



NRHA

North American Retail
Hardware Association

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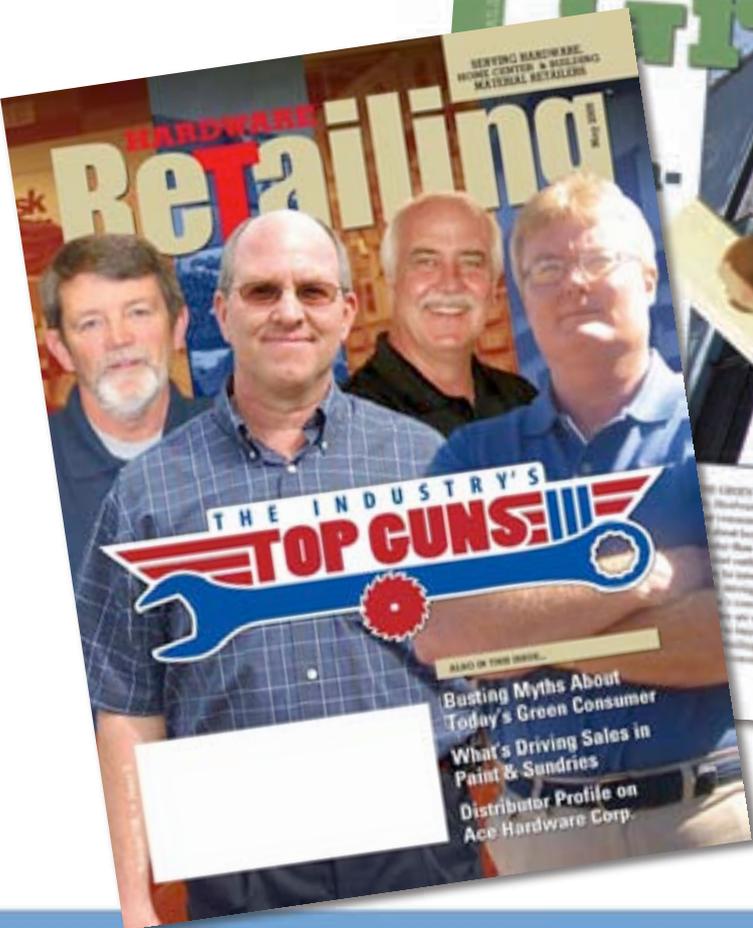
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Taking off the Green-Tinted Glasses:

- “Going Green” is not a new concept, but it earned some attention this the past year.
- NRHA conducted consumer research with over 250 surveys across the country to hear from the people driving the trend

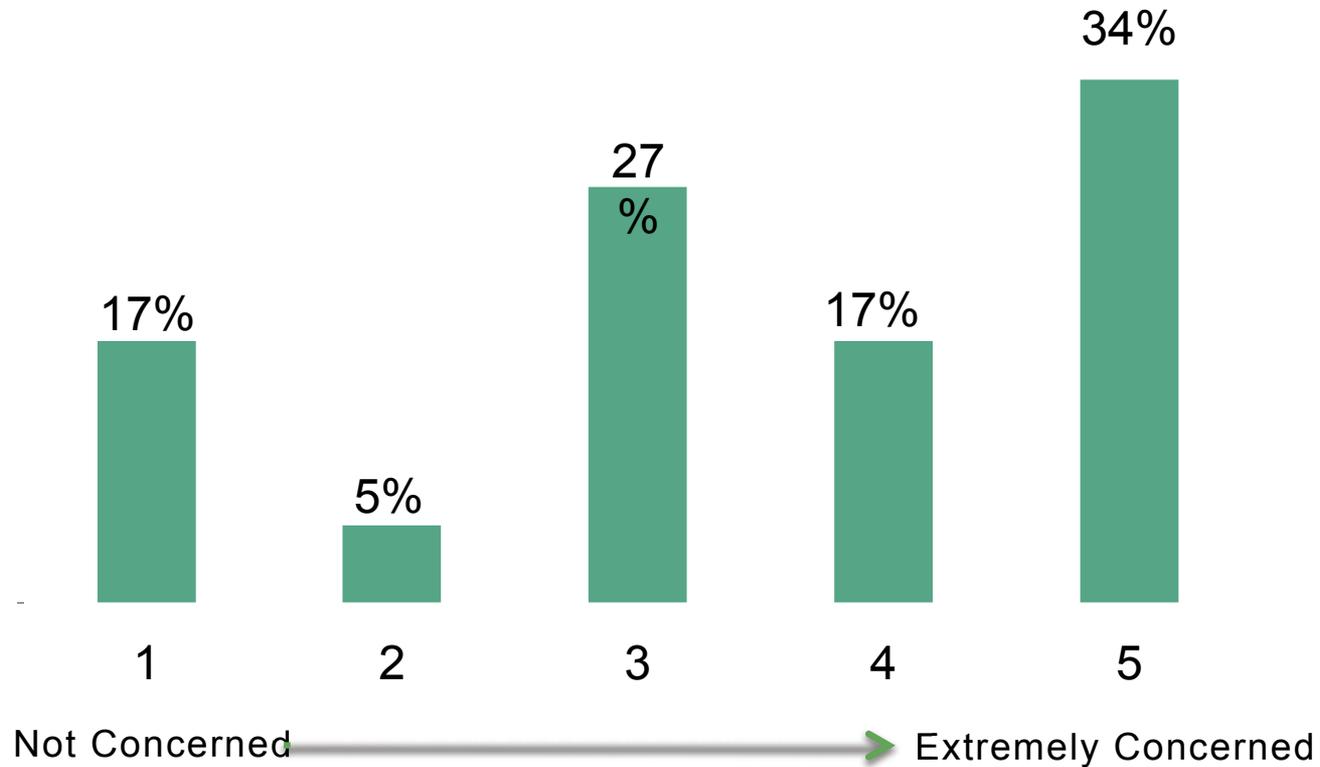


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Myth

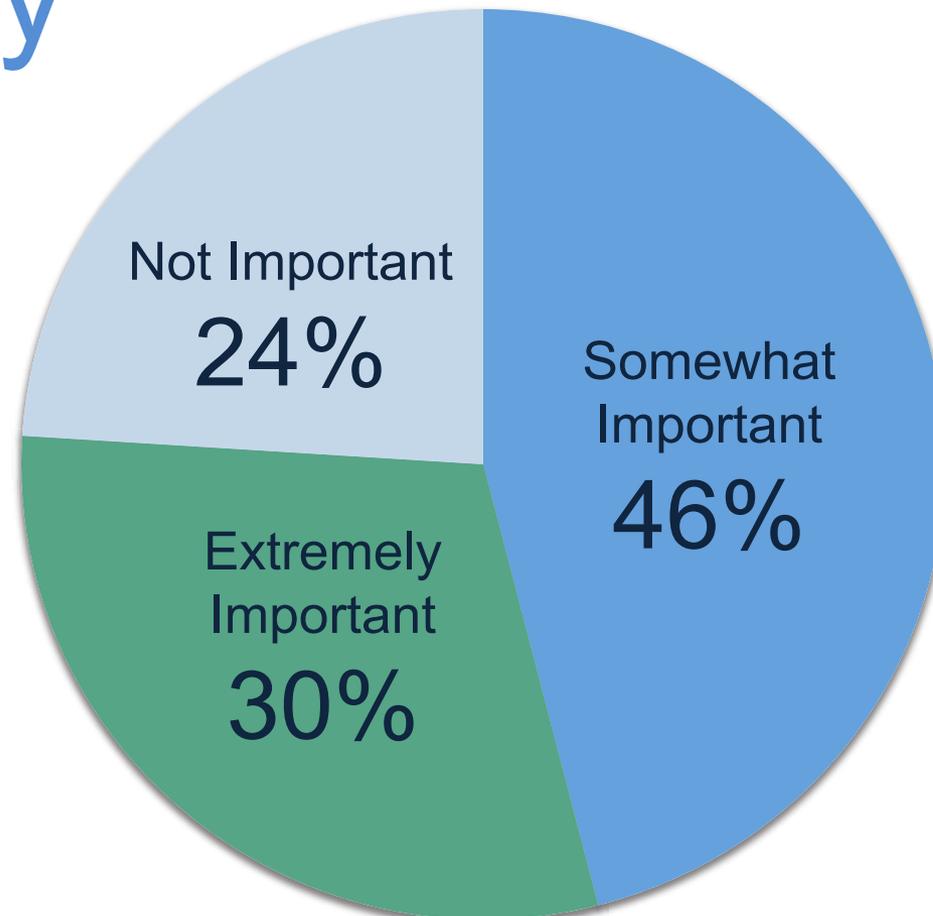
“Going green is a fad that has no place in the hardware industry.”

Reality



How concerned are you that products are eco-friendly?

Reality

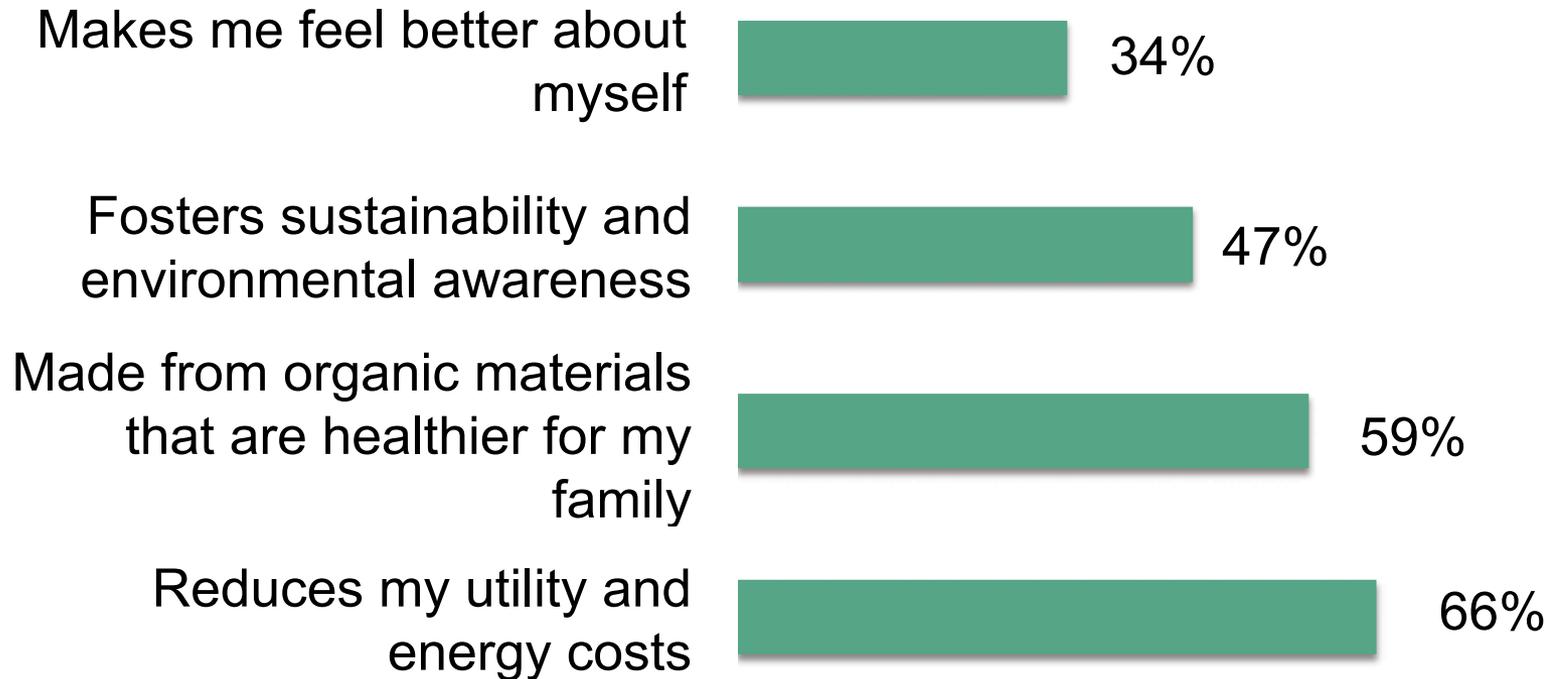


How important is it to have a sizable selection of eco-friendly products?

Myth

***“Eco-friendly products are for hippies,
not the pro contractor
or average DIY consumer.”***

Reality



Percentage of Consumers Rating the Following Traits as Extremely Important for Green Products

Myth

“My sales staff has the greatest influence on green sales in my store.”

Reality

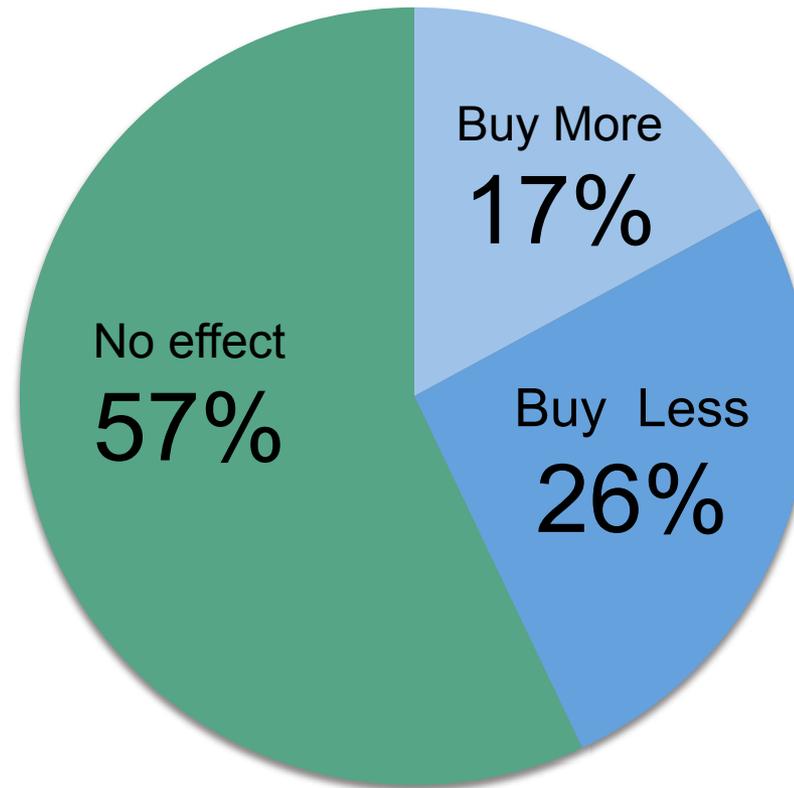


Percentage of Consumers Saying the Following Factors Influenced their Green-Buying Decisions

Myth

“The challenged economy has had a dramatic impact on eco-friendly product sales.”

Reality

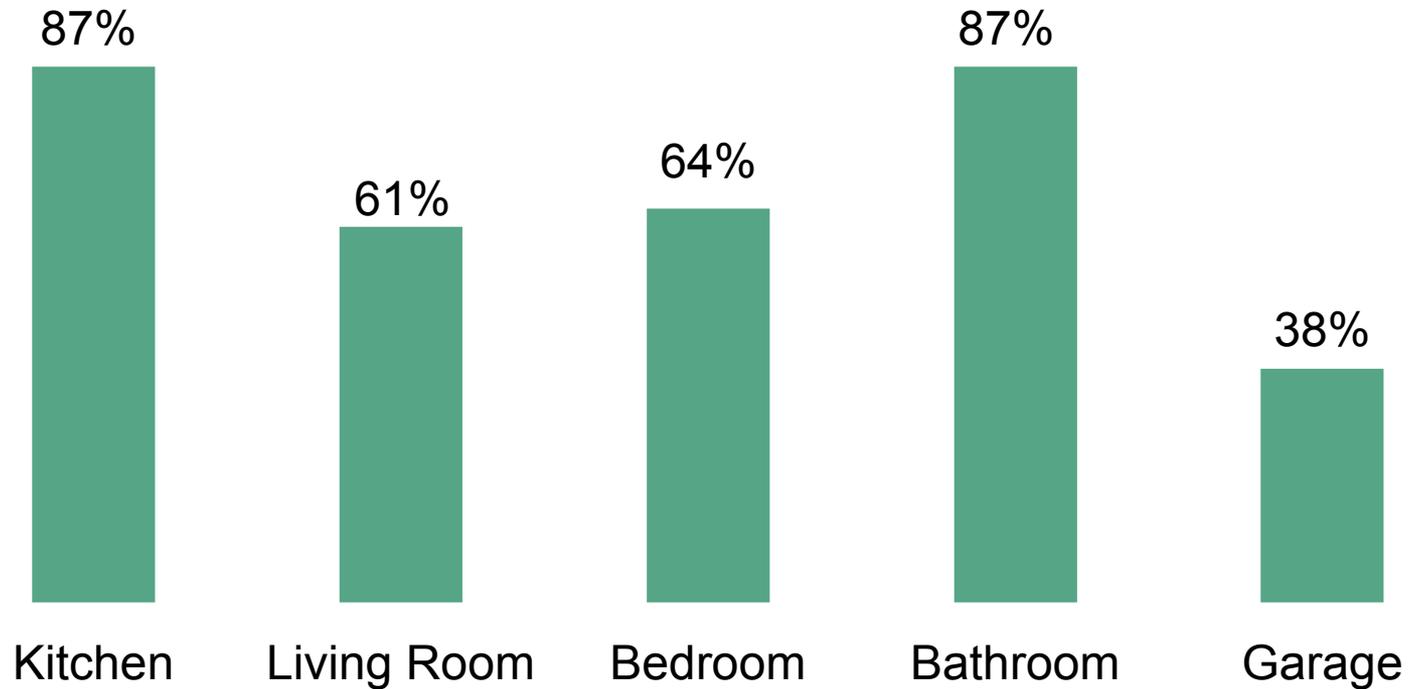


In the last two years, has the economy affected your purchasing habits when buying eco-friendly products?

Myth

“To be a green-tailer, you have to offer eco-friendly products in every category.”

Reality



According to the consumers in our survey, they were most willing to purchase green products for their kitchens and bathrooms; The garage ranked the lowest.



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