

**For immediate release  
04 March 2010**

## **YouGov leading the way in environmentally friendly research**

### **Latest poll reveals greenhouse effect starting to transfer to the office and YouGov announce official partnership with Start 2010**

According to new research from YouGov, small businesses in Britain are starting to put environmental issues on their agenda, following strong initiatives from the Government and the media that we need to be doing more to fight global warming.

In a survey of over 500 small business decision makers, three quarters of respondents say they are taking at least one measure to make their office greener in 2010.

Businesses are now waking up to the fact that they can do more to address the impact their behaviour has on the environment. Providing recycling bins (40%), using recycled paper (39%), encouraging double-sided printing (33%) and ensuring staff switch off computers at the end of the day (49%) are some of the measures business decision makers are taking. Outside the office, 38% of decision makers in London will encourage staff to use public transport where possible, whilst 5% will reduce business travel overseas.

Furthermore, 63% of respondents say that it is important to try and have a greener office. This indicates business decision makers are aware of the effect a greener office can have on the environment and are on the right track in putting measures in place to achieve this.

This latest survey is just one project in a large portfolio of work that YouGov have conducted on the environment, climate change and sustainability issues.

YouGov is also an official supporter of Start, a new climate change initiative launched by Prince Charles in February 2010. Start is a national initiative run through The Prince's Charities Foundation to promote sustainable living. Start is aimed at all those who feel that they might like to start but who don't yet know how.

Dr Michael Wagstaff, Head of Public Sector Research said *"Our research shows that both businesses and the public want to do something about the environment. Anything that can help people cut through the negative language of climate change has got to be a good thing which is why we are delighted to support Start"*.

YouGov will work with Start to measure the confusion that many people feel about climate change and to track how Start gets its message across to the public. YouGov will use its online panel of 280,000 UK members, as well as hosting surveys run through the Start website.

**Notes to editors:**

All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. Total sample size was 502 small business decision makers. Fieldwork was undertaken between 8th - 11th January 2010,

YouGov's B2B Omnibus interviews 500 key decision makers in small businesses (senior managers and above) on a weekly basis.

**Contact:**

For more details on this release, please contact Olivia Mason in the press office on +44(0)20 7012 6000.

For more information on YouGov's Public Sector research, please contact Michael Wagstaff, Head of Public Sector Consulting on +44(0)20 7012 6000.

For more information on YouGov's Omnibus services, please contact:

**T:** +44 (0)20 7012 6231

**E:** [omnibus@yougov.co.uk](mailto:omnibus@yougov.co.uk)

**W:** [www.yougov.co.uk/omnibus](http://www.yougov.co.uk/omnibus)

**General YouGov enquiries:**

**T:** +44(0)20 7012 6000

**E:** [info@yougov.co.uk](mailto:info@yougov.co.uk)

**W:** [www.yougov.co.uk](http://www.yougov.co.uk)

**About YouGov**

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

**For further information visit [www.yougov.com](http://www.yougov.com)**