



MRI Partners with Natural Marketing Institute

--LOHAS Data Integration Offers Deeper Insights About Green Consumers--

NEW YORK, NY, December 10th, 2009--Natural Marketing Institute (NMI) and Mediamark Research & Intelligence (MRI) announced today that they have integrated NMI's LOHAS consumer segmentation model with MRI's *Survey of the American Consumer* database.

LOHAS is an acronym for "Lifestyles Of Health And Sustainability," a consumer segmentation system that classifies consumers according to their behaviors and attitudes toward the environment, social issues and corporate social responsibility. MRI's *Survey of the American Consumer* is the country's most reliable and comprehensive consumer and media usage study.

"This data integration offers marketers a deeper understanding of the sustainability marketplace," said Kathi Love, President and CEO of MRI. "Combining NMI's classification of the LOHAS landscape with MRI's extensive insights into these consumers' attitudes, media behavior and product usage helps companies targeting environmentally conscious consumers to fine-tune their messages and media plans."

The five LOHAS consumer segments now available through MRI are:

NMI LOHAS Segmentation Model

- **LOHAS™** (19% of U.S. adults): LOHAS consumers are dedicated to personal and planetary health. Not only do they make environmentally friendly purchases, they are active stewards of the environment.
- **NATURALITES™** (15% of U.S. adults): This segment has a strong personal health focus through consumables. NATURALITES are not, however, as committed to the environment nor driven to purchase eco-friendly durable goods.
- **DRIFTERS™** (25% of U.S. adults): These consumers have good intentions, but factors other than the environment influence their actual behavior. They are, however, driven to sustainability based on the trendiness of the topic.

- **CONVENTIONALS™** (24% of U.S. adults): This very practical segment doesn't have far-reaching green attitudes, but they do have environmental behaviors such as recycling and energy conservation.
- **UNCONCERNED™** (17% of U.S. adults): Simply put, the environment is not a priority to consumers in this segment.

“Social responsibility and environmental concerns are important to an increasing number of corporations,” said Steve French, NMI Managing Partner. “Through MRI’s *Survey of the American Consumer*, marketers can more deeply profile key LOHAS segments. Moreover, because of MRI’s extensive media usage information, they can develop media and promotion plans to successfully reach these groups.”

“For instance,” continued French, “consumers in the ‘LOHAS’ segment are more likely to be heavy Internet or Magazine users than are the ‘NATURALITES’ , while ‘NATURALITES’ are more likely to be heavy TV users than are consumers in the ‘LOHAS’ group. This is an important insight for marketers wishing to reach these segments.”

PROFILE OF LOHAS CONSUMERS HEAVY MEDIA USAGE		
	% More or less likely than the average U.S. Adult to be a Heavy Media User of..	
	<u>LOHAS</u>	<u>NATURALITES</u>
Heavy Magazine User	+16%	+6%
Heavy TV User	-23%	+6%
Heavy Internet User	+21%	-10%
Source: MRI's Doublebase 2009 <i>Survey of the American Consumer</i> .		

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from its *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.

About LOHAS and NMI

LOHAS describes an integrated, rapidly growing \$209 billion market for goods and services that appeals to consumers who have a meaningful sense of environmental and social responsibility and incorporates those values into their purchase decisions. NMI has quantified the LOHAS market and consumer since 2002, currently with eight years of trended insight and data in the U.S.

Using a proprietary algorithm, NMI's annual survey (*LOHAS Consumer Trends Database®*) segments U.S. consumers into one of five consumer groups: LOHAS, NATURALITES, DRIFTERS, CONVENTIONALS and UNCONCERNEDS. This allows companies to not only focus on the LOHAS consumer segment, but other opportunistic segments as well.

NMI is an international strategic consulting, market research, and business development company specializing in the health, wellness, and sustainable marketplace. Since 1990, NMI has provided unparalleled insight to hundreds of clients around the world. NMI is the only source for LOHAS data, currently available in the U.S., Europe, and Asia.

For more information on NMI's proprietary research tools, customized research services, and insightful market reports, visit NMI's web site at [**www.NMIsolutions.com**](http://www.NMIsolutions.com).

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