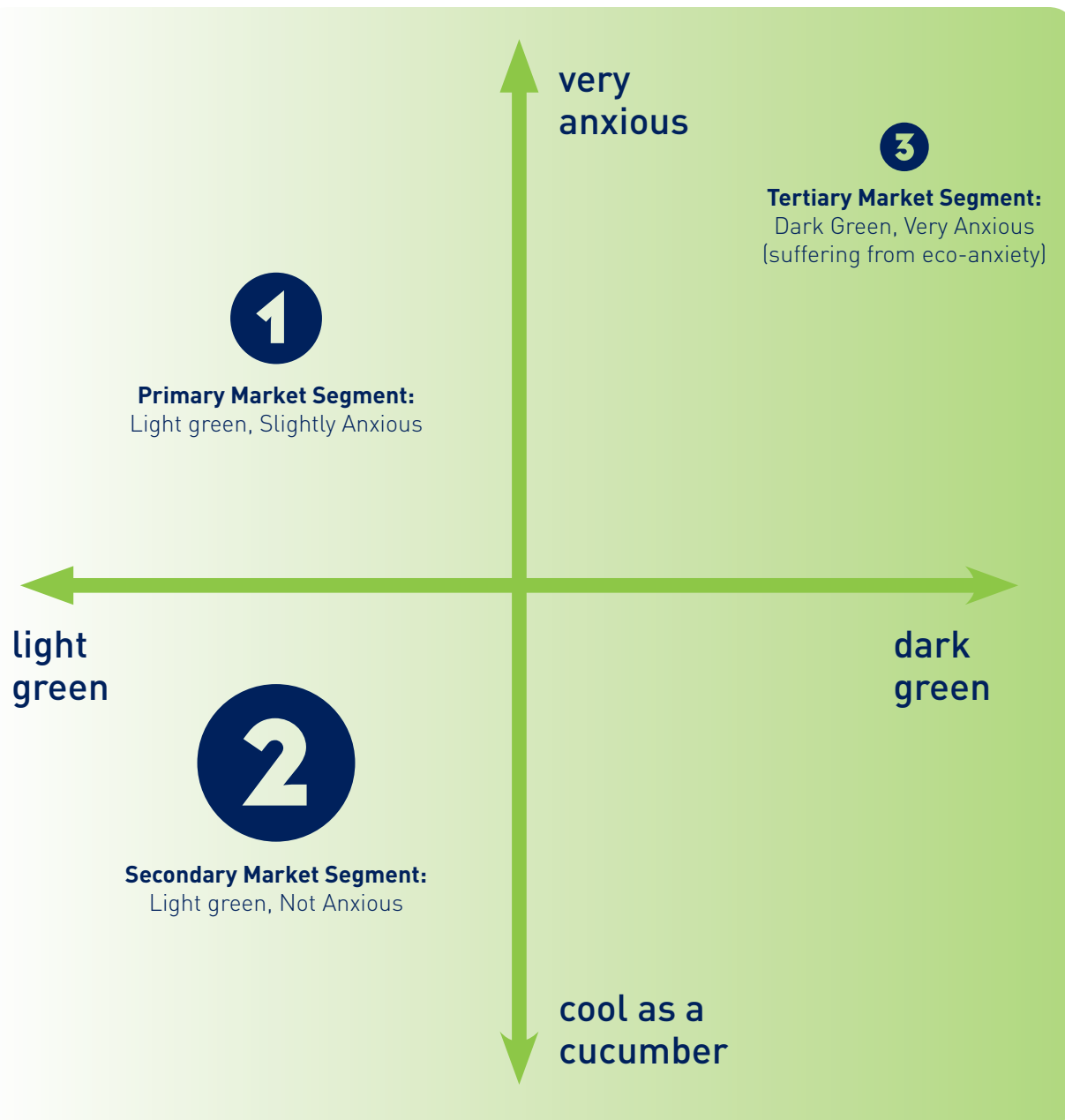


SmallSteps Target Audience



1 Light Green, Slightly Anxious

[Primary Target Audience]

Helen is a stay-at-home mother of two small children. She wants to do the best for her kids. She feeds them as much organic food as she can afford. She also makes sure not to buy toys with Biphenyl A and won't heat food up in plastic ware. She also tries to recycle everything she can to decrease the amount going into landfills. She is aware that she needs to do better, but she is having trouble making sense of all the information available. Knowing she needs to do everything she can to make the planet safe for her kids, but not having the information to be able to do it, is making her anxious.

2 Light Green, Not Anxious

[Secondary Target Audience]

Mathilda is a single woman who is happy to do "what is better for the environment" as long as it is easy, convenient, and inexpensive. She uses the provided recycling bins in her office but hasn't set up a system at home. She stopped buying bottled water after she saw a 60 Minutes report on how they were bad for the environment. She cut down her driving when the price of gas skyrocketed, but now that prices have dropped, she is driving as much as ever.

3 Dark Green, Highly Anxious

[Secondary Target Audience]

David is an eco-warrior. He is a vegetarian and wears vegan clothing. He is an avid composter and manages a local community garden where he grows organic vegetables. He doesn't own a car and doesn't use a dryer. David has started his own company to help people find jobs saving the environment.

Dark Green, Not Anxious

[Not a Target]

Ethan lives off the grid in a yurt on coastal California. Along with his community, he is able to eat primarily off the land. Sometimes he worries about those city dwellers and their impact, but mostly he feels at peace with his choices and his relationship with Nature.

Note: Size of numbers on target audience chart above represent the estimated size of the target market