

## Green Lifestyles - UK - June 2011

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### What is this report about?

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

### What have we found out?

- Understand whether current economic environment influences people to be 'greener': The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. These factors, alongside initiatives such as the government-backed car scrappage incentive scheme, B&Q's light bulb amnesty and the Department of Health's 'keep warm, keep well' campaign are all encouraging behaviours that reduce the impact of modern living on the environment.
- Reveal the true extent of people's 'greenness': This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.
- How far are people prepared to go to be green? To what extent are people prepared to pay extra or compromise convenience in order to benefit the environment? What green behaviours are people most likely to adopt and why?
- Better understand the impact of the recession on 'green' habits: This report also examines the impact of the recession on people's lifestyles and whether this has had a positive or negative impact on concern for the environment.
- Gauge the true extent of the green 'halo effect': To what extent is there social pressure on people to be green? In what ways are people most comfortable being green and is concern for the environment their genuine motivation? Mintel explores how concerned people really are with the environment and what environmental concerns trouble them the most.
- Effectively target: Mintel has asked people to classify how green they think they are and has identified five distinct groups on a varying scale of 'greenness'. Cost and convenience are the two factors that influence 'green' lifestyles, which also expose the gap between self-classification and actual behaviours.

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