

Understanding Our Environment

Americans Show Their Shades Of Green

(NAPSA)—A new national survey shows that more than half of adult Americans consider themselves to be pretty “Green.” Almost nine in 10 also say it is “very” or “somewhat” important to them personally to be Green (89 percent). However, the survey finds that their “E-IQ” (Environmental IQ) is relatively low—there are large gaps between self-perception, knowledge and behavior.

Misperceptions exist about the state of U.S. forests, in particular, as seen in the visual. And, Green intentions do not necessarily translate into the most environmentally sound behavior.

For example, of adult Americans, 40 percent say that they only sometimes, rarely or never separate out plastic, glass and paper from their trash for recycling at home. And, 85 percent say that they only sometimes, rarely or never participate in community environmental events, such as tree plantings and neighborhood cleanup activities. More than half (54 percent) say they always or most of the time ask for plastic rather than paper bags, even though paper is the renewable and biodegradable choice.

How can you be more Green in your everyday life?

- Turn your windowsill into a nursery—use paper cups to grow trees from seed, then plant them into pots and eventually into the ground.
- Get your neighborhood working together in a tree planting, lit-

Facts from the Forest

While almost two in three American adults (64%) say that they are at least somewhat well informed about the state of U.S. forests,

Only 6%
know ...



the amount of forestland in the United States is roughly the same today as it was 100 years ago

Only 20%
know ...



family forest owners, not government or industry, own the greatest proportion of our forests

Only 28%
know ...



the wood and paper industry plants enough trees to more than make up for what it harvests

Source: www.abundantforests.org



A number of misconceptions surround the state of U.S. forests, according to one survey.

ter cleanup or other beautification project.

- Say paper, please—paper cups, plates, napkins and towels are often a better choice for your family and the environment because paper is natural, renewable, recyclable and biodegradable.

To test your E-IQ, learn more about America’s forests, and get more Green tips to help ensure that there are abundant forests for future generations, visit www.abundantforests.org.

The survey, sponsored by the Abundant Forests Alliance, was conducted among a nationally representative sample of 1,526 American adults by market research firm ICR.