

## Green Lifestyles - UK - March 2012

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“Concerns about the economy continue to overshadow the environmental agenda and cost, rather than inconvenience or the amount of effort, is the primary deterrent to environmental habits in 2012. With an estimated 17.8 million people who are shunning being green in the coming year, there is a growing need for more transparency and concrete evidence of environmental focus by brands.”

– Ina Mitskavets, Consumer and Lifestyles Analyst

### In this report we answer the key questions:

- What are consumer’s feelings towards being green?
- What steps are consumers taking towards being green?
- How is the financial climate affecting consumer’s focus on green issues?
- How important are ‘green’ factors when buying items for children?
- How does price affect purchase decisions for green products?

Continued economic stagnation has discouraged people from prioritising green issues with fewer people willing to make compromises to benefit the environment and fewer people prepared to pay a premium price for environmentally friendly products now compared with 2007. Still hardly anyone is prepared to admit that they don’t do anything for the environment, possibly because of the ‘halo effect’ created as a result of extensive coverage of green issues in the media.

Scepticism about companies’ green credentials is rife, with fully half of adults agreeing that brands are not as green as they say they are, with people who are putting a priority on green actions in the coming year exhibiting more cynicism, despite the fact that they are more willing to consider environmental factors when purchasing products.

Increasingly consumers are trying to avoid getting caught up in the ‘greenwash’ and demanding concrete proof of companies’ commitments towards the environment as well as evidence that their own green actions would matter down the line. This is particularly important in view of the current financial environment, when people’s finances are overstretched and choosing between one’s environmental commitment and the need to fall within a certain budget is more challenging.

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**EMEA:** +44 (0)20 7778 7151  
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