

Research reveals Brits are not willing to pay to be “green”

Research released today by automotive, consumer goods and industrial technology company Bosch, has revealed that even though 90% of people in the UK claim to care about the environment, most are unwilling to spend extra to live a “greener” life.

When asked how much more each week they would be prepared to pay to reduce their impact on the environment, survey participants say they were reluctant to pay much if anything. Almost 40% say they are not willing to spend any money, while only 30% say they would spend up to £5.

Speaking about the research results, President of Bosch in the UK, Peter Fouquet said that these attitudes provide a real challenge for companies to make the required investment in delivering products and services that have increased green credentials without making this an additional cost for the consumer to bear.

“Last year Bosch invested 9% of our turnover, or roughly £3.5 billion, into research and development, and almost half of this activity was focused on technology that reduces the impact on the environment. This isn’t a question of “CSR”, it is simply good business sense, because as these survey results show, people do care about the environment and there is a definite trend towards environmentally-friendly technology.

“Statistics state that homes are responsible for almost 20% of the EU’s CO² emissions. I believe that there is huge potential for improvements in household energy efficiency through the use of technology and that is why Bosch is going to great lengths to provide solutions that will help achieve emission reduction targets here in the UK”.

The research shows most people only do green things because they have to. More than four in five say they recycle (92%) and use energy saving light bulbs (81%), although the threat of fines and the end of non-energy saving light bulbs have had much to do with that. Just a third (37%) say they use their car less and a similar number (40%) buy locally sourced groceries to cut down on food miles.

The research also highlighted a disparity of knowledge as to what levels of energy everyday goods use. A quarter of people incorrectly thought a microwave is a high energy user (it is low, producing just 56kg of CO² per year).

Bosch has always had a reputation for providing high quality products and services and that is why the company continually invests in sustainable improvements to its existing product range and the development of new technologies. Bosch offers some of the most energy efficient and eco-friendly products available for all areas of the home; from battery powered lawn mowers and power tools to energy saving domestic appliances such as the latest generation of fridge-freezers that use 64% less energy.

For more information on how you can improve your home's energy efficiency and reduce your carbon emissions, visit our virtual home at: www.bosch.co.uk.