

Different Shades of Green: Eco-Conscious Personas



Green Finance
Enthusiast



Renewable & Alternative
Energy Prospects



Eco-Conscious
Consumer



Hybrid & Electric
Vehicle Seekers

Top Audience Interests:

- Finance
- Home & Garden
- News
- Real Estate
- Industrial
- 50% Male/50% Female
- Primarily aged 55+

Most Active:



5:30pm – 9:30pm

Top Keywords:



Energy



Sustainable



Green



Climate



Power Energy

*Source: Ogury Active Insights

Would you consider switching to a green power supplier?

Yes

No

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Do you prioritize buying locally sourced organic products?

Yes

No

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I would pay more for eco-friendly and sustainable products

Yes

No

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What is most important when looking to lease or buy a car?

Eco-Consciousness

Safety

Performance

Comfort

Style or Image

Other

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What is your preferred mode of transport?

Public Transportation

Motor Vehicle

Motorcycle

Bicycle, e-Scooters and/or e-Bikes

Car Service and/or Car Sharing

Walking

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