



PEPSICO WIN AND SHESPEAKS – SHE INSPIRES SERIES

WOMEN WISH TO BE “GREEN”, BUT ADMIT THEY AREN’T IN REALITY

MONEY MATTERS WHEN IT COMES TO BEING ENVIRONMENTALLY CONSCIOUS

1 WHAT “GREEN” ACTION HAS THE GREATEST ENVIRONMENTAL IMPACT?



40%

of U.S. women say it’s the small steps we can all do – like **RECYCLING**.

i **ANOTHER WAY TO DO IT:** Composting is a great way to reduce landfill trash and nourish the soil.



2 WISH WE COULD... BUT



Over **HALF** of U.S. women said they don’t have the time or money to be as environmentally friendly as they’d like.

3 KIDS ARE THE NUMBER ONE REASON WHY WE’RE ENVIRONMENTALLY-FRIENDLY.



40% say setting an example for future generations is the greatest benefit of being “green.”

4 WHAT’S THE BIGGEST HURDLE TO BEING “GREEN”?



MONEY! 76%

of U.S. women say the higher prices prevent them from purchasing environmentally-friendly products.

i **SOLUTION:** Coupons! 47% of U.S. women are motivated by coupons to try environmentally-friendly products.



The She Inspires Series is a partnership with the PepsiCo Women’s Inspiration Network and SheSpeaks that asked the opinions and uncovers trends among American women online. 1,267 women ages 18+ were surveyed online April 2011.

pepsicowin.com