



Our Green World

An international survey covering 17 countries
into how green we really are

Research Report
December 2008

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Welcome to Our Green World! The global market insight and information group TNS conducted a 17-country study analysing green attitudes, perceptions and behaviours in 2008. A total of 13,128 people were interviewed online in the following 17 countries: Argentina, Australia, Brazil, France, Germany, Hong Kong, Italy, Japan, Korea, Malaysia, Mexico, Russia, Singapore, Spain, Thailand, United Kingdom, United States. The survey was conducted using panels, with the bulk of these provided by TNS 6thdimension access panels. In Argentina, Brazil and Mexico, the panels were provided by TNS partner Livra. The study was conducted in three parts:

Part 1 Condition of the natural environment

Part one of the study looks at how people rate the overall condition of the natural environment in their own country. It also examines environmental issues and how people have made changes in behaviour to benefit the environment. Issues such as air pollution, deforestation, water pollution and overdevelopment are explored on a global level. The study also investigates ways in which people are taking action to protect the environment such as shutting down the computer when not in use or buying 'local' whenever possible. And finally in part one, we look at carbon footprints and awareness on a global scale.

Part 2 Green purchasing activity

Are we willing to pay more for environmentally friendly products or to recycle our waste? How do green considerations influence our purchasing decisions? These are some of the questions the 17 country TNS survey posed to its respondents for part two. Globally, we found that more than half of the respondents would be willing to pay more for environmentally friendly products and would pay extra to recycle household waste. The survey looks in depth at the different purchasing categories such as automotive, health and beauty and food and how the environment influences these decisions.

Part 3 The role of corporates in the green debate

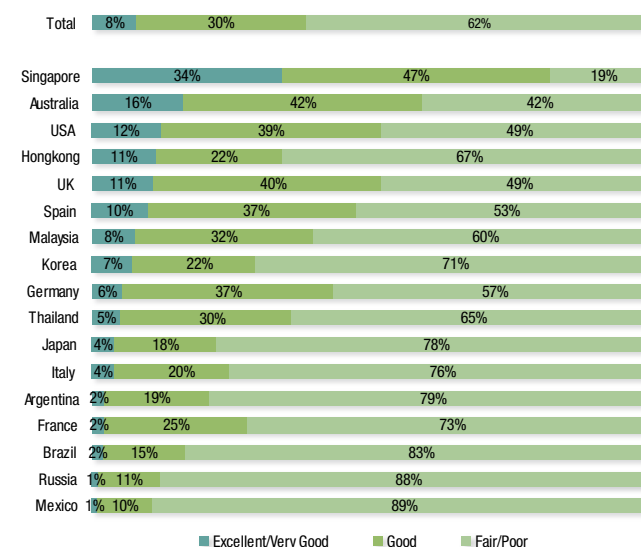
Globally companies like to be perceived as green but does this influence our purchasing decisions? Why do we think companies sponsor green initiatives? Is it because they are under pressure from their government or maybe because they want to improve the public opinion of their company. And does our view on a company's friendliness to the environment influence our behaviour? We look at the top 25 companies from the Fortune 500 ranking and rate companies in how they are perceived by consumers in terms of environmental friendliness.

How green is our world?

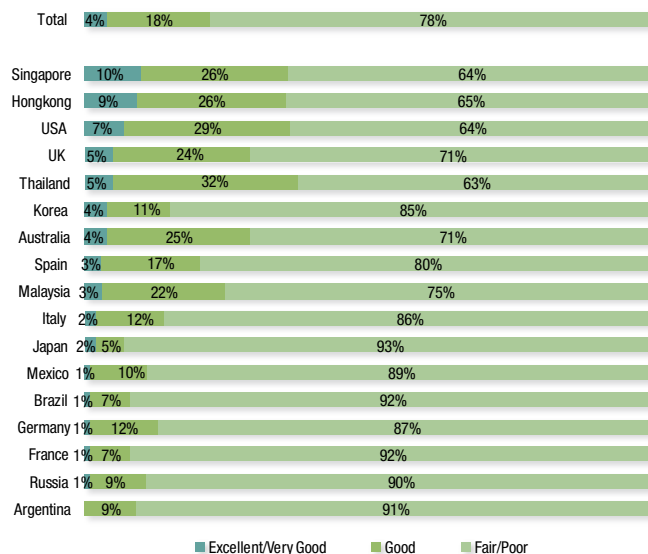
How would you rate the condition of the natural environment in your country today?

In nearly all cases, people give a poor rating for the overall condition of the natural environment in their own country. Globally the figure is 62% saying it is either 'fair' or 'poor'. The exception was Singapore, with 81% of respondents rating the country's environment as 'excellent, very good, or good'. In only three other countries is there a majority rating of "excellent, very good, or good" – Australia at 58%, the United States at 51% and the United Kingdom also at 51%. In all other countries, the majority think the condition of their own natural environment is no more than 'fair or poor'. In three countries – Brazil, Russia and Mexico – a much higher level of more than 80% of respondents rate the environment in their own country as 'fair or poor'.

Condition of Natural Environment in Own Country



Condition of Natural Environment in the World



How would you rate the condition of the natural environment in the world generally?

When asked to rate the condition of the natural environment in the world generally, the view is noticeably more unfavourable with 78% of respondents globally saying it is no more than 'fair or poor'. In five countries – Japan, Brazil, France, Russia and Argentina – this is the verdict from 90% or more of respondents.

How green is our world?

Which of the following environmental problems cause you the most concern today?

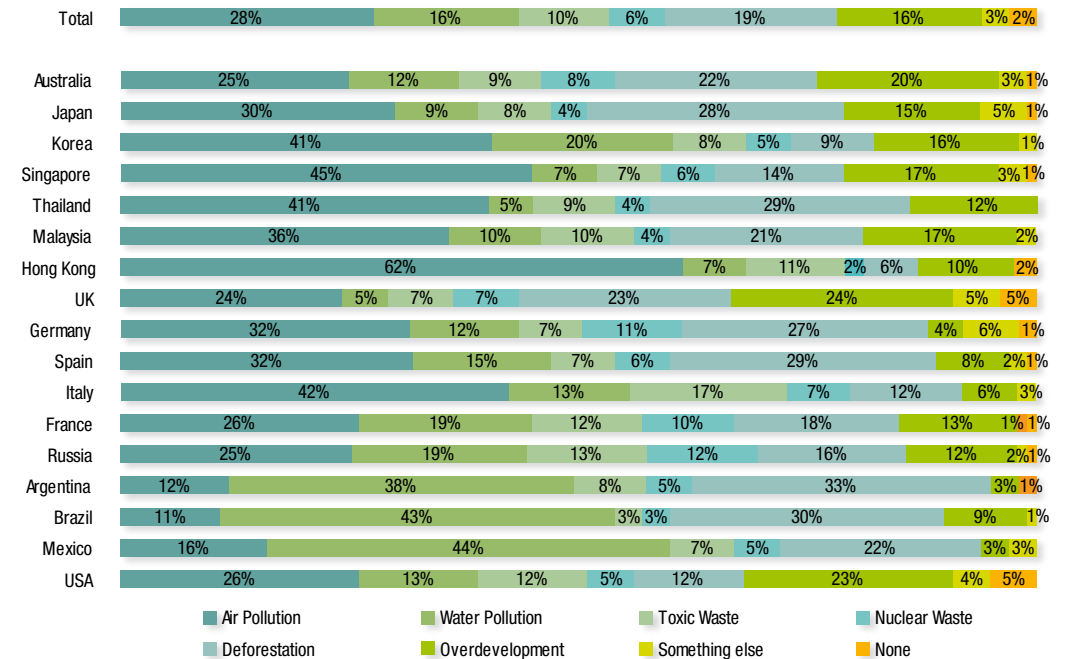


The biggest environmental issue for most respondents is air pollution, with 28% of respondents globally naming this as the problem causing them most concern today. Deforestation is ranked second (19%) with water pollution and overdevelopment equal third at 16% each. In Latin America, there is a special concern with water pollution with Argentina (38%), Brazil (43%) and Mexico (44%) ranking this as their biggest pollution issue. In Asia, there is a distinct concern over

air pollution with much larger percentages than the global average of 28% naming this issue as the most pressing issue. The results were Hong Kong (62%), Singapore (45%), Korea and Thailand (41% each), Malaysia (36%) and Japan (30%).

Toxic waste and nuclear waste were seen as less pressing issues, cited by 10% and 6% of respondents respectively.

Environmental Problem Most Concerned With



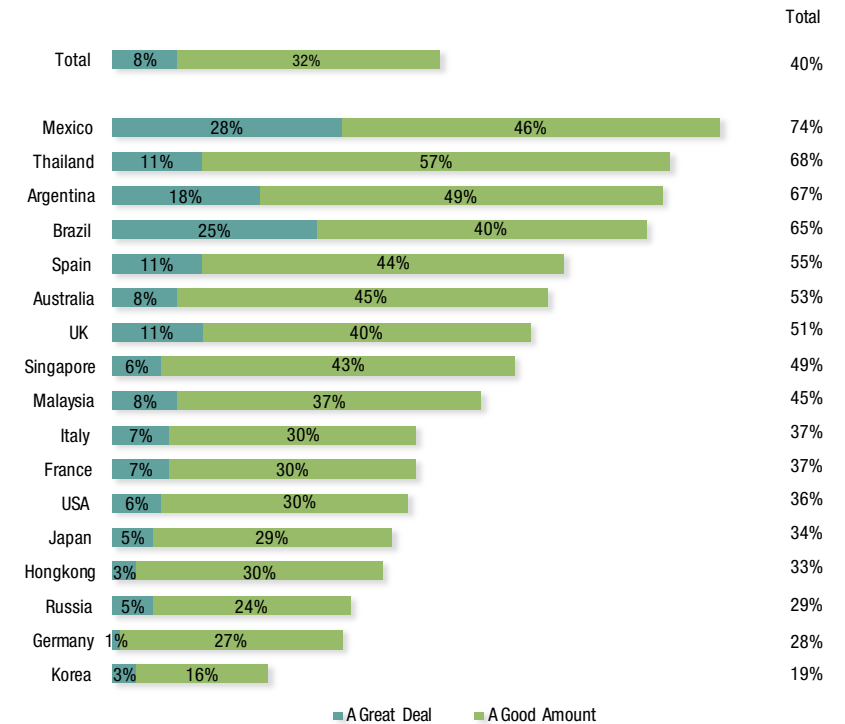
How eco-friendly are our habits and behaviour?

How much have you changed your behaviour in the recent past to benefit the environment?



While we have clear ideas as to which countries are causes for concern, at least at a personal level we are prepared to do more than simply criticize. Our survey shows that we are clearly making changes in our own lifestyles. Globally, 40% of our respondents say they have changed their behaviour in the recent past to benefit the environment. In seven countries that figure is above 50% – the United Kingdom (51%), Australia (53%), Spain (54%), Brazil (65%), Argentina (66%), Thailand (68%) and Mexico (74%).

Have Changed Behavior to Benefit Environment



How eco-friendly are our habits and behaviour?

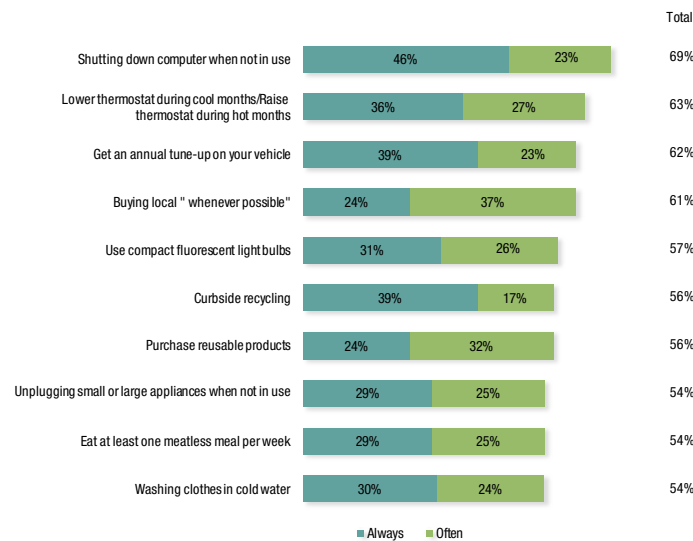
Considering aspects of your personal life, please indicate how often you currently participate in these actions or activities which benefit the environment?

What do we do exactly to be green? The focus is on the home, our cars and the way we shop. Globally, 69% of us saw we 'always' or 'often' shut down computers when not in use. The next most popular measure is lowering or raising thermostats to compensate for changes in season weather (63%), followed by annual tune-ups for cars (62%). Buying locally is seen as a way of cutting down on unnecessary transportation of food products, with 61% of us saying we do this. There are high percentages for 'always' or 'often' taking many other initiatives, such as using compact fluorescent light bulbs (57%), curbside recycling (56%), buying re-usable products (56%), unplugging

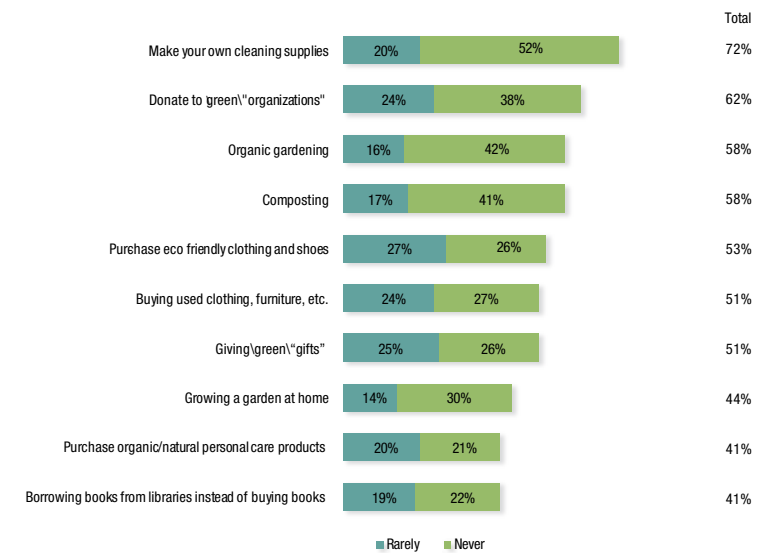
appliances when not in use (54%), eating meatless meals (54%) and washing clothes in cold water (54%).

But equally, there are actions that we don't take – whether it is through lack of motivation or awareness, or plain lack of time. Our respondents are least receptive to the notion of making our own cleaning supplies is the most, with 72% globally saying they 'never' or 'rarely' did this. Equally unpopular were donating to green organisations (62%), organic gardening (58%), composting (58%), or purchasing eco-friendly clothing and shoes (53%).

Environmental Actions We Take



Environmental Actions We Don't Take

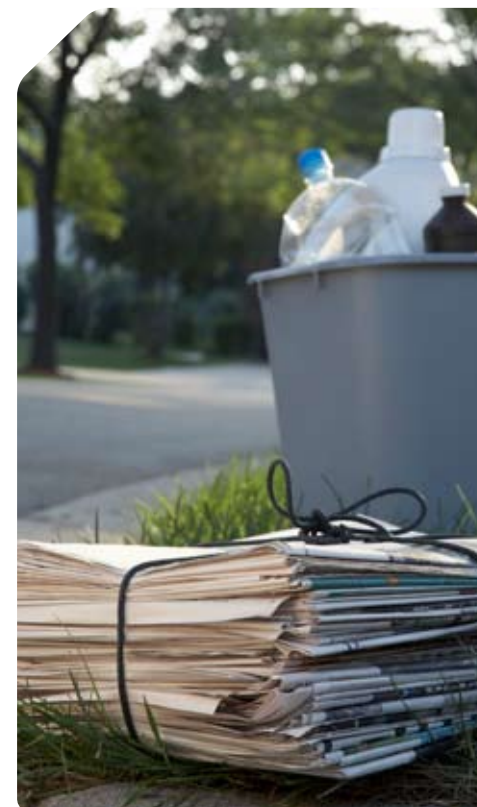


How eco-friendly are our habits and behaviour?

Considering aspects of your personal life, please indicate how often you currently participate in these actions or activities which benefit the environment?

Each country had its own preferences as to which actions or habits best benefit the environment. The top choice in five countries (Singapore, Thailand, Hong Kong, United Kingdom and Italy) was shutting down a computer when it's not in use. Curbside recycling was top choice in Korea, France and Russia. Both Australia and Brazil ranked the action of washing clothes in cold water as the most popular eco-friendly habit. Air-drying laundry was the most popular green habit in Spain and Argentina.

But the lack of certain eco-friendly habits is just as striking in some countries. In Japan, 80% of respondents said they 'rarely' or 'never' did any curbside recycling. In the UK, nearly half the respondents (46%) were not interested in making compost; in Italy this is an even more alien concept with 69% showing no interest. In Germany, 66% are not even thinking of washing clothes in cold water. In Russia, 66% 'rarely' or 'never' adjust thermostats. What about driving fuel-efficient vehicles? The habit is not catching on in Argentina, where 71% say they 'rarely' or 'never' do this. Fuel efficiency in cars is also not in favour in Russia, where the figure 57% 'rarely' or 'never' do this, nor in Mexico (60%), Hong Kong (52%) or Singapore (45%).



Do we all know about carbon footprints?

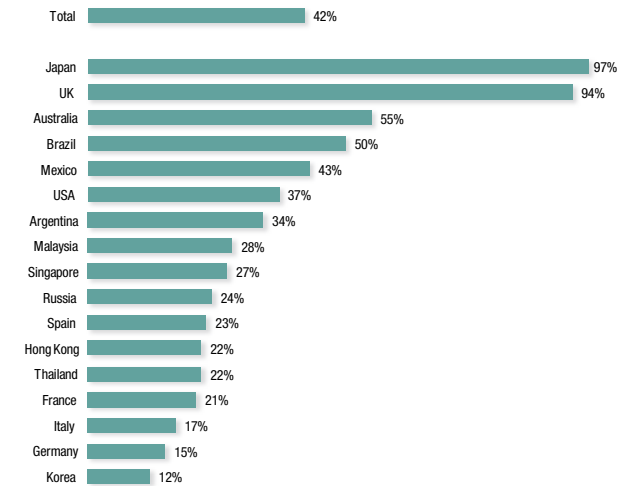
Have you ever heard of carbon footprinting?

What is a carbon footprint? One definition says it is a measure of the impact activities have on the environment in terms of the amount of greenhouse gases – especially carbon dioxide – that are produced. Each of us has an individual carbon footprint – as does any building, any company, any event, any city and so on.

Is the term well understood around the world? We asked all our respondents if they had ever heard of carbon footprinting and less than half (42%) said yes.

The variations by country were significant with Japan (97% yes) and the United Kingdom (94% yes) at the top end of the scale, and Germany (15% yes) and Korea (12% yes) at the bottom.

Percentage Who Are Aware of the Term 'Carbon Footprint'

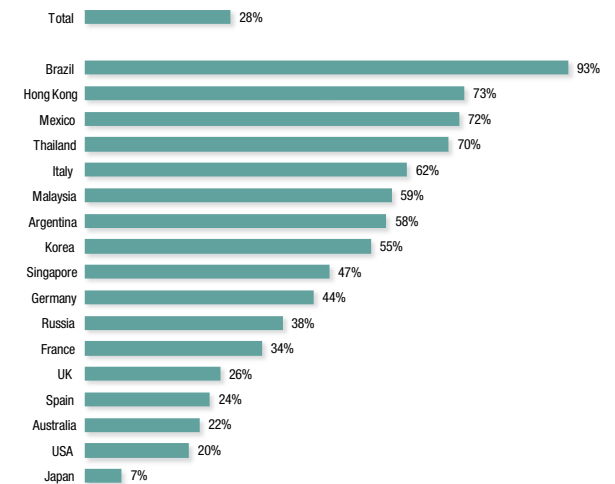


Do you plan on having your carbon footprint done in the near future?

Despite the very high level of awareness among the respondents in Japan and UK, the intention to have a carbon footprint measured in the future is lowest in Japan (7%) and relatively low in the United Kingdom (26%). The scores are understandable if the respondents are already using carbon footprints.

If awareness is low in some countries, the motivation (among those who have heard of carbon footprinting) to have their own footprint measured is high. In Brazil, among the 50% who are aware of carbon footprinting, 93% say they'll have this done. There was a similar high level of motivation in Hong Kong, Mexico and Thailand where 73%, 72% and 70% respectively of those who were already aware of carbon footprinting plan to have it done.

Decision to Have a Carbon Footprint in Future (Among Those Who Have Heard of the Term 'Carbon Footprint')



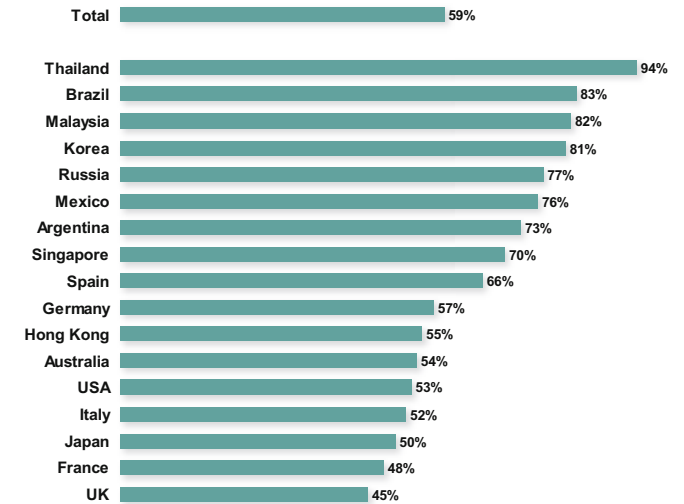
Are we willing to pay more for green products and services?

Would you be willing to pay more for environmentally friendly products?

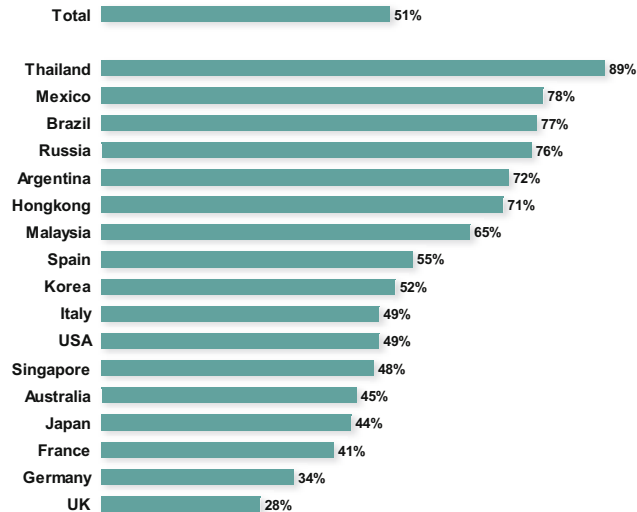
It's fine being green, or claiming to be green. But are we prepared to pay money to be green? And if so, how much will we pay? Globally, we found 59% of respondents would be willing to pay more for environmentally friendly products. In one case – Thailand – more than 94% say this, with similarly high levels of enthusiasm in Brazil (83%), Malaysia (82%) and Korea (81%).



Willing to pay extra for environmentally friendly products



Willing to pay extra for waste collection to recycle



Would you be willing to pay extra for waste collection services that actively recycle household waste?

Globally, 51% of respondents say yes, with Thailand once again recording the highest score (89%) and five other countries all recording scores of over 70% – Mexico, Brazil, Russia, Argentina and Hong Kong.



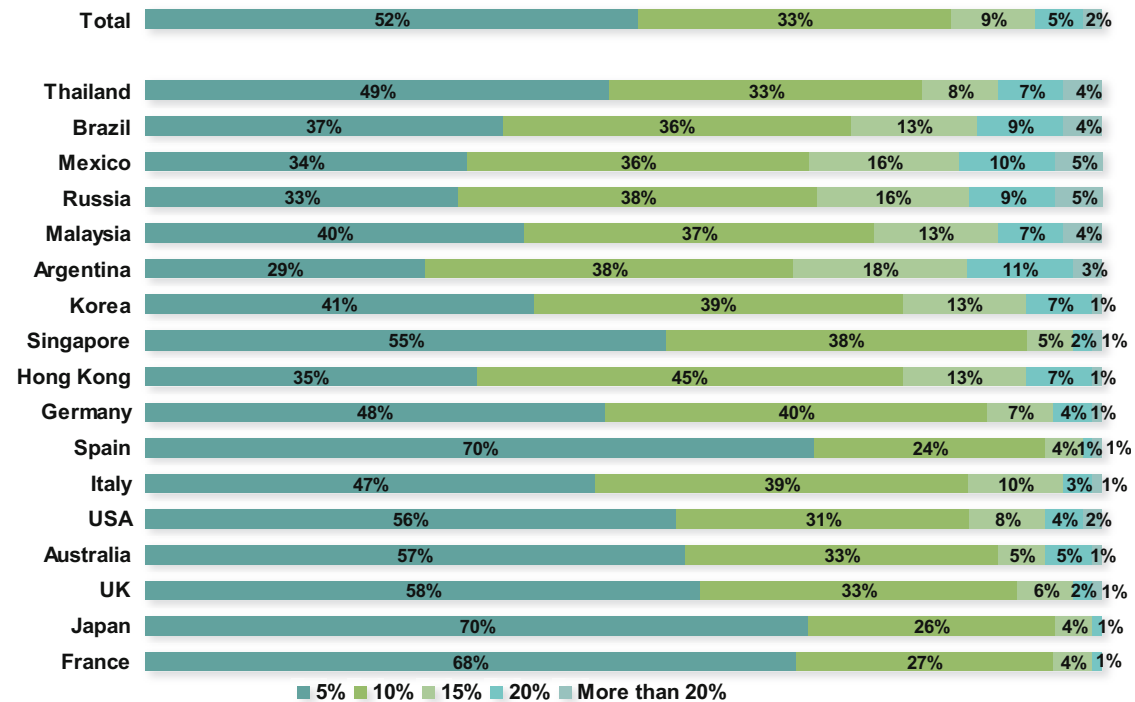
Are we willing to pay more for green products and services?

How much more would you be willing to pay?

There is strong acceptance of the need to pay higher prices for green products, with 52% saying a 5% price premium is acceptable and 33% allowing a 10% price premium. Three countries go significantly beyond the average, with Japan at 70%, Spain at 70% and France

at 68%. In the three Latin American countries we surveyed, there are notable percentages that say they'd agree to a price premium of 20% or more – Brazil at 13%, Argentina at 14% and Mexico at 15%.

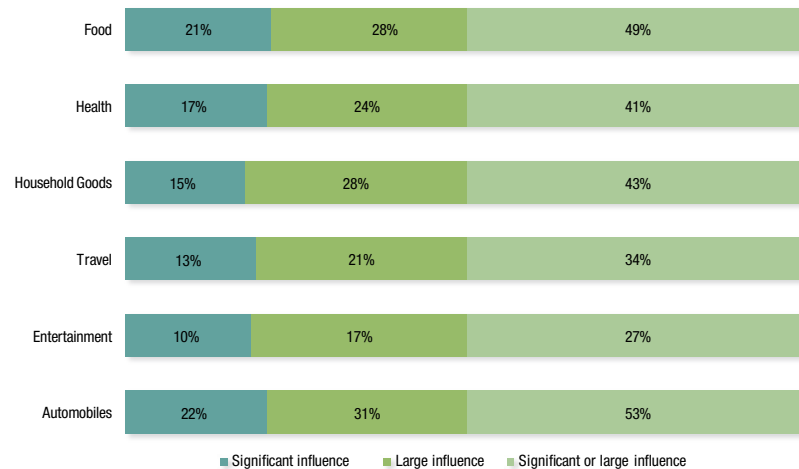
Amount Willing to Pay



How do green considerations influence our purchase decisions?

How much influence does the environment have on your purchase activities?

The environment has a significant or large influence on the following purchase decisions:



There is clear evidence in our survey of green influences on our purchases. The main categories are automobiles and food. For automobiles, 53% of respondents say the environment has a significant or large influence on their day-to-day purchasing decisions.

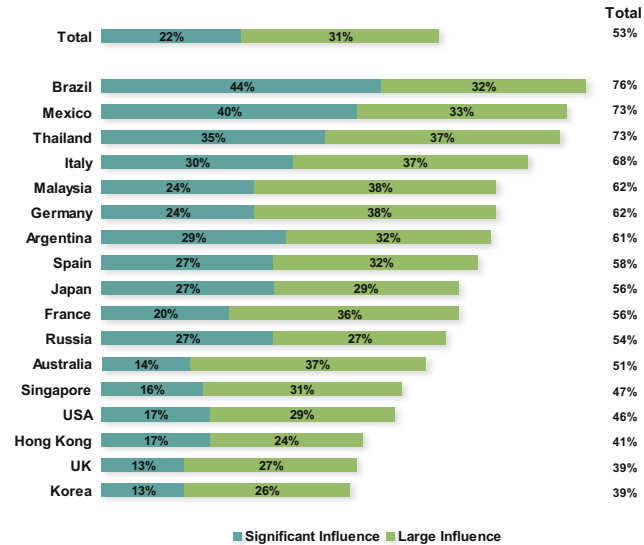
For food items, the figure is 49%. Household goods at 43% and then health & beauty products at 41% come next. Travel and entertainment register a lower number of respondents acknowledging environmental influences on purchasing at 34% and 27% respectively.

The results for automobiles include three countries that score over 70% for green factors having a significant or large influence – Brazil (76%), Mexico (73%) and Thailand (73%).

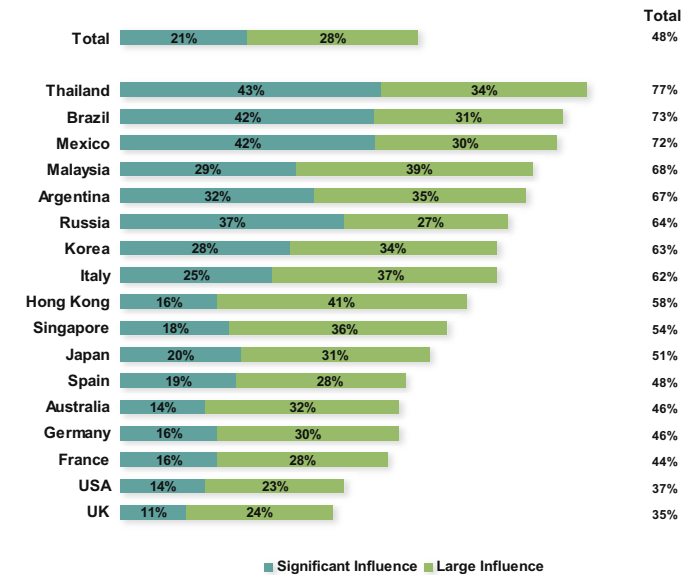


How do green considerations influence our purchase decisions?

The environment influences my automobiles purchase decisions



The environment influences my food purchase decisions



Choice editing – good or bad?

Is choice editing by retailers right or fair?

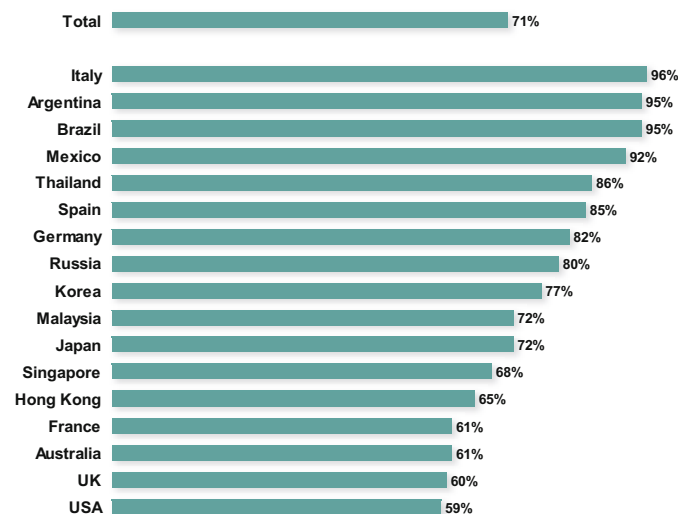
Some retailers in different parts of the world have started to remove unsustainable products from their shelves, only leaving the environmentally friendly options. We asked if people feel this is right or fair for retailers to engage in this 'choice editing', with the implication that retailers are taking away from consumers the power to make their own decisions.

The results show that consumers strongly support choice editing, with 71% globally saying this practice is right or fair. In four countries, the support exceeded 90% - Italy, Argentina, Brazil and Mexico.

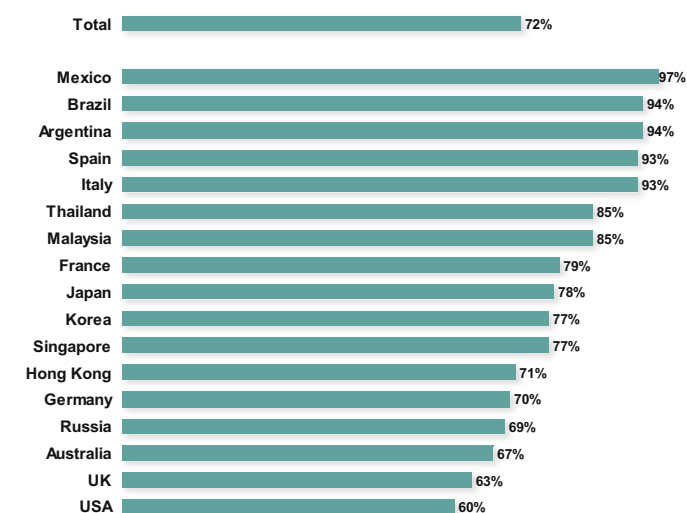
Consumers also feel retailers are entitled to promote choice editing as a consumer benefit (72% say yes). More than half (52%) will actively seek out retailers that adopt choice editing, although the variations against the average are distinct with 96% in Thailand in favour and the noticeably lower levels of 33% in Japan and 34% in the UK (see overleaf). The support even extends to paying more for shopping in a store that adopts choice editing, with 48% globally saying they would do this, although the variations by country are pronounced. Thailand is the most willing to pay more, with 84% saying yes. In the US and UK, the results drop to 35% and 32% respectively.

But the big question is 'how much more?' Globally, more than half (51%) say they'll pay 5% more. Japan is most flexible, with 71% saying they'll pay 5% more. There is a distinct support for paying a price premium of 10%, with a figure of 34% globally. In eight countries, at least 5% of respondents say they'd accept a 20% price premium – with this rising to 11% in the case of Mexico.

Choice Editing by Retailers is Fair

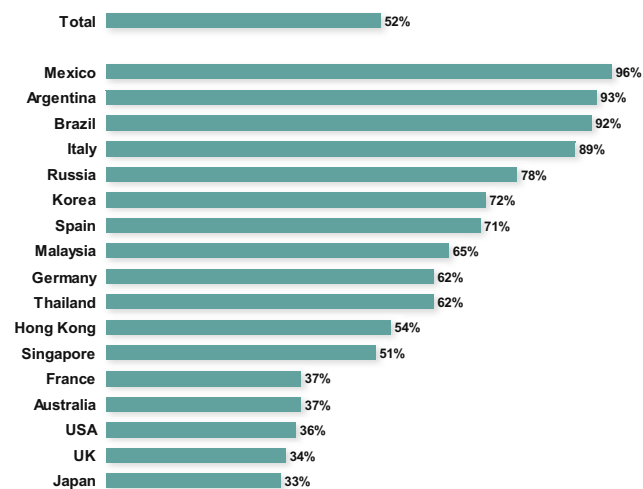


Promoting 'choice editing' as a consumer benefit

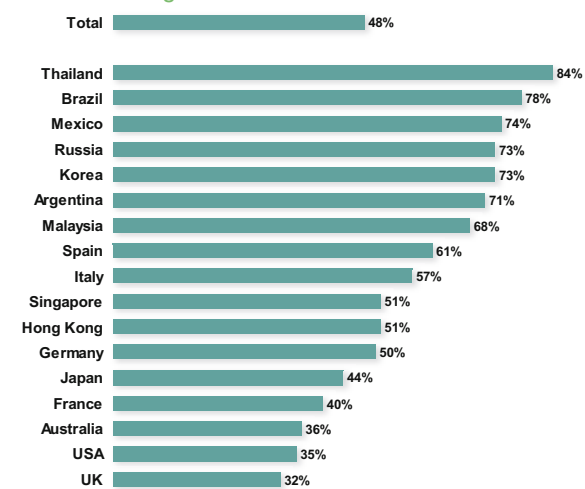


Choice editing – good or bad?

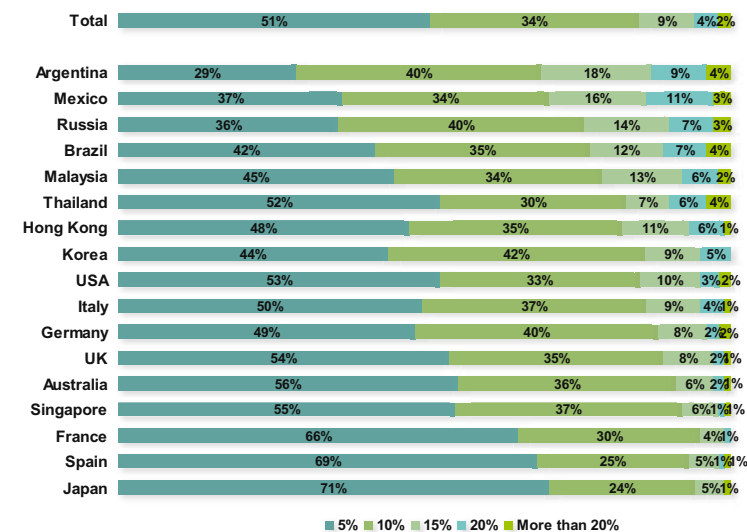
Seeking 'choice editing' retailers



Willingness to pay more for shopping in a store that adopts "Choice Editing"



Amount willing to pay



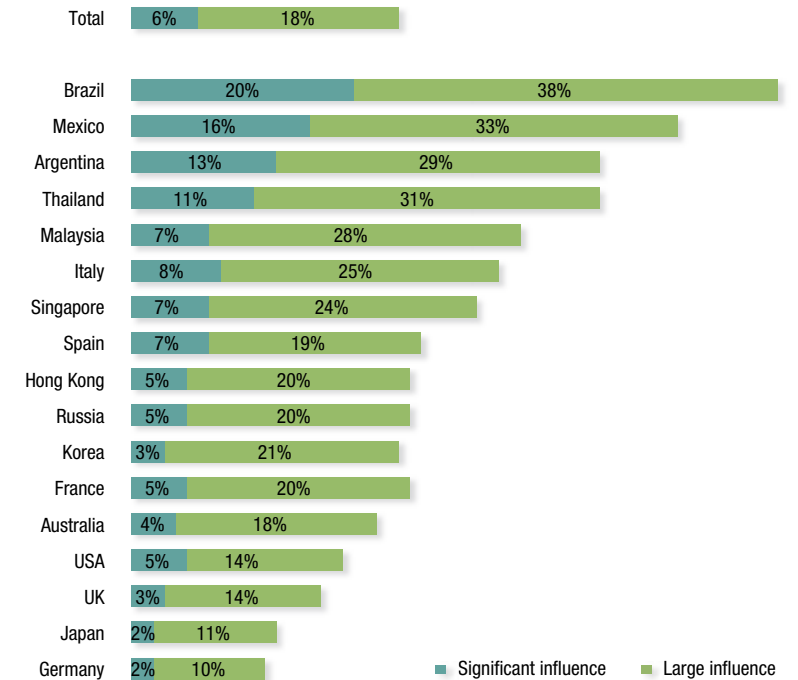
Companies like to be perceived as green – but are we buying in?

A number of companies promote themselves as green. Does this influence your purchasing decisions?

The answer to this question – in terms of the global average – was that 24% of respondents say this has a 'significant or large influence', and the range of responses across particular countries is noticeably wide. Consumers in the US, the UK, Japan and Germany say they are influenced to a more limited extent. Consumers in Germany and Japan appear to be the most detached, with only 12% and 13% respectively saying this has a 'significant or large influence'. Equally, five distinct emerging markets occupy the top of the table – Brazil (58%), Mexico (49%), Argentina (42%), Thailand (42%), and Malaysia (35%).



A number of companies promote themselves as 'green.' Does this have any influence on your purchasing decisions?



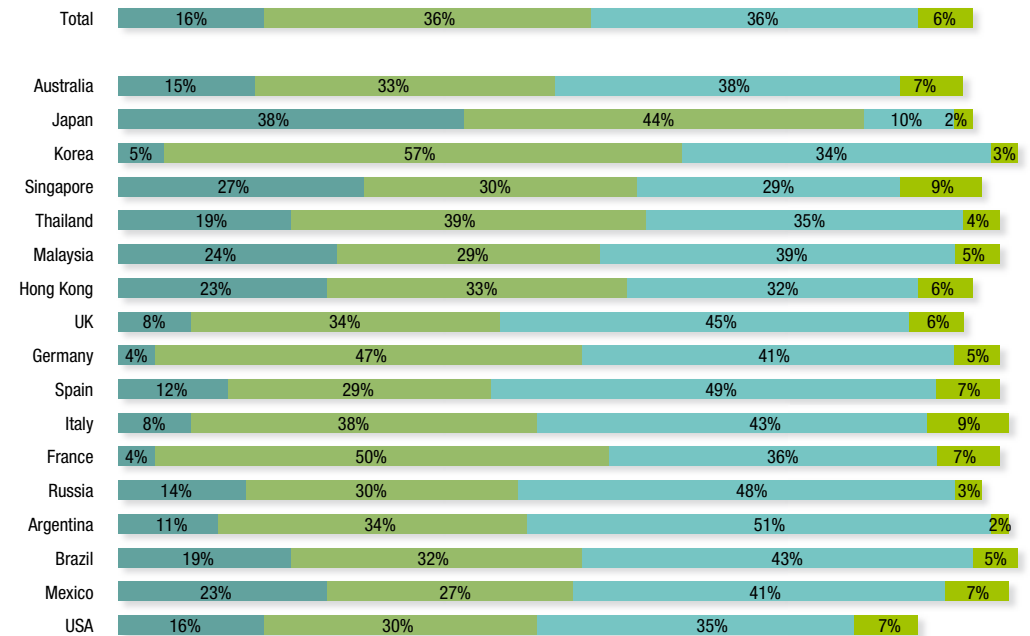
Companies like to be perceived as green – but are we buying in?

In your opinion, why do companies sponsor green initiatives?



The range of answers here was surprisingly wide. In Germany and France, for example, only 4% of consumers in each case hold the view that companies sponsor green initiatives out of a genuine care for the environment. Instead, the bulk of the respondents (88% for Germany and 86% for France) say this is purely down to a company's desire to improve public opinion or for marketing and sales purposes. Consumers in Japan, in contrast, appear to give companies the benefit of the doubt. Nearly 4 out of 10 (38%) say companies sponsor green initiatives out of a genuine care for the environment.

In your opinion, why do companies sponsor green initiatives?



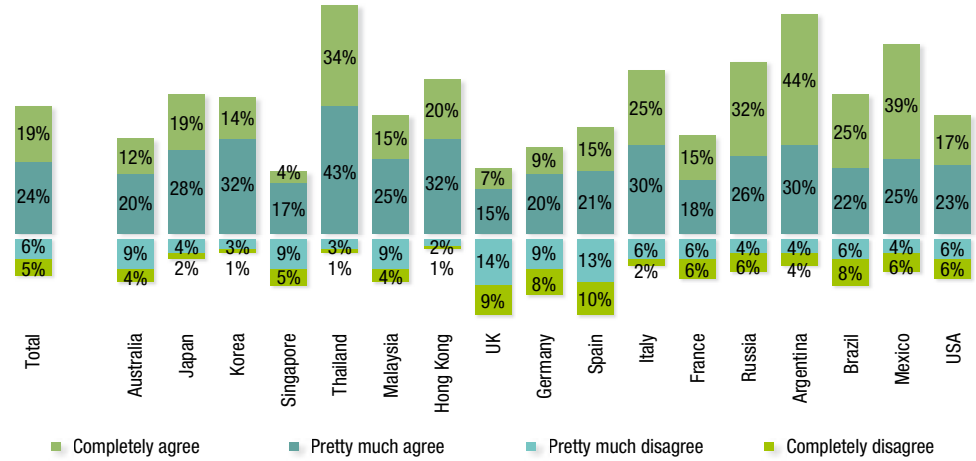
- Because they care about the environment
- Because they want to improve public opinion of the company
- For Marketing purposes/sell more of the product
- Government pressures

Companies like to be perceived as green – but are we buying in?

Do governments downplay environmental issues?

Do governments downplay green issues? Globally, 43% of respondents 'completely agree' or 'pretty much agree' that they do. The six countries where this belief is strongest are: Thailand (77%), Argentina (74%), Mexico (64%), Russia (58%), Italy (55%) and Hong Kong (52%). But not all countries feel the same. The UK, for example, takes a different view with 23% saying they 'pretty much disagree' or 'completely disagree' with the idea governments downplay the green agenda.

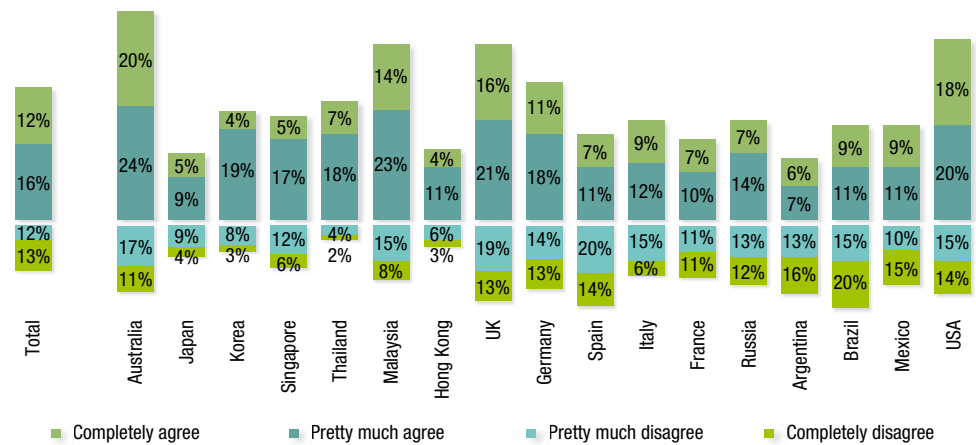
Please indicate your level of agreement with the following statement – “The government downplays environmental issues”



Does the media exaggerate or downplay environmental issues?

How do we view the media and their stance on environmental issues? The global result is that 28% of respondents 'completely agree' or 'pretty much agree' that the media downplay environmental issues, against 25% that 'pretty much disagree' or 'completely agree' with this proposition.

Please indicate your level of agreement with the following statement – “The media downplays environmental issues”



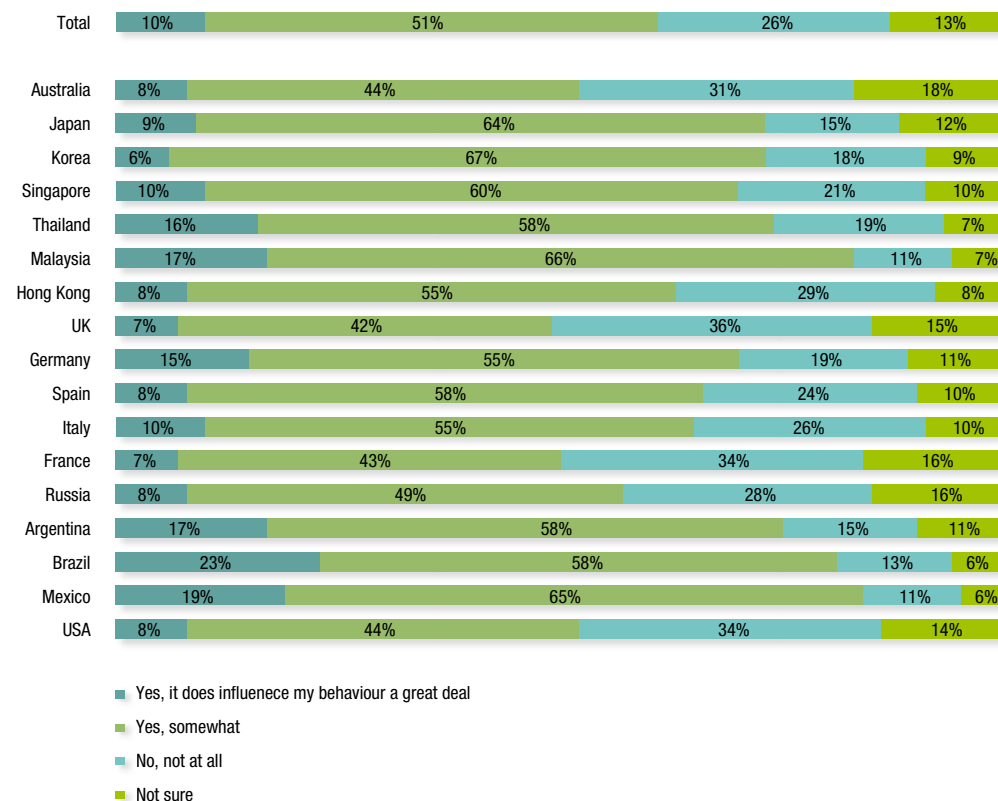
Do our views on a company's 'friendliness' to the environment influence our purchases of products or services?

On a global basis, we also say we are influenced by a company's green pedigree when it comes to buying products or services. One in 10 say it influences our behaviour 'a great deal', and a further 51% say it matters 'somewhat'. When we combine the answers 'yes, a great deal' and 'yes, somewhat', nine countries score 70% or more in agreeing that green credentials affect purchases of products and services: Mexico (84%), Malaysia (83%), Brazil (81%), Argentina (75%), Thailand (74%), then Japan and Korea at 73% each, then Singapore and Germany at 70% each.

In addition we took the top 25 companies from the Fortune 500 ranking as it stood when we commenced this survey and asked respondents to rate them using a six-answer scale: extremely friendly; somewhat friendly; neither friendly nor unfriendly; somewhat unfriendly; extremely unfriendly.

Toyota Motor Corporation comes top with 43% saying the company is either 'extremely friendly' or 'somewhat friendly' to the environment. General Electric has the next best ranking with 35% seeing as 'extremely friendly' or 'somewhat friendly' to the environment. Closely followed by Volkswagen (31%), Wal-Mart Stores (29%), Ford (26%) and General Motors (25%).

How does your view on a company's friendliness to the environment influence your behaviour?



Contacts



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