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## Green principles becoming more important at the checkout counter despite recession, consumers say

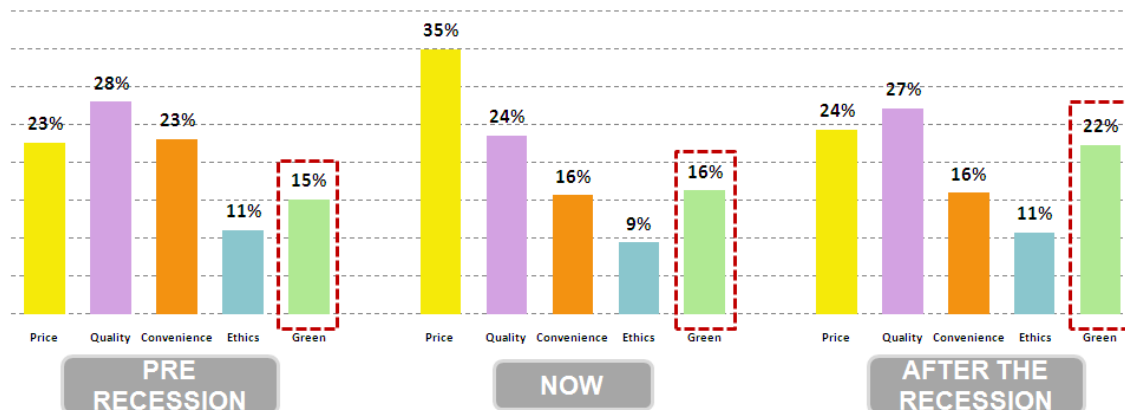
Joint JWT-PSB poll reveals American, British, Japanese shoppers see frugality and sustainability as mutually achievable

**LONDON, May 11, 2009** – Despite feeling anxious about their finances due to the global recession, consumers in the US, UK, and Japan aren't abandoning Green principles or sustainability when they shop, according to a joint quantitative study released today by Penn, Schoen & Berland Associates (PSB), a global research-based corporate and political consultancy, and JWT, one of the largest advertising agencies in the world.

While price is seen as the biggest barrier to being Green in each country polled (35% think so in the US, 31% in the UK, and 43% in Japan), respondents say that they are placing more weight on Green now relative to other purchase drivers than they were before the recession, and that they'll continue to do so when economic growth returns.

Consumers report that the recession is certainly affecting both their outlook and their behavior. Large majorities in each country (90% in Japan) say that the financial situation makes them anxious. More than 50% of respondents in both the US and the UK say that they personally know someone who has lost their job. And majorities of all respondents think that the recession is forcing people to consume less (78%) and be more financially responsible (77%), as well as causing respondents personally to spend more time looking for bargains (68%).

But by and large they're not looking to save if it means polluting the environment. "Consumers are actually placing more priority on Green than they are on Convenience," said Penn, Schoen & Berland Managing Director of EMEA Joel Levy. "Consumers across regions are clear that they believe that their focus on Green will continue to grow after the recession, when Price concerns return to normal levels."



Still, about 1/3 of all respondents agree with the sentiment that “unless it saves me money, living a green lifestyle is kind of a hassle.” And in the current context consumers say that they adopt “green” behaviours most readily when they see them as ways to save money. On net,

- 42% are turning off lights and appliances more than they did last year.
- 39% are turning down the heat to save fuel.
- 30% are recycling more.

“What this means is that when consumers have recently altered their behaviour in a Green way, they did so not just for economic or environmental reasons, but for some combination of the two,” said Ann Mack, Director of Trendspotting for JWT. “For instance, consumers report that they’ve increased recycling (and purchasing recycled and recyclable products) mostly out of concern for the environment. But they’re buying more energy efficient products out of concern about the recession, in order to save money.”

In many cases, consumers have identified measures they’ve taken to cut their budgets as consistent with Green lifestyles. 45% of respondents agree that by cutting back to make ends meet, people are becoming more environmentally friendly, proving that consumers are learning that it’s possible to be both frugal and sustainable. And companies which want to use sustainability as a platform to drive sales therefore need to package sustainability to tell a story about how it can help customers save.

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**Methodology:** PSB interviewed 1501 people online between 12<sup>th</sup> and 23<sup>rd</sup> March 2009. The markets studied were:

- United States (501)
- United Kingdom (500)
- Japan (500)

Quotas were set in each market to ensure a representative mix of age and gender. The margin of error for the sample as whole is +/- 2.5% but larger for subgroups.

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**Penn, Schoen & Berland Associates**, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at [www.psbresearch.com](http://www.psbresearch.com).

**JWT** is the world’s best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT’s pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg’s, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT’s parent company is WPP (NASDAQ: WPPGY).