



CONSUMER SURVEYS ON LOW CARBON PRODUCTS

COMPILED BY CARBON CREDIT CAPITAL, LLC.

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SUMMARY

The below studies across different scopes and consumer groups have shown:

The vast majority of consumers (**ranging from 55%-88%**) prefer to purchase low-carbon products. Carbon offsets have been utilized as a method to integrate carbon emissions into daily product purchase regardless the size of the company.

Furthermore, if read in sequential order, these studies show that a constantly growing portion of consumers globally are putting the carbon footprint of products before cost, and brand reputation, and even quality. Embodied carbon footprint of products is now, and as evidence supports, will increasingly become a more critical consideration of consumers. Companies that can show responsibility, knowledge, and action on reporting, and mitigating their operational, and even more so, their products' carbon footprints, stand to capture more opportunity, market share and revenues than those who fail to take these measures.

Carbon Credit Capital provides any company the opportunity to determine embodied carbon emissions per product component, product, and product line, as well as an opportunity for consumers to make carbon neutral purchases by integrating carbon offsets into product costs. This initiative is designed to be carried out at no cost to an adopting company, firm, or organization and to give said company, firm, or organization an immediate leg-up over competitors in their space.

2019 Reports

School of Business Western Sydney University: Carbon Labelling to Drive Consumer Purchase Intentions

- 60% of Australian shoppers are “conscious consumers” who would like to buy products carrying the carbon reduction label
- Consumers use the carbon label as a cue or a signal to assess the extrinsic quality of a product

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2018 Reports

University of Goettingen, Department of Agricultural Economics and Rural Development, Germany: The Influence of the “Warm Glow” on Carbon Labelled and Ethical Products

- Consumers are willing to pay a premium price for carbon labelled products
- They receive a “warm glow” and feeling of altruism that is not as strong as “organic”

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2017 Reports

Yvonne Feucht and Katrin Zander Thünen Institute of Market Analysis: Consumers’ Attitudes on Carbon Footprint Labelling

- Products labelled with a CO₂-label were preferred over products without such an indication.
- The presence of a carbon label on a product increases the purchase probability and that consumers are willing to pay a (small) price premium for a carbon label in all countries under investigation (France, Germany, Italy, Norway, Spain, Germany, UK).
- In general, the majority of the participants (72%) favoured the introduction of a label indicating the climate-friendliness of food products a lack of knowledge about the impact of food on climate change is a main barrier for purchasing climate-friendly food. Informing consumers by labels and other communication means is often seen as a remedy for this problem by consumers themselves as well as by research

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Unilever Consumer Study

- Unilever study reveals a third of consumers are now buying from brands based on their social and environmental impact
- An estimated €966 billion opportunity exists for brands that make their sustainability credentials clear

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2016 Reports

The US National Renewable Energy Laboratory Report: Online Purchasing Creates Opportunities to Lower the Life Cycle Carbon Footprints of Consumer Products

- The featured model indicates that there is a presently feasible emissions reduction initiative that includes a consumer decision to offset the carbon associated with the product they are purchasing (a direct reflection of CCC's Carbon Neutral Checkout™ Program)
- 4 case studies in this report indicate high percentage (>88%) of consumer participation. I.e. more than 88% of consumers are willing and seeking to pay more for eco-friendly and carbon neutral products

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Carbon Credit Capital: A Survey on Eco-Consumerism Preference

- In a marketing survey of 100 adult social-media users, 95% replied that they preferred to purchase a carbon neutral, or environmentally friendly product over a normal product.
- 24% of all respondents replied that "cost was not an issue," whereas 71% of respondents replied that they would prefer an environmentally friendly product, "if it didn't cost much more."
- "Cost Much More" indicated a price increase of 4% per purchase; most products certified under the CNC™ program do not exceed a 1% price increase – indicating that 95% of respondents would purchase a more environmentally friendly or carbon neutral product

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2015 Reports

Cone Communications/Ebiquity Global CSR Study

- 84% of consumers globally say they seek out responsible products whenever possible, though 81% cite availability of these products as the largest barrier to not purchasing more.
- 57% would purchase a product of lesser quality or efficacy if it was more socially or environmentally responsible.
- 80% would tell friends and family about a company's CSR efforts.

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2014 Reports

Nielsen Consumer Study

- 55% of global online consumers across 60 countries say they are willing to pay more for products and services provided by companies that are committed to positive social and environmental impact.

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2012 Reports

Carbon Trust Survey

- Young people could hold the key to unlocking mass demand for greener products. The survey of 2,800 young people across six countries carried out by TNS found 83% of 18-25-year-olds in China would be more loyal to a brand if they could see it was reducing its carbon footprint. In contrast, just 57% of US respondents and 55% of young people in the UK made the same claim.
- Globally, 78% of young people said they want their favorite brands to reduce their carbon footprint.

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2011 Reports

Carbon Trust Survey

- Increasing numbers of people are prepared to change their shopping habits to help minimize "embodied carbon" or carbon footprint associated with their purchases.
- The Carbon Trust figures reveal that 45% of shoppers would be prepared to stop buying their favorite brands if they refused to commit to measuring their product's carbon footprint, a rate that has doubled over the past year from 22%.
- Brand loyalty is also at stake: 56% of people would be more loyal to a brand if they could see at a glance that it was taking steps to reduce its carbon footprint.

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2009 Reports

Carbon Trust Survey

- A survey by the Carbon Trust of more than 1,000 consumers found that almost 63% were more likely to buy a product if they knew action was being taken to reduce its carbon footprint.

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Eco Securities/Climate Trust Survey

- Interest in this survey has grown nearly 400% since the survey's organizers' inaugural efforts in 2008 to more than 300 participants.
- Despite the somewhat doom-and-gloom outlook for the world's economy in 2009, green issues have remained high on the agenda with both senior management and corporate boards. 76% of companies in the survey are consistently implementing or planning their carbon management strategies.
- In terms of the quantities of carbon offsets purchased in 2008, 75% of respondents fell into the small- and medium-sized purchase category, reflected by both the size of the companies and the number of larger companies that only offset certain activities, such as flights or products. The remaining respondents purchased larger quantities of offsets.

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