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2008 environment research info on
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Marketing Trends and Issues

Financial Times, 10 October 2008, p4

What the green consumer thinks

Consumers are keen to make changes in their lives to help the environment, according to a survey by CCB fast.Map for *Precision Marketing*. Nine out of 10 respondents felt some responsibility for helping the planet, with more than half (55%) saying they would swap to a brand that they thought had the environment at heart. Product packaging and free carrier bags are seen as the most damaging items to the environment.

Precision Marketing, October 2008, p6

Environment