

Half (52%) Globally Care About Brands' Environmental Efforts but Only Four in Ten (38%) Willing to Pay More

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Global – More than half of those in 24 countries (52%) agree (give a rating of four or five on a five-point agreement scale) they 'care what efforts brands are making to help the environment' – 31% are neutral while 17% disagree. Only four in ten (38%) agree, agree they are 'willing to pay more for "green" or environmentally friendly products' – 34% are neutral while 28% disagree. The findings reflect a new poll of 18,503 online respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

Respondents are more likely to agree they value brands' environmental efforts than they are to agree they would pay more for environmental products in every country surveyed, with one exception: half (52%) of those in China agree they care about brand efforts while six in ten (58%) agree they would pay more.

Those most likely to agree they care about the efforts of brands to help the environment are from: Argentina (70%), Mexico (68%), Indonesia (66%), South Africa (62%), Germany (60%), India (60%), Turkey (60%) and Brazil (59%). Those in the middle of the group of countries on agreement are from: Italy (54%), Canada (52%), China (52%), South Korea (52%), Australia (51%), Norway (51%), Spain (51%) and the United States (51%). Those least likely to agree are from: Sweden (50%), Saudi Arabia (49%), France (46%), Great Britain (46%), Hungary (46%), Belgium (45%), Russia (44%), Poland (38%) and Japan (17%).



Those most likely to agree they would be willing to pay more for environmentally friendly products are from: Indonesia (59%), India (59%), China (58%), Turkey (54%), Argentina (52%), Mexico (50%), Brazil (50%) and Saudi Arabia (43%). They are followed by those from: Norway (42%), South Korea (41%), Sweden (41%), South Africa (40%), Germany (35%), Canada (32%), the United States (32%) and Russia (32%). The bottom third is comprised of: Hungary (30%), Italy (29%), Australia (29%), Spain (28%), France (27%), Great Britain (26%), Belgium (25%), Poland (22%) and Japan (13%).

These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@48” wave between August 6-20th, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 25 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,503 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom



and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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This global innovation center is comprised of a multi-disciplinary team of researchers, strategists, digital natives, and design technologists is blending advancements in technology and a cultural shift toward social interactions to create the future of research, one that is immersive, collaborative, authentic and relevant. Among other assignments and activities, the team produces *Socialogue* which is an ongoing publication that features global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.