# Brand Envorinment Issues

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More than half of those in 24 countries (52%) agree (give a rating of four or five on a five-point agreement scale) they â€˜care what efforts brands are making to help the environmentâ€™ â€“ 31% are neutral while 17% disagree. Only four in ten (3 agree, agree they are â€˜willing to pay more for â€œgreenâ€• or environmentally friendly productsâ€™ â€“ 34% are neutral whil disagree.

The findings reflect a new poll of 18,503 online respondents conducted by Ipsos OTX â€“ the global innovation center for Ipsos, the worldâ€™s third largest market and opinion research firm. Respondents are more likely to agree they value brandsâ€ environmental efforts than they are to agree they would pay more for environmental products in every country surveyed, with one exception: half (52%) of those in China agree they care about brand efforts while six in ten (58%) agree they would pay more. Those most likely to agree they care about the efforts of brands to help the environment are from: Argentina (70%), Mexico (68%), Indonesia (66%), South Africa (62%), Germany (60%), India (60%), Turkey (60%) and Brazil (59%). Those in the middle of the group of countries on agreement are from: Italy (54%), Canada (52%), China (52%), South Korea (52%), Australia (51%), Norway (51%), Spain (51%) and the United States (51%). Those least likely to agree are from: Sweden (50%), Saudi Arabia (49%), France (46%), Great Britain (46%), Hungary (46%), Belgium (45%), Russia (44%), Poland (38%) and Japan (17%). Those most likely to agree they would be willing to pay more for environmentally friendly products are from: Indonesia (59%), India (59%), China (58%), Turkey (54%), Argentina (52%), Mexico (50%), Brazil (50%) and Saudi Arabia (43%). They are followed by those from: Norway (42%), South Korea (41%), Sweden (41%), South Africa (40%), Germany (35%), Canada (32%), the United States (32%) and Russia (32%). The bottom third is comprised of: Hungary (30%), Italy (29%), Australia (29%), Spain (28%), France (27%), Great Britain (26%), Belgium (25%), Poland (22%) and Japan (13%).

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