



27th December 2006

HAVE AN ECO NEW YEAR

93% of Brits resolve to go green for 2007

Brits are waking up to the impact of climate change and resolving to become greener in 2007 according to a new survey. One in ten (16 per cent) have already made green New Year's resolutions and a massive 93% of us are considering adding environmentally friendly lifestyle changes to our lists.

The survey, carried out by the UK's busiest community site Gumtree.com, shows that 73 per cent of us are still making New Years resolutions – and we're trading in traditional changes like dieting and giving up smoking for more eco-friendly ones, resolving to make small changes that will have a big impact on our environment.

- 63% are planning to start turning off appliances rather than leaving them on standby to help save energy
- 62% are determined to recycle more and 55% also want to apply this to unwanted Christmas presents, by giving them to charity
- 38% want to reduce their food miles by buying more local produce and sourcing regional goods – and 8% want to start rideshare/ car pool

schemes to cut down on energy consumption

- 37% are planning to ditch the car in favour of walking/ running
- More than one in ten (15%) are considering taking part in urban regeneration schemes by replanting trees, building facilities for their community or helping out with local initiatives

The survey also reveals the impact that recent news stories, government campaigns and the bleak outlook proposed by the scientific community are having on us. Ninety per cent of Brits now say that news stories about the environment are inspiring them to become greener, and 48 per cent say they are significantly more environmentally friendly than they were five years ago. A third (29 per cent) considers green issues to be the most important problem facing the planet today– and 20 per cent acknowledge that our overall impact on the environment is harmful.

Trewin Restorick, Director of the environmental charity Global Action Plan says: "It is fantastic that so many people are now realising how their lifestyles impact upon the planet and are willing to make the small changes that will make a real difference. The Gumtree survey is really interesting because it shows that people are now aware that being green is not just about recycling, it is also about using energy more efficiently, buying more local food and changing travel habits. These small steps can have a substantial impact. For example, if everybody installed three energy efficient lightbulbs we would save enough energy to power every streetlight in the country."

Sophy Silver, Gumtree spokesperson, adds: "It's fantastic that the lessons

we're learning about our environment are having an impact on our behaviour.

"Traditional New Year's resolutions are being traded in for greener options because they are much more relevant to the way we live today. Things like going on a health kick, giving up a bad habit or making time for friends and family are really important - but we are focusing more on making the planet safe for future generations, which is one of the most important things humans today can do.

"Gumtree.com can really help make these New Year's resolutions become reality. Use the rideshare section to find and offer lifts in your local area instead of wasting energy, or put all those unwanted socks and jumpers from your gran on Freebies – recycling them will make you feel better and may also end up helping a local charity. You could also rally support from your community to set up local initiatives and use the forums to get other people in your area excited about going green – the choices are endless!

CHICKEN SITTER WANTED

As proof of how green we are becoming – a recent ad on Gumtree.com requests a chicken sitter for a busy urban professional! The owner of the 'ladies' in question will be on holiday over the Christmas and New Year period and wants a reliable, trustworthy chicken sitter to entrust the animals and their 'Egglu' home to.

Key findings

1. Do you make New Year's Resolutions?

Yes, every year	18%
Yes, most years	55%
No.	26%

2. Which of these do you resolve to do in the New Year?

Go green	16%
Go on a health kick	70%
Learn something new	33%
Get control of my finances	32%
Make more time for self/ friends and family	32%
Spend less	30%

3. Do news stories about the state of the environment inspire you to go green?

Yes, always	19%
Yes, sometimes	71%
No	10%

4. Which of these would you consider adding to your New Year's resolutions?

Turning appliances off not on standby	63%
Recycling more	62%
Recycling unwanted gifts to charity	55%
Buying local produce/ reducing food miles	38%
Walk rather than take the car	37%
Take part in urban regeneration scheme	15%
Take part in rideshare scheme	8%
Take less long-haul holidays	7%
All of the above	7%

5. How much greener are you than 5 year ago?

Significantly more	48%
A little bit more	43%
The same	7%
A little bit less	1%
Significantly less	0%

6. How important do you consider green issues to be?

The most important issue facing us	29%
Quite important	67%
Not very important	4%

7. How easy is it for you as an individual to have a positive impact on climate change?

Not easy at all	39%
Fairly easy	51%
Very easy	10%

8. How easy is it for world governments to have a positive impact on climate

change?		
Not easy at all		19%
Fairly easy	44%	
Very easy	37%	

9. What would you say your overall impact on the environment is?

Very beneficial	4%	
Beneficial	32%	
Neutral		44%
Harmful	20%	
Very harmful	0%	