

Canadians Are Buying More 'Green' Products Than They Were a Year Ago

*But don't believe that big retailers in Canada are doing
enough to help the environment*

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Ipsos Reid

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Toronto, ON – It seems that when it comes to their buying habits, Canadians are continuing their trend toward “green” products – those which have a reduced impact on the environment. According to a new Ipsos Reid poll, half (53%) of Canadians are buying more “green” products than they were a year ago, while nearly half (46%) say they are purchasing about the same number as last year.

Despite this, however, Canadians may not be ready to put their money where their mouth is. Less than half (47%) agree (only 15% “strongly”) that they would be willing to pay more for products with a lesser impact on the environment. Still, only two in ten (20%) disagree (only 8% “strongly”), with the remaining Canadians (33%) rather indifferent on the matter.

Several individual actions are also catching on across the country. Six in ten (61%) Canadians say they are avoiding the use of pesticides these days, and a nearly equivalent number (58%) say they always wash their clothes in cold water. A majority also say they always use low-energy light bulbs (54%) and carry a reusable container for water or coffee (52%).

While not yet true for the majority, a sizeable number of Canadians say they always bring their own plastic bags for shopping (42%). Other activities include hanging clothes to dry (23%) and using natural cleaners (15%).



Perhaps spurred on by their own eco-friendly actions, Canadians are also becoming critical of Canadian businesses. For example, only one in ten (13%) Canadians agree (only 3% “strongly”) that big retailers in Canada are doing enough to help the environment. Half (51%) disagree (21% “strongly”), while four in ten (36%) are on the fence.

Thinking about their own home, a majority of Canadians (54%) agree (23% “strongly”) that they would be willing to install an “energy metering system that controls energy consumption at peak periods”. Two in ten (17%) disagree (8% “strongly”), while three in ten (28%) are relatively indifferent.

These are the findings of an Ipsos Reid poll conducted from 04/23 to 04/28, 2008. This online survey of 1723 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 2.4 percentage points, 19 times out of 20.

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