



GREEN BRITANNIA

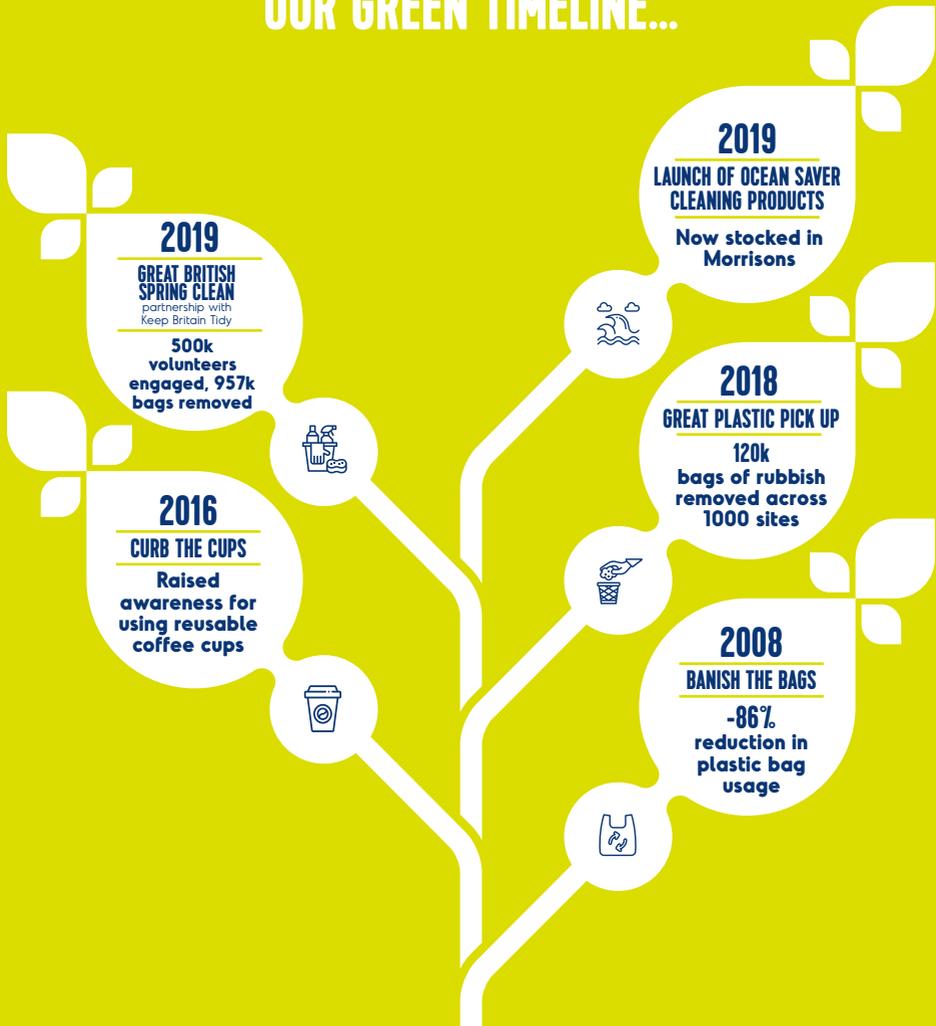
What do Mail Metro Media readers think about environmental issues and what does it mean for your brand?

Mail METRO MEDIA

OUR GREEN STORY

From our iconic 2008 'Banish the Bags' front page, to the 'Great Plastic Pick Up' of 2018 and being named official media partner of Keep Britain Tidy in 2019, we have a proud history of utilising our editorial influence to raise awareness of environmental issues. And with 3.5million views on 121 eco-related articles in the last year, we know we have a really engaged audience. Now, we've taken learnings from those campaigns and key insights from our 34.9M monthly readers, to bring you insight and advice on approaching the 'green agenda'.

OUR GREEN TIMELINE...



START AT THE GRASSROOTS

Before we delve right into the research and start making a business action plan, it's important we live and breathe green ourselves – both individually and as a brand. So, we've pulled together some of our favourite handy 'going green' tips from our 100+ articles on the topic.

1. HAVE A LIGHT BULB MOMENT

Although they cost a little more, energy-saving LED light bulbs last up to three times longer than traditional ones and use 85% less energy than halogen, so you can save your pennies and the planet.

2. BUY SECOND-HAND

Currently, barely 1% of discarded clothing is actually recycled. Whether it's fashion or furniture, we can beat landfills and a throwaway culture by choosing pre-loved items instead of going straight for new.

3. REACH FOR THE BARS

A good old-fashioned bar of soap can last much longer than the average pump-action hand or body wash that comes in a plastic container (which takes energy to manufacture and can end up in the ocean).

4. GET ECO-CLEANING

Reduce your use of harmful chemicals by swapping to refillable, eco-friendly cleaning products from brands like Ecover, Method and Splosh.

5. INVEST IN ETHICS

You can use your private pension or ISA savings to invest in ethical companies, like those working to develop cleaner energy and sustainable transport.

HOW DO WE KNOW WHAT WE KNOW?

Drawing on our reach of 34.9million monthly readers across nine brands and speaking to our engaged Mail Metro Matters Community, we've used four methods to get a true sense of how people feel about environmental issues and what they're looking for in a brand to help tackle them.

Sources throughout this booklet are numbered at the bottom of each page, corresponding with labels inset

MATTERS COMMUNITY DISCUSSION ROOM

We held an open environmental discussion with our 2000+ community members (18+) for deeper insight into specific areas of the subject.

ENVIRONMENT STUDY

We asked 500 UK adults (18+) to complete a 15-minute online survey on their environmental thoughts and behaviours.

DESK RESEARCH

Using online research resources, we looked at how British consumers feel about the state of the environment and what they are willing to do to change it.

MATTERS COMMUNITY SURVEY

465 of our MMM Community members (18+) took part in a 10-minute online survey, giving us a comparison between their outlook and the general population's.



Figures with a green flag reflect data referring to the British population

WHAT'S INSIDE?



GREEN BRITANNIA

The growing concerns about our environment



MIND THE GREEN GAP

What causes the gap between what readers say and what they do?



THE GENDER AND GENERATION DIVIDE

Which audiences are more open to environmental messaging?



POINTING THE GREEN FINGER

Four institutions that must work together to bring about change



ECO-EDUCATION

There's a desire to know more and the media should be the teachers



THE GREEN LANDSCAPE

A summary of what we've learned from our readers



GREEN TIPS FOR BRANDS

Our five key takeaways for brands on how to turn words into actions

GREEN BRITANNIA

In Britain, the environment has never been more front-of-mind. From plastic packaging to pollution, our nation is increasingly worried about lots of 'green' issues. Many claim they are willing to make lifestyle changes for environmental benefit and we've even seen a rise in protests. But there are many hurdles that we need to overcome before we can truly be considered a 'green' nation.

GREEN WITH CONCERN

The environment is the 3rd biggest concern among our readers

1

93%
Crime

89%
Healthcare

83%
Environment

78%
Economy

77%
Brexit



"We are slowly killing the planet."

2



"This is a matter of great concern for me."

TRASH TALK

Our readers are worried about a number of issues and the effect they have on our planet, with waste considered the most concerning

83%
Plastic
Pollution

75%
Waste

72%
Over
Packaging

66%
Deforestation

63%
Air
Pollution

1

THE
ATTENBOROUGH
EFFECT
CONTRIBUTES
TO THIS 2



"David Attenborough has really opened my eyes to the destruction of the planet that is happening."

BRANDS
MAKING A
DIFFERENCE:

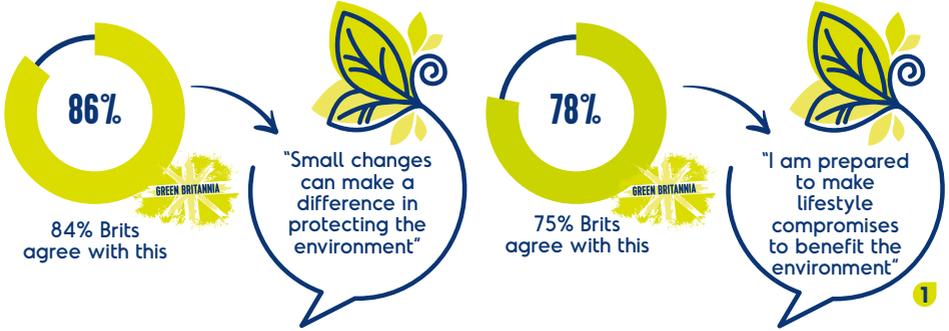
oceansaver



RE:STORE

MINDSETS ARE CHANGING

Readers claim they're prepared to make changes to protect the environment.



TRIPLE R RESPONSE

And they're trying to do that through **reducing, recycling and reusing**

REDUCING – 96%

"I try to live my life in a way that helps reduce my impact as much as possible."

"I have increased what I do to reduce my carbon footprint. I try to walk everywhere."

RECYCLING – 90%

"I recycle everything I possibly can..."

"I try to recycle as often as I can and have stopped buying plastic bags..."

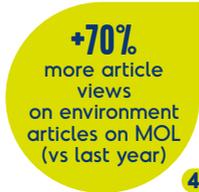
REUSING – 75%

"I always try to give away furniture and clothing for re-use."

"I have a reusable take away coffee mug and I take my own bag when I go shopping."

PEOPLE ARE TAKING ACTION...

Through searching, talking and even taking to the streets



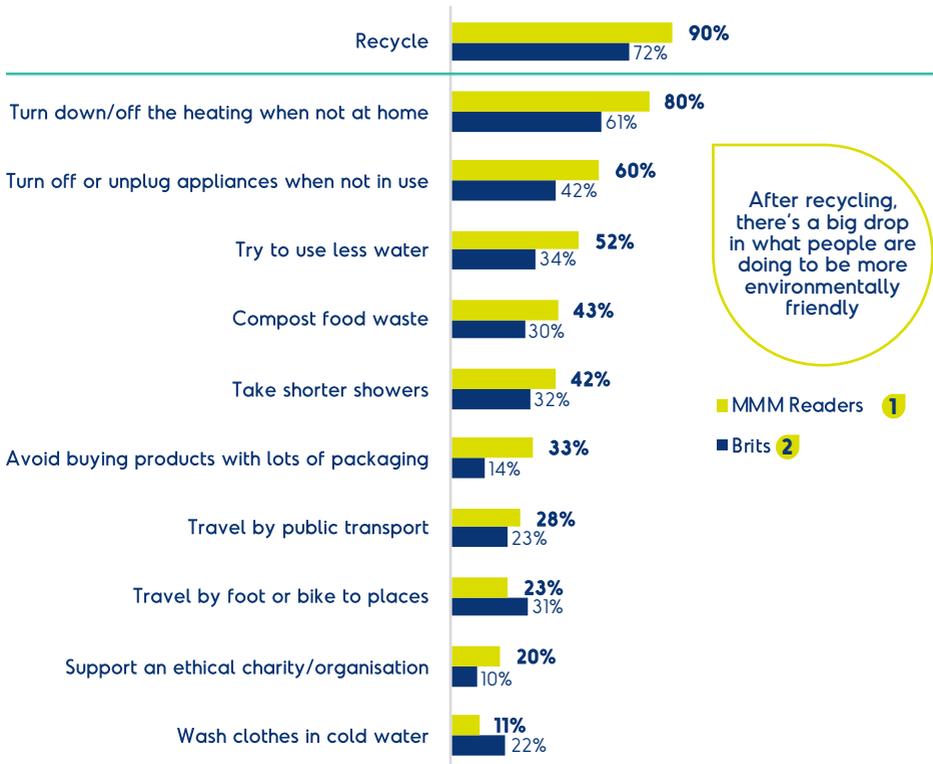
BUT MORE NEEDS TO BE DONE...

MIND THE GREEN GAP

Despite the desire for change, there is a 'Green Gap' that exists. We see a disconnect between readers willing to make changes and the actions they are taking. Our research identified three areas that prevent good intention being translated into action – the cost of being green, the ease of introducing changes and the (lack of) knowledge about potential for change...

MORE IS MORE

The majority of readers are recycling frequently but could other initiatives be easily implemented to further reduce the impact on the environment?



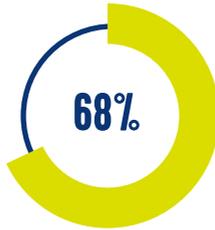
WHAT'S STOPPING YOU?

There are three main barriers stopping readers from changing their habits:

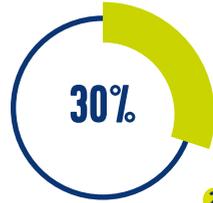
COST

Lots of eco-friendly products and services come with a higher price tag but some people feel those products and services are lower in quality than the less eco-friendly ones

1



think that eco-friendly products/services are often too expensive



2

believe that the quality of eco-friendly products/services isn't as high as others

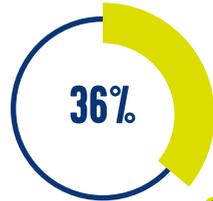
EASE

Some say it's hard to find products and brands that are kinder to the environment and then introduce them into their day-to-day lifestyle

1



say that it's hard to find eco-friendly products/services that are available



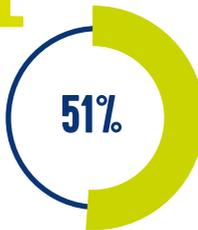
2

find it hard to fit being eco-friendly into a daily routine

KNOWLEDGE

Many still don't know what changes they can introduce into their daily routines, but they are willing to learn

1



don't feel that they know enough about ways to be eco-friendly



2

would like to be told of more ways to be eco-friendly

THE GENDER DIVIDE

Our research tells us that women are the drivers when it comes to living 'green'. Not only are they more likely to change parts of their behaviour, they are also positively affecting change in their peers. It's important for brands to realise that men may need more of a helping hand in going green and to think about how they can offer one.

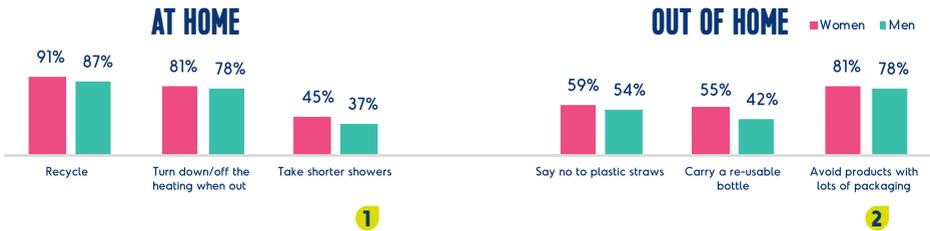
THE FEMALE FORCE

Significantly more female readers have made changes in the last year to live eco-friendlier lifestyles



NOT JUST BEHIND CLOSED DOORS

Women are trying to live an eco-friendly lifestyle both in and out of the home



SHARING IS CARING

Not only are women making changes to their life, they are trying to encourage change in others' lives, too

56%

of women encourage friends to adopt this lifestyle

51%

of men encourage friends to adopt this lifestyle

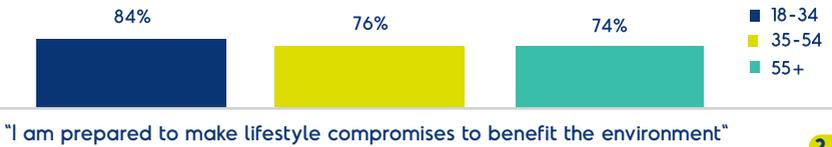
1

THE GENERATION GAME

As well as a gender divide, we see a gap between generations, as younger readers think and do more. The cracks appear throughout the process of going green – from perceptions through to implementing change and embracing the new. For brands aiming to be eco-friendly, it's important to bear in mind that older individuals may be a step or two behind those younger. Think about how to talk to them in a relatable, not patronising, way.

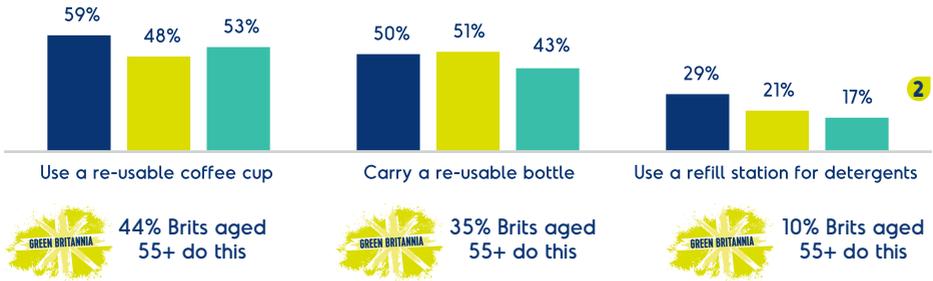
YOUNG LEADERS

The majority will make changes, but particularly those under 35



RE-USE, RE-USE, RE-USE

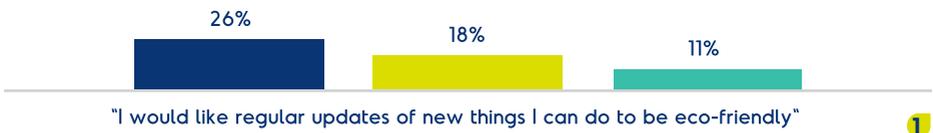
Younger groups are turning their backs on a throwaway culture



EMBRACING CHANGE

Those younger people are very interested in new ways to be eco-friendly

% that strongly agree



POINTING THE GREEN FINGER

So that's where are we now, but just what would truly enable us to become a green nation? What, and from whom, do we need to bring about this change? Our research revealed there is no singular solution. Instead, we've found there's (a puzzle of) four main entities that need to work collectively.



INDIVIDUALS

must do their bit to help

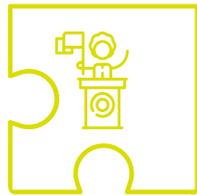
72% AGREE



BRANDS

must encourage and facilitate change

72% AGREE



GOVERNMENT

must introduce harsher rules

78% AGREE



SUPERMARKETS

must use less packaging – introduce refill stations as a great alternative

78% AGREE

1 2

THE MEDIA HAS A CRUCIAL ROLE TO PLAY IN SOLVING THIS PUZZLE...

INDIVIDUALS MUST DO THEIR BIT TO HELP



87% believe that everyone should do their bit to help reduce plastic waste



BRANDS MUST ENCOURAGE AND FACILITATE CHANGE



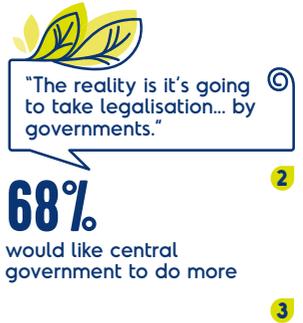
79% think that brands should make it easier to be eco-friendly



GOVERNMENT MUST INTRODUCE HARSHER RULES



60% would like local government to do more



SUPERMARKETS MUST USE LESS PACKAGING



57% of readers are put off a purchase, by too much packaging

INTRODUCE REFILL STATIONS AS A GREAT ALTERNATIVE

51% Brits say this

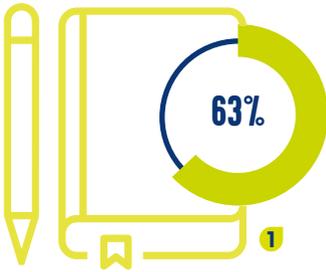


ECO-EDUCATION

We've identified that the media has an important role to play when it comes to solving the 'individual' part of the puzzle. With 63% saying media has a duty to help educate on green matters, media brands should start to take on the role of teachers – enhancing knowledge around current green practices and encouraging new eco-friendly ways of living.

MEDIA MATTERS

Media brands, in particular TV and newspapers, must do more to educate, through what they say and what they do



say they would like the media to teach them more ways to be eco-friendly

90% would like to see more on the TV (news or otherwise)

90% would like to read more through newspapers (online or offline)

"I am always happy to hear information about how I can be more eco friendly. I would like to hear this via TV programmes – and personalised emails with top tips for an eco-friendly way of life."

2

"I would welcome any information about being more eco-friendly. I would like this to be made available in the newspaper or supplements."

IT TAKES TWO

There are two strands to tackling the issue of eco-education:

1.

Enhancing the public knowledge around eco-friendly solutions already in place (particularly recycling as it's an 'easy win')

1

1 IN 4

don't know what changes can be introduced to be more eco-friendly

"It should be made easier to recycle. Bins ought to be made available for free by councils..."

2

"There needs to be much better and clearer actions such as a single consistent approach to household recycling..."



2.

Teaching about new eco-friendly ways of living

1

3 IN 5

would like regular updates on new ways of green living

"I feel I know enough but there is always something new happening so its good to keep up."

"I try to do as much as I can to be environmentally friendly but there is always something new to be taught about to make things better."

2

"I would like to learn far more about the state of the environment and what I can do differently or in addition to what I already do..."

THE GREEN LANDSCAPE

In summary, what have we learned from talking to our readers?

The majority want to live an eco-friendly lifestyle but, besides recycling, there's a lot more that could be implemented by individuals.

THERE'S A GAP BETWEEN WHAT IS BEING SAID AND DONE

1.

2.

THREE BARRIERS ARE STOPPING MORE ECO-FRIENDLY LIVING

Higher costs of products/services, ease of making changes and knowledge of what to do all stand in the way of going green.

These readers are already living more eco lifestyles and are more inclined to be on board with new products/services entering the market.

YOUNGER GROUPS AND WOMEN ARE 'GREENER'

3.

4.

FOUR ENTITIES MUST ALL DO THEIR BIT TO HELP

Individuals, supermarkets, brands and the government all have a role to play when it comes to bringing about significant environmental change.

People want to learn more about eco-living and they want media brands to be a key source of information – particularly TV and newspapers.

MEDIA BRANDS HAVE A RESPONSIBILITY TO TEACH

5.

GREEN TIPS FOR BRANDS

What can you do to engage with consumers who want to live more consciously?

Help individuals put words into action by creating an easy to use, eco-friendly product/service and encourage individuals to change.

BRIDGE THE GAP

1.

2.

ALLEVIATE CONCERNS

Produce low cost eco products/ services that are easy to introduce into any lifestyle and be teachers within the space.

Pinpoint who you are trying to talk to and adapt accordingly – remember men and older generations may need a little more help.

BREAK THE MOULD

3.

4.

HELP SOLVE THE PUZZLE

Ensure your brand not only helps consumers live a more eco-friendly lifestyle but that this ethos translates throughout your whole business.

Use media sources to help spread the word about what you're doing to help the environment and why.

BE A TEACHER

5.

DON'T BE SHY

**Mail
METRO
MEDIA**

If you're looking for more advice on how to talk to your customers about green issues, or to hear more about the research behind this booklet, please do get in touch:

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