



Contact: Bonnie McCracken
Phone: (909) 390-1239
E-mail: bmccracken@wilkinguge.com

Deniene Husted
714-423-9753
dhusted@sdrpr.com

Survey Says Inland Empire Residents Are Concerned About Environment

Inland Empire, Calif., – Feb. 28, 2008 – A study underwritten by the [Green Valley Initiative](#) shows that Inland Empire residents are looking for balance in their lives when it comes to social, economic and environmental factors that ultimately determine their quality of life.

Conducted by the [Institute of Applied Research at California State University, San Bernardino](#), nearly 2,400 respondents in San Bernardino and Riverside Counties voiced their opinions on the environmental and economic landscapes that make up the region.

With “green” being the theme these days, it is no surprise that more than half of the respondents believe the environment deserves priority over economic growth. That’s good news for environmentally friendly businesses, which can breathe a sigh of relief as nine out of 10 respondents prefer to purchase from planet-conscious companies, with 75 percent saying they would pay more to buy green.

Within the home, spouses are teaming up to do their part as 88 percent say they recycle compared to 82 percent of their single counterparts. Parents list smog as their primary concern, while older respondents, 55 and older, were more apt to claim water pollution as their top concern.

Knowing all of this, what can be done to brighten the Inland Empire’s quality of life? Respondents had no single response for how to protect the environment for future generations, but they do know who should be leading the charge for change. According to more than 94 percent of the survey’s respondents, the region’s leaders are expected to balance quality of life through economic development. More than a third (36 percent) believes the counties’ leaders are on track with their recent “green” commitments. However, 84 percent of respondents want local and county governments to invest in alternative energy programs.

To help address the quality of life concerns and to establish green technologies to the Inland Empire, the Green Valley Initiative has been making significant progress. The Green Valley Initiative was founded by Ali Sahabi, CEO of [SE Corporation](#) and Chairman for the [Green Institute for Village Empowerment](#), to create a balance among the social, environmental and economic factors that make up the vast Inland Southern California region.

To review the full results of the study or for more information about the Green Valley Initiative, visit GreenValleyNow.org.

About Green Valley Initiative

The [Green Valley Initiative](#) is a region-wide sustainable economic development and quality of life plan supported by major stakeholders from city, tribal and county governments and agencies, universities, school districts, business, cultural and environmental groups, and the community. The [Green Valley Initiative](#), a project of GIVE, integrates social, economic and environmental forces to balance the needs of residents and businesses for a sustainable future. For more information, visit www.GreenValleyNow.org

###