I've seen a good bit, but I'm looking for better ones.

My 8 year old has gotten caught up in living green which is great but the majority of tips I find for saving electricity, water etc are for homeowners. Is there a site or a book or a community that would teach me so I can have thorough knowledge and learn all the ins and outs and learn what works and what doesn't etc.

- **In need of more green living ideas**

I wish to get my family to be more involved with living green. We already do basic things, like recycle, reuse, turn off lights when we don't need them, keep the heat low, don't run the water, wash clothes in cold water only etc.. but I feel like we're not doing enough. I've run out of ideas already. Where can I find more great ideas like that? Thanks!

My husband and I live in a small apartment, and want to know the basics for living green. I'm looking for some tips on living greener, things such as solar panels, etc, that won't cost a lot to implement? Of course, solar panels cost a fortune, but it's an example. Thanks!

I live in a passive solar home. I would love to be more green but I don't want to spend any more money. Any good ideas?

- **Using drastic green living methods and don't know if it's something to do long term**

If I were to move to my cabin that I have in the mountains. This cabin is nice and rather remote. It has no plumbing. It is not wired for electricity. It has a wood burning stove and fireplace for cooking and heat. I use lanterns for light. Solar power won't work because of the tall pine trees that block the sun. I can use a horse to get around instead of a vehicle. Some of my food needs can be taken care of by fishing and hunting. I usually spend about

two weeks there every summer. Water comes from a well nearby. The old hand pump type. The outhouse is in back. No bath or shower but there is a lake not far to the west. I'm not real sure if I would want to live like that all the time unless I really had to. Living in that cabin is almost like going back in time a hundred years or so.

- **Not certified to install solar panels**

I wanted to install solar panels, but I need to be certified which I am not. How can I go around it? I don't want to pay expensive fees to do something that I can do myself.

- **Building wind turbines, solar panels are expensive**

I am not sure if this belongs in science. Move if necessary I am planning on buying a small lot of land . I will be building a Mongolian yurt. The yurt is not completely sealed so I will be digging a mote around it to reduce the amount of spiders and vermin. It will be topped off with fish and surrounded by an array of perennial wild flowers .For heat the yurt will have a wood burner inside. For electricity it will be powered by homemade wind turbines, a Fresnel lens and a sterling engine. I will have a solar shower outside made of a metal frame with a black plastic tarp on top to hold and heat water , the sides draped with whitish clear plastic. It will work with basic siphoning. There will be a veggie and herb/spice garden. A spice shack and an outhouse. It's a plan in development so there will probably be more. Buying wind turbines, solar panels, etc. can be very expensive but building the stuff your self is quite inexpensive and not difficult.