

9 Appendices



Appendix 1:

Xtreme Search terms & sources

Environment	Recycling
Environmental	Recyclable
Environmentally-friendly	Sustain/able
Climate	Renewable
Climate Change	Hybrid
Global warming	Flexifuel (Ford)
Eco	Efficient dynamics (BMW)
Ecology/ecological	Ecoflex (Renault)
Eco-Friendly	Solar power/energy
Earth	Wind power/energy
Planet	Hydro (electric) energy/power
Green	Wind turbine
Clean	Wind farm
Pollution	Tidal energy/power
Emission/s	Wave energy/power
Carbon	Low impact
Carbon neutral	Conserving energy
Zero carbon	Fossil fuel
(Carbon) offset	Realenergy (Shell)
(Carbon) footprint	Water-wise
Tread lightly	Bio-energy
Ethical	Food miles
Low impact	Organic
CO2	Pesticides
Eco-tourism	GMO
Responsible travel	Fuel efficient/efficiency
Biopower	Miles efficiency
Biodiesel	mpg
Biofuel/s	Packaging
Energy	Waste
Energy efficiency	Zero waste
Energy efficient	Biodegradable
Energy saving	
Clean energy	
Alternative energy	
Renewable	
Recycled	

Appendix 1: TV & Print sources included in Xtreme Information's search

ITV Anglia	UK Food	Bristol Evening Post
ITV Border	UK Gold	Business Voice
ITV Carlton	UK Horizons	Candis
ITV Central	UK Style	Car
ITV Grampian	VH1	Celebs on Sunday
ITV Granada	Discovery Real Time,	CIO
ITV HTV	Discovery Home & Health,	Citywire Funds Insider
ITV Meridian	Discovery Travel & Living,	Commercial Motor
ITV Scottish	Discovery Wings,	Company
ITV Tyne Tees	Sky Sports News,	Computer Arts
ITV Ulster	UKTV Documentary,	Computer Buyer
ITV Westcountry	UKTV History,	Computer Reseller News
ITV WEST	Trouble.	Computer Shopper
ITV Yorkshire	VH1 Classic	Computer Trade Shopper
Channel 4 (CH4)	Boomerang,	Computer Weekly
Channel 5 (CH5)	Sci Fi,	Computeractive
ITV 2	History Channel,	Computing
Sky One	Sky Travel,	Cosmopolitan
Sky News	More 4	Country Living
Sky Sports 1	Film 4	CSN - Copy Shop News
MTV	MTV2	Culture
BBC1	The Box	Daily Express Saturday,
BBC2	Sci Fi Channel	The Daily Express,
BBC Three	Acquisitions Monthly	The Daily Mail
GMTV	Actuary, The	Daily Record
GMTV 2	ACW Air Cargo Week	Daily Star
CH4 Scotland	Airline Business	Daily Star Sunday
Bravo	Airliner World	Daily Telegraph
Cartoon Network	Airports of the World	Dazed & Confused
Discovery	Amateur Photographer	Decanter
E4	Arena	Digital Arts
Eurosport GB	Auto Express	Digital Photo
Fox Kids	Autocar	Digital Video
Granada Plus	Aviation News	Director, The
Kiss	Banker, The	Economist, The
Living	BBC Good Food	Edge
Men and Motors	BBC Top Gear	Elle
National Geographic	Bella	Empire
Nickelodeon	Best	ERT - Electrical & Radio Trading
Paramount	Big Issue, The	ES Magazine
Sky Sports 2	Birmingham Evening Mail	ESM
Sky Sports 3	Bliss	Esquire

Appendix 1:

TV & Print sources included in Xtreme Information's search

Essentials	Independent on Sunday	New Review, The
Estates Gazette	Independent, The	New Scientist
Evening Standard, The	Information Age	New Woman
Evo	Information, The	Newcastle Evening Chronicle
Fabulous	InStyle	News of the World
Family Circle	Investment Adviser	Newsweek (UK)
FHM	Investment Week	Nuts
Financial Director	Investors Chronicle	Observer Film Quarterly
Financial News	IT Week	Observer Magazine, The
Financial Times	Knowledge, The	Observer Music Monthly
Financial Times Magazine	Leicester Mercury	Observer Sport Monthly
Fleet News	LGC Finance	Observer Travel Magazine
Flight International	LGC Local Government Chronicle	Observer Woman
Flux	Linux Magazine	Observer, The
Four Four Two	Live Night & Day	OK! Magazine
Freight	Liverpool Echo	OLN
Fund Strategy	Loaded	One Stop
Games Master	London Lite	PC Advisor
Games TM	London Paper, The	PC Format
Glamour	Mac Format	PC Plus
Good Housekeeping	Mac User	PC Pro
GQ	Macworld	Pensions Age
Grafik	Mail on Sunday, The	Pensions Management
Grocer, The	Management Today	Personal Computer World
Growing Business	Manchester Evening News	Playstation2
Guardian, The	Marie Claire	Practical Parenting
Guide, The	Match	Practical Photography
Hairflair & Beauty	Max Power	Pregnancy & Birth
Harpers Bazaar	Maxim	Prima
Health & Fitness Magazine	MCV (UK)	Printing World
Heat	Men's Health	PrintWeek
Hello!	Metro	Private Eye
Herald Magazine, The	Microscope	Professional Adviser
Herald, The	Mirror, The	Professional Pensions
Hi-Fi Choice	Mizz	Property Week
Homes & Gardens	Mobile Europe	Q
Hot Stars	Money Management	Radio Times
House Beautiful	Money Marketing	Reader's Digest
How to spend it	More!	Real Business
i-D	Mother & Baby	Red
Image Reports	Motor Transport	Reveal
Independent Magazine, The	Network Computing	

Appendix 1: TV & Print sources included in Xtreme Information's search

Revolution
Running Fitness
S Sunday Express Magazine
S:2
Scotland on Sunday
Scotsman, The
Server Management
Seven
Seven Days
She
Shoot Monthly
Slim at Home
Spectrum
Stella
Storage
Stuff
Style
Sugar
Sun, The
Sunday Express, The
Sunday Herald
Sunday Herald Magazine
Sunday Mail
Sunday Mirror
Sunday People
Sunday Telegraph
Sunday Times
Sunday Times Magazine, The
Sunday Times Rich List, The
T3
Take 5
Take A Break
Take it Easy
Tatler
Telegraph Magazine
Television & Radio
That's Life
Time (UK)
Time Out
Times Magazine
Times Special Supplement, The
Times, The
Top of the Pops
Top Sante
Transport Engineer
Transport News
Truck and Driver
Trucking International
TTG UK & Ireland
(Travel Trade Gazette)
TV Mag
TV Times
Tyre Trade News
Tyres & Accessories
Van User
Vanity Fair
Viz
Vogue
Wallpaper
We Love Telly!
Week, The
Weekend (The Daily Mail)
Weekend (The Guardian)
Western Mail
What Car?
What Digital Camera
What Hi-Fi?
What Laptop
What Van
What Video & High Definition TV
Which Camera?
Woman
Woman & Home
Woman's Weekly
WPT Poker
XBOX 360
Yorkshire Evening Post
You Magazine
Your Cat
Your Dog
Zest
Zoo Weekly

Appendix 2:

Adverts used in research

1. For the focus groups

Assumptions:

- Each sub group to be allocated 23 ads to complete 15-23 by the end of the session.
- Each group to have a core set of 13 ads from across the different sectors; with up to a further 10 ads specific to each group. This provides coverage of up to 43 ads in total

Group 1	Group 2	Group 3
Core ads	Core ads	Core ads
16 Easyjet	16 Easyjet	16 Easyjet
36 National Express	36 National Express	36 National Express
27 Doktor Power	27 Doktor Power	27 Doktor Power
35 Muller	35 Muller	35 Muller
43 Starbucks	43 Starbucks	43 Starbucks
38 Npower	38 Npower	38 Npower
41 Shell	41 Shell	41 Shell
9 Bosch	9 Bosch	9 Bosch
4 Ariel	4 Ariel	4 Ariel
8 BMW	8 BMW	8 BMW
13 Citroen	13 Citroen	13 Citroen
30 Lexus	30 Lexus	30 Lexus
33 Mitsubishi	33 Mitsubishi	33 Mitsubishi
Group specific ads	Group specific ads	Group specific ads
6 Easyjet	First Choice paper extract	1 BMW
29 Lexus	3 Comfort	20 Fiat 500
10 Brazil	10 Siemens	12 Celebrations
21 Finish – Bosch	18 Ecover	3 Aqua optima
5 Co-op travel	37 Nouvelle	1 ACT ON CO2
42 Solar Century	7 Landrover	14 Co-op
9 Michelin	6 Birds Eye	34 MSC Cruises
19 Exxon	4 co-op super	15 Dell
11 British Gas	31 LG Electronic	26 Intel Centrino
23 Ford	Kenco paper extract	HSBC paper extract

Appendix 2: Adverts used in research

2. Adverts used for online survey

1. 16 Easyjet (print)
2. 36 National Express (print)
3. Doktor Power (TV)
4. 43 Starbucks (print)
5. 38 Npower (TV)
6. 41 Shell (print)
7. 9 Bosch (print)
8. 8 BMW (print)
9. 13 Citroen (TV)
10. 33 Mitsubishi (print)

Appendix 3: Questionnaire Results

This document presents the results of the Green Claims survey conducted among 1,040 working-age adults (aged 18-64) through a self-completion online questionnaire in March 2009.

- The results are based on all respondents (1,040).
- Where percentages do not add to 100% this is due to computer rounding of the raw data.
- The data are weighted against the standard demographics to achieve a nationally representative sample.

Q1

Please now think about all the products that you normally buy, including food, clothes, household goods, electronics etc. How many of these products would you say are environmentally friendly?

	%
A lot	5
A fair amount	24
A few	41
Not very many	23
None at all	2
Don't know	5

Q2

Compared to two years ago, would you say you are buying more, less or about the same number of environmentally friendly products?

	%
More	54
About the same	38
Less	3
Don't know	6

Appendix 3: Questionnaire Results

Q3

How often, if at all, do you buy the following products?

	All of time	Most of the time	Some of the time	Not very often	Never	Don't know
	%	%	%	%	%	%
A or A + rated appliances	23	26	18	17	9	8
Free range products	14	24	40	15	4	2
Fair trade products	4	15	49	24	7	2
Organic products	3	11	41	32	13	2
2+ products all/most of time	35					
1 product all/most of time	28					
0 products all/most of the time	37					

Q4

Generally speaking, how often, if at all, do you look out for information that companies provide about how environmentally friendly the things they sell are?

	%
Always	8
Often	29
Sometimes	34
Not very often	21
Never	8

Appendix 3: Questionnaire Results

Q5

Thinking now about the following specific types of products, how often, if at all, do you look out for information that companies provide about how environmentally friendly they are?

	Always	Often	Sometimes	Not very often	Never	Don't know
	%	%	%	%	%	%
White goods	22	23	24	16	12	3
Cars	11	22	29	15	17	6
Electronics equipment	11	22	28	22	15	3
Food products	10	31	33	15	9	2
Household cleaning products	10	28	32	16	13	2
Gas and electricity suppliers	9	18	32	21	18	3
Travel by plane, bus or train	5	12	27	27	25	4
Holidays/tourism	4	11	25	29	26	6
Banking	4	9	22	28	34	4

Q7

To what extent do you agree or disagree with the following statements?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
I do not know how to tell if the claims on a green product are true or not	16	49	24	7	1	3
A lot of companies nowadays pretend to be green just to charge higher prices	14	44	29	7	1	5
It is difficult to know which products are better for the environment	13	51	24	9	1	2
Products which are bad to the environment just shouldn't be available in the first place	20	34	30	10	4	3
It's not possible for companies to make false claims about environmental performance	5	17	30	30	12	6
Companies are doing enough to promote environmentally friendly options to consumers	4	16	35	31	11	4

Appendix 3:

Questionnaire Results

Q8

Do you, yourself, ever try to find out on your own...

	Yes %	No %	Don't know %
Which is the most environmentally friendly product?	37	55	8
Whether a green claim made by a company has been true or not?	17	74	8
Yes to both statements	16		
Yes to one statement only	23		
No to both statements	53		

Q9a

Before taking part in this survey today, had you ever seen this advert before?

	Yes %	No %	Don't know %
Comfort	30	65	5
Doktor Power	26	71	3
Npower	22	76	2
BMW	18	79	3
Citroen	16	80	5
Mitsubishi	10	86	4
Easyjet	8	89	3
Bosch	8	89	3
Starbucks	5	93	2
Shell	4	93	3
National Express	4	94	2

Q9.1

Please provide a rating score for the advert: Believable / Not believable

	Rated 1-4 /10 %	Rated 7-10 /10 %
Bosch	10	55
Citroen	10	55
BMW	14	52
Comfort	15	52
National Express	15	46
Doktor Power	22	40
Mitsubishi	20	40
Easyjet	23	37
Starbucks	23	36
Shell	26	34
Npower	28	29

Q9.2

Please provide a rating score for the advert: From a company I trust / From a company I do not trust

	Rated 1-4 /10 %	Rated 7-10 /10 %
Comfort	9	60
Bosch	9	59
BMW	12	53
Citroen	13	45
Mitsubishi	17	38
National Express	18	36
Shell	28	33
Easyjet	27	32
Starbucks	28	29
Npower	31	29
Doktor Power	27	27

Appendix 3: Questionnaire Results

Q9.3

Please provide a rating score for the advert:
Is about something that would have a large environmental benefit / Is about something that would only have a small environmental benefit

	Rated 1-4 /10 %	Rated 7-10 /10 %
Bosch	9	59
BMW	13	59
Mitsubishi	22	58
National Express	13	53
Easyjet	16	51
Npower	15	51
Shell	15	49
Comfort	22	46
Doktor Power	24	37
Starbucks	26	33

Q9.4

Please provide a rating score for the advert:
Uses language I understand / Does not use language I understand

	Rated 1-4 /10 %	Rated 7-10 /10 %
Comfort	4	75
Doktor Power	5	72
BMW	5	72
Bosch	5	70
Citroen	6	70
Easyjet	7	69
National Express	8	65
Npower	9	65
Mitsubishi	8	63
Starbucks	12	59
Shell	12	56

Q9.5

Please provide a rating score for the advert:
Would make me more likely to buy this product/service / Would make me less likely to buy this product service

	Rated 1-4 /10 %	Rated 7-10 /10 %
Bosch	11	51
Comfort	16	47
Doktor Power	17	46
Citroen	16	45
BMW	16	41
Npower	25	34
Easyjet	22	33
National Express	21	32
Starbucks	28	30
Shell	26	29
Mitsubishi	29	27

Appendix 3: Questionnaire Results

Q10

Thinking about what would make you confident in a green claim made by a company, which, if any, of the following would you personally need to see?

	%
An advert endorsed by an environmental organisation	58
An advert backed by an independent study	48
An advert backed with a common label for comparison	45
An advert from a company whose reputation you trust	41
An advert with a website with further information	34
An advert endorsed by the Government	29
An advert where the claim is backed by detail in the small print at the bottom of the ad	17
I'm not interested in seeing green claims in adverts	9
None of these	4

Project co-ordinator:
Lucy Yates, Consumer Focus

Edited by Alistair Moses, Consumer Focus

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For the deaf, hard of hearing or speech impaired, contact Consumer Focus via Text Relay:

From a textphone, call 18001 020 7799 7900

From a telephone, call 18002 0207 799 7900

Consumer Focus

4th Floor
Artillery House
Artillery Row
London SW1P 1RT

Tel: 020 7799 7900

Fax: 020 7799 7901

Media Team: 020 7799 8005 / 8006

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