

## MEDIA HIGHLIGHTS

### Going green could land you a hot date

- More than four-in-five (82%) Americans find it attractive when someone practices eco-conscious behaviors. Top behaviors include spending time outdoors (59%); keeping an eco-conscious home by conserving water, tending a garden or turning off lights when not in use (46%); and considering the environmental impact of the products they buy (33%).
- You might even find the love of your life while you're advocating for the planet. One-in-10 men and nearly as many women say they'd like to meet someone at an activist event like a protest or boycott.
- And simple, everyday green behaviors could win over that special person's heart. Roughly one-in-10 Americans say they'd like to meet someone during a ride share.
- Don't even think of denying climate change. People are 57 percent more likely today than in 2012 to question whether to date you if you're denier (22% vs. 14%).
- One-in-four (25%) Americans say they'd like to meet someone while supporting the local food movement, like shopping at a farmer's market or tending a community garden.

### Love is in the (fresh) air

- If you find yourself unlucky in love, you might consider heading outdoors. Nearly three-fifths (58%) of people say they would want to meet someone while enjoying outdoor leisure activities like strolling in the park or walking a dog, and 42 percent want to meet someone while being active outdoors by hiking, running or playing sports.
- In fact, 59 percent of people say they are attracted to people who spend time outdoors.

### Volunteer your way into a person's heart

- These days you can do good *and* find love. Americans are 37 percent more likely today than in 2012 to say volunteering for environmental causes makes a person attractive (26% vs. 19%).
- More than one-third (36%) of people say they would actually like to meet a potential mate at a volunteer or service event. This is especially true of women, who are 36 percent more likely than men to want to meet someone in this fashion (42% vs. 31%).

### A time and place for eco-transportation

- Public transportation may not seem sexy, but one-in-five (19%) Americans say commuting in environmentally responsible ways – like taking public transportation, carpooling or riding a bike – makes a person attractive. Men are particularly drawn to this behavior, as they are 44 percent more likely than women to admire this quality in a person (23% vs. 16%).
- If you're seeking a soulmate, you may want to consider eco-conscious transportation. More than one-in-10 (12%) people say they would question whether to date someone who drove a car that was not very environmentally friendly.
- While it may be sexy to cut down on your carbon footprint when commuting, it's probably not your best choice for a first date. One-in-five (22%) Americans say they might not consider a second date if their date picked them up in an Uber or Lyft ride share. Nearly twice that (38%) would feel the same if their date picked them up on a bicycle.
- However, bicycles are somewhat less of a first-date faux pas today than in 2012, when 43 percent of people would have been turned off by this. And it's women who seem to be pickier about first-date transportation. They are 78 percent more likely than men to say no to a bicycle (48% vs. 27%) and 24 percent less likely to want to see a ride share waiting outside their door (25% vs. 19%).

### Mind your eco-manners on the first date

- Being mean to the planet could lose you a chance at love, but overdoing it on the first date could lose you a chance at a second one. Two-fifths (40%) of people say they would question whether to date someone who littered, but 22 percent would say "no way" to a second date if their date spent the first date continuously stopping to pick up litter.
- Not recycling is a turn-off for one-in-six (16%) people, but bringing your own reusable take-out containers or tableware to a restaurant on your first date is a deal-breaker for a third (34%) of people.
- Ordering for your date at a restaurant may not be so romantic. Two-in-five (40%) Americans would consider ending the relationship after date number one if you insist they order environmentally responsible food options.

### Now that you've found eco-love, it's important to keep the romance alive

- Top eco-gifts for your Earth lover include candles made from beeswax or non-GMO soy (32%), Fair Trade chocolate (31%), a donation to their favorite charity (30%), organic wine from a sustainable winery (28%) or a "love grows" card printed with wildflower seed paper (28%).
- Don't overlook the eco-fashionistas in your life. One-in-five Americans say they would like to receive stylish shoes or clothing made from recycled materials (20%) or lingerie made from organic cotton (19%) from their significant other.

### Leo, Emma and Adam top the eco-love celebrity list

- When it comes to the most datable eco-conscious celebrities, Leonardo DiCaprio (19%), Emma Watson (18%), Adam Levine (17%) and Miley Cyrus (10%) top the list.

## FACT SHEET AND INSIGHTS

Q1: Which of the following qualities, if any, might make you question whether or not to date someone?					
	2018	Men	Women	2012	2010
If the person littered	40%	35%	45%	46%	56%
If the person doesn't believe in climate change	22%	21%	23%	14%	-
If the person didn't recycle	16%	16%	17%	15%	24%
If the person left his or her lights on when not at home	13%	12%	14%	14%	22%
If the person drove a car that was not very environmentally friendly, such as a Hummer	12%	12%	11%	12%	20%
If the person didn't buy eco-friendly products	6%	6%	7%	5%	9%
None of these	46%	47%	45%	48%	32%

Q2: Which of the following eco-minded qualities, if any, make a person attractive to you?				
	Total	Men	Women	2012
They enjoy spending time outdoors	59%	58%	60%	57%
The practice eco-minded habits around the house (e.g., conserving water, tending to a garden, turning off the lights when leaving a room, etc.)	46%	41%	51%	50%
They consider the environmental impact of the products they buy (e.g., clothing, food, CFL light bulbs, etc.)	33%	33%	33%	30%
The commute/travel using environmentally responsible transportation (e.g., public transportation, bicycle, carpooling, etc.)	19%	23%	16%	19%
They spend time volunteering for environmental causes	26%	24%	28%	19%
None of these	18%	18%	18%	23%

Q3: In which of the following ways, if any, would you prefer to meet someone you would like to date?				
	Total	Men	Women	2012
While enjoying outdoor leisure activities (e.g., strolling through a park, walking a dog, etc.)	58%	59%	58%	58%
While being active outdoors (e.g., hiking, running, playing sports, etc.)	42%	44%	41%	39%
At a volunteer or service event	36%	31%	42%	33%
While supporting the local food movement (e.g., at a farmer's market or community garden, etc.)	25%	21%	29%	20%
At an activist event (e.g., a protest, boycott, etc.)	8%	10%	7%	7%
During a ride share (e.g., Uber, Lyft, etc.)	8%	12%	5%	-
None of these	18%	15%	20%	26%

Q4: Which of the following eco-minded dating behaviors, if any, would prevent you from considering a second date?				
	Total	Men	Women	2012

If my date insisted I order environmentally responsible food options	40%	33%	47%	46%
If my date picked me up for the date on a bicycle	38%	27%	48%	43%
If my date brought reusable take-out containers or tableware to a restaurant	34%	28%	40%	40%
If my date continuously stopped to pick up litter while walking	22%	22%	22%	27%
If my date picked me up in a ride share (e.g., Uber, Lyft, etc.)	22%	19%	25%	-
None of these	29%	33%	26%	31%

<b>Q5: Which of the following eco-gifts would you most like to receive from your significant other?</b>			
	<b>Total</b>	<b>Men</b>	<b>Women</b>
Candles made from beeswax or non-GMO soy	32%	21%	42%
Fair Trade chocolate	31%	28%	34%
A donation to your favorite charity	30%	27%	34%
Organic wine from a sustainable winery	28%	28%	29%
A 'love grows' card printed on wildflower seed paper	28%	22%	33%
Succulent wall art (i.e., living decor made from plants that don't need a lot of water)	26%	20%	31%
An upcycled gift (i.e., repurposing something special you already own)	21%	16%	26%
Stylish shoes or clothing made from recycled materials	20%	19%	22%
Lingerie made from organic cotton	19%	15%	23%
Other	7%	9%	5%

<b>Q6: Which eco-minded celebrity would you most like to date?</b>			
	<b>Total</b>	<b>Men</b>	<b>Women</b>
Leonardo DiCaprio	19%	6%	32%
Emma Watson	18%	33%	4%
Adam Levine	17%	6%	27%
Miley Cyrus	10%	19%	2%
Olivia Wilde	8%	15%	2%
Pharrell Williams	6%	2%	9%
Al Gore	5%	4%	5%
Shailene Woodley	2%	4%	1%
Other	14%	11%	18%

### About the Research

The 2018 Timberland Eco-Love Survey presents the findings of an online survey conducted by Toluna from January 23-24, 2018 among a random sample of 1,000 Americans age 18+ comprising 430 men and 570 women. The margin of error for a sample of this size is ± 3% at a 95% level of confidence.