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One in Four Consumers Boycott Ethically Challenged Companies



March 17, 2009 - One in seven consumers (14%) have decided not to buy from a company with a poor reputation for environmental responsibility, and almost a quarter consider a company's ethics before making a purchase, according to a new U.K. survey.

The survey, conducted by YouGov for the Carbon Trust Standard, finds that a company's green credentials have a significant impact on consumer buying choices - despite the current recession. Sixty-two percent of consumers say environmental concerns influence their purchasing decisions "the same as a year ago," and just over a quarter saying they influence them "even more" than in 2008.

If anything, consumers say they want clearer, more credible information on what companies are doing to reduce their environmental impact. The research shows that 70% of consumers do not feel confident that they can clearly identify which companies are environmentally responsible. Six in ten consumers (59%) are skeptical about the environmental claims companies make, and 44% of consumers would like more information on what companies are actually doing to be environmentally responsible.

(Note to marketers: Just 6% of survey respondents say they base their green purchasing decisions on advertising. They're more likely to get their information via the media (38%) and third-party endorsement or accreditation (34%).)

"This research shows that consumer values do not change, even in a middle of a recession," says Harry Morrison, head of the Carbon Trust Standard. "They want companies to act and cut their carbon footprints, and provide transparent and accessible evidence of action. We believe companies that take real action will seize the dual benefits of immediate cost savings and a stronger reputation, which is good for business."

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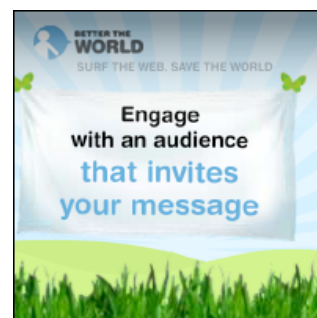
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