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Wireless Revolution,

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CCB fast.MAP.: Unpersonalised DM seen as twice as environmentally harmful as personalised

(M2 PressWIRE Via Acquire Media NewsEdge)

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People regard product packaging as the most environmentally harmful items in their refuse(68%); followed by free plastic carrier bags (60%); discarded entertainment and electrical gadgetry and toys (57%); and plastic bottles, jars and cartons (48%), new research has revealed.

People perceive unpersonalised leaflets coupons and samples as more than twice as environmentally harmful as personalised direct mail (46% v 20%) or personally addressed leaflets, coupons and samples (45% unpersonalised v 21%).

Furthermore, they believe leaflets etc delivered door to door to be slightly more harmful than those delivered by the postman (46% and 45% respectively, according to the findings of research carried out in October by online research company CCB fast.MAP among a panel of more than 2,000 consumers whose demographics mirror those of the UK.

"These conclusions are probably connected with the fact that only 3% cited direct mail items as comprising the bulk of their refuse, while 7% said 'leaflets, flyers, brochures, directories and coupons' were the heaviest items.

Almost everyone is prepared to spend money and time, and to change their shopping habits and the brands they use if it helps the environment.

One in ten people believe everyone has a responsibility to play their part in reducing global warming; 92% are prepared to devote time to achieving a greener lifestyle, 95% are prepared to change brands to more environmentally friendly one and all but 37% are prepared to pay an extra GBP10 on each flight to offset against their carbon footprint.

"We were surprised by the levels of commitment revealed," says David Cole, MD of CCB fast.MAP. For example, an amazing 55% are prepared to swap brands right now to more environmentally friendly ones and another 45% can see themselves doing so in future if environmental concerns increase," says Cole. "And three fifths (61%) are prepared to change their shopping habits if convinced it would help the environment," says Cole.

Product packaging 'cardboard, cans, plastic and paper wrappings and food containers' were cited as comprising the heaviest portion of their refuse by the largest percentage (24%), followed closely by 'glass bottles and jars' (23%).

Half of consumers mention pollution as one of the top three most concerning environmental issues, followed by climate change (39%), depletion of raw materials and fuels (38%), species extinction (34%) and use of additives in foodstuffs (30%); whereas rising sea levels and depletion of landfill sites for rubbish disposal are of least concern.

Conversely, the latter is the area in which the majority as consumers (62%) believe they can make the most difference, followed by pollution, where 60% believe they can contribute to an improvement and depletion of raw materials/ fuels (42%).

Other findings

35% are replacing their car with a smaller, more efficient model

A further 55% are considering doing so, while a mere 10% would never consider this option.

59% don't buy items they feel have excessive packaging.

84% carry re-useable shopping bags to avoid using disposable plastic bags

87% donate clothes/ toys/ bric-a-brac to charity shops

40% have a compost heap or wormery

89% sort refuse for home collection/ recycling 81% take bottles and newspapers to recycling sites

35% joined the Postal Preference Service to avoid direct mail deliveries

82% replace failing light bulbs with low energy ones 80% have turned down washing machine and/ or heating temperatures

78% have stopped leaving appliances on standby

78% have cut down on power and water use by only boiling the correct amount of water for beverages

78% are using less water in the bath or have swapped to taking showers

59% have swapped hosepipes for buckets to wash cars or drives

30% collect rainwater in a butt

60% have loft insulation

52% have installed draft excluders 70% are trying to cut down their water usage

Source: CCB fast.MAP 2008 Environment Research

Methodology:

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34 questions were submitted into a fast.MAP online self completion survey, which was circulated to 2200 panellists whose demographics mirrored those of the UK, in August/September, 2008

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The panellists were entered into a prize draw to win GBP250

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Randomisation of images and answer options to avoid top box bias / creative skew

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Acceptable completion time for the survey. Any completed in a quicker time are excluded from results

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Intelligent Routing to ensure a quality survey experience as questions are relevant

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Constant re-qualification of the panel to ensure that background variables are updated. Differences from initial recruitment can result in being removed from the panel

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