

Report 2

July 2012

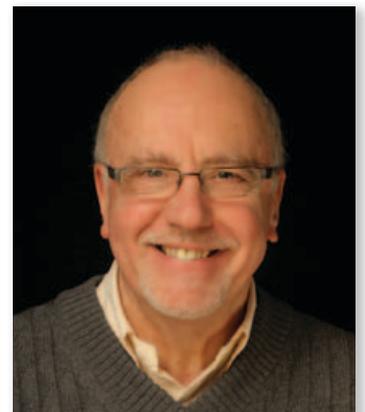


Welcome to the annual Attitudes to UK Industry study

I'm delighted to report that the first results for the Attitudes to UK industry study were well received and widely publicised. It is also my pleasure to introduce the next in the series. It takes an in depth look into peoples' attitudes to energy consumption in relation to the businesses they buy things from and choose to invest in.

We all see energy as a constant but it is even more important to see it as a resource, the traditional sources of which will eventually run out. It is clear from this research that people feel it is important that we all explore the most responsible and sustainable way in which to use the energy available to us, whether we are involved in a large company or a small business.

The findings here and others to come will culminate in an annual report later this year. I firmly believe it is time we start to see energy as a shared commodity rather than an unlimited resource. The results of this research give us reason to be optimistic as we see that people of all ages and from all areas of the UK understand that energy consumption is a major and urgent issue and that now is the perfect time to support those businesses that share the same outlook while encouraging those that don't to adopt a different way of looking at energy.



Eur Ing John D Fisher

B.Eng, C Eng, MIET,

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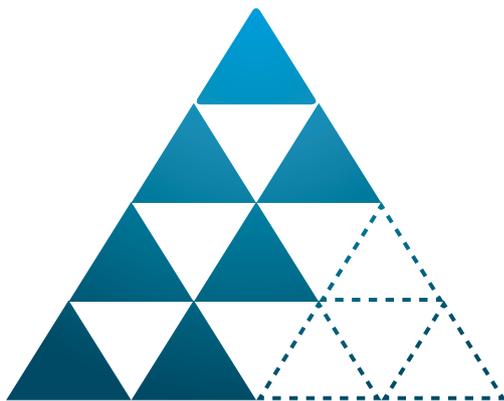
John Fisher



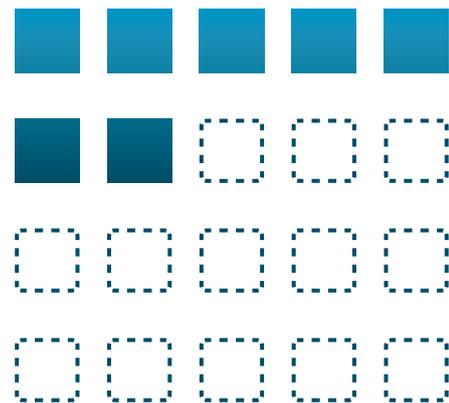
Three out of four adults (**75%**) believe that businesses should always explore the most environmentally friendly way of producing or using energy before using those which are less so



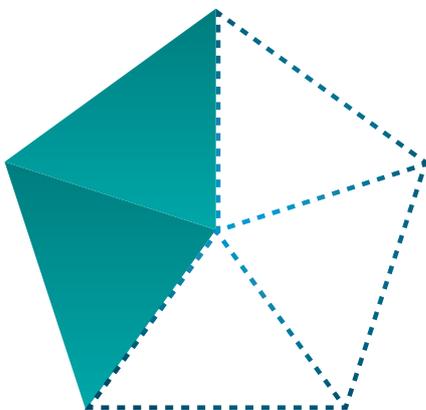
Around half (**52%**) don't think that companies do enough to promote their green credentials



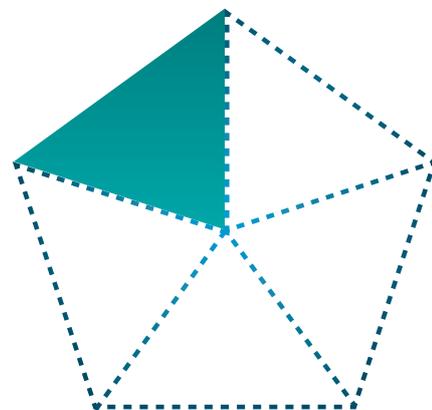
Seven in ten (**70%**) think that there should be a UK Brand Mark to signal that a company's operations reach a certain standard by using clean and renewable energy



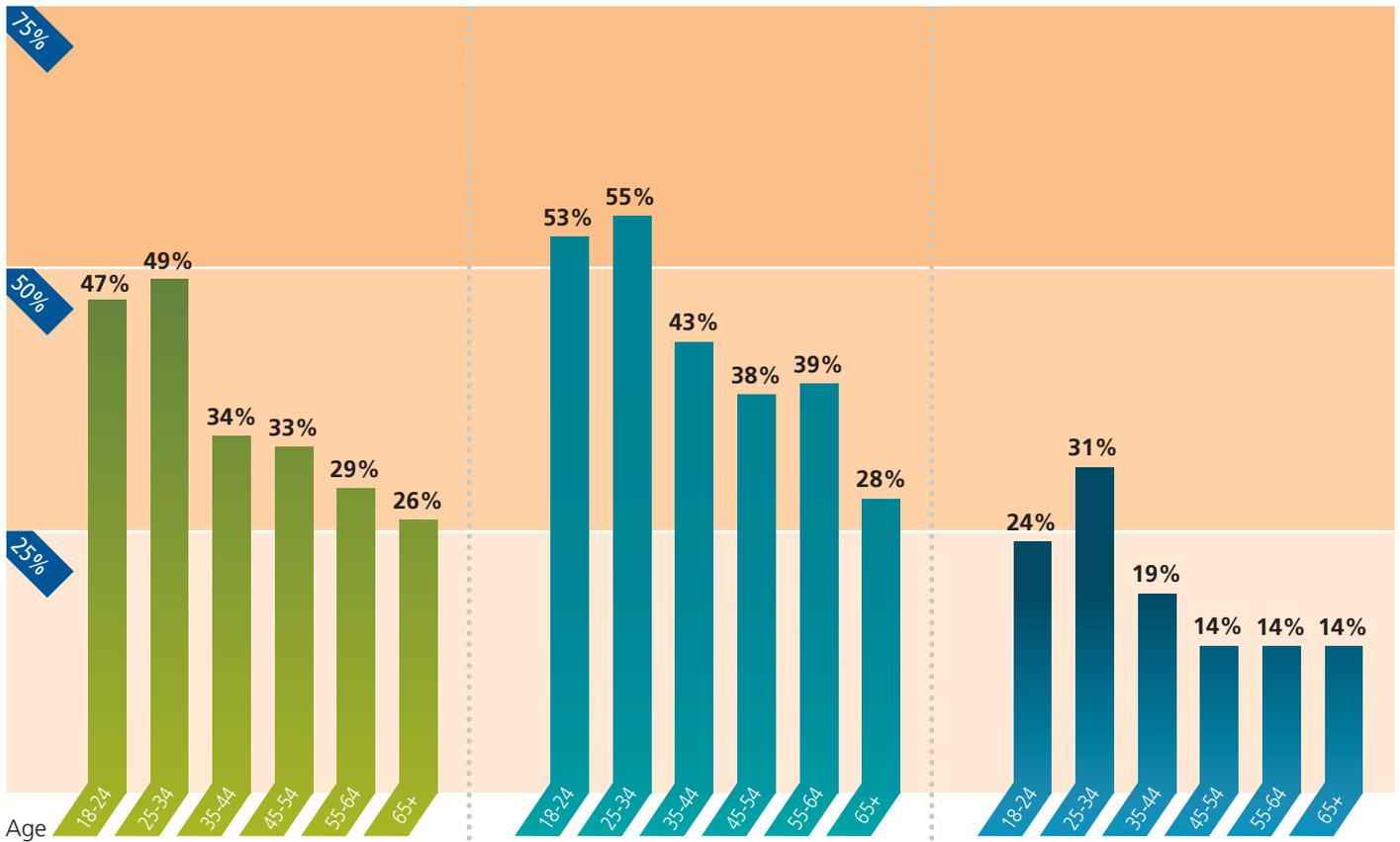
More than one in three (**35%**) would be willing to pay a little more for goods and services if the supplier was known to be investing the extra into more sustainable sources of energy



Companies' efforts to be environmentally conscious can lead to an increase in trust from the public: Two out of five (**41%**) trust companies that invest in energy saving and renewable sources of energy more than businesses that do not



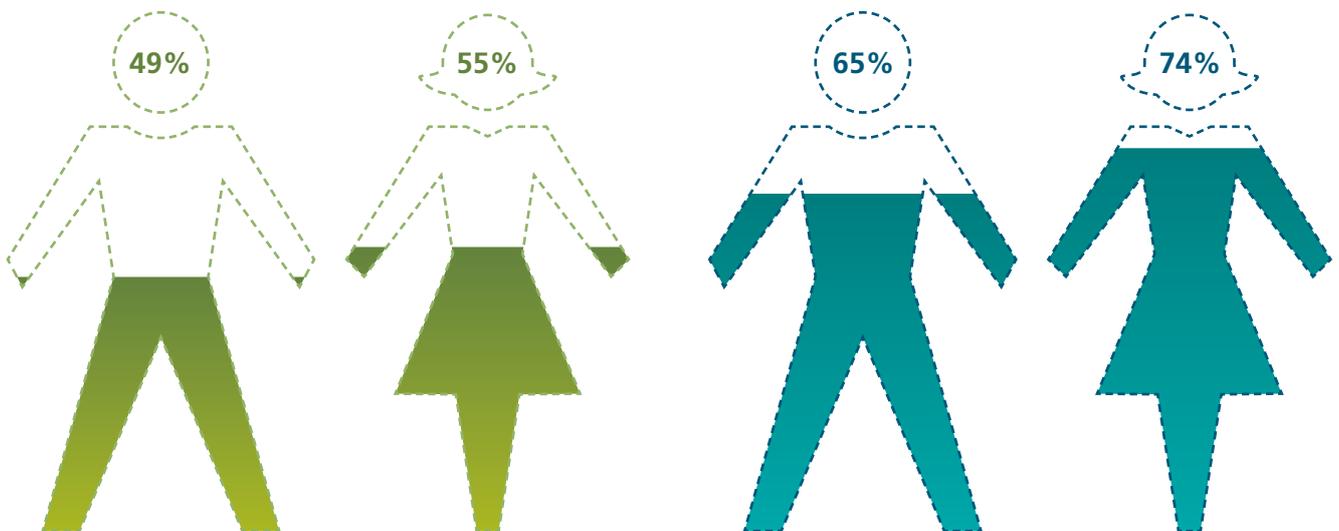
However only one in five (**19%**) have invested in shares and believe that a company's investment in renewable energy is a factor in whether it makes an attractive investment for them



Younger people are more likely to pay a little more if they know the extra is going towards sustainable sources of energy

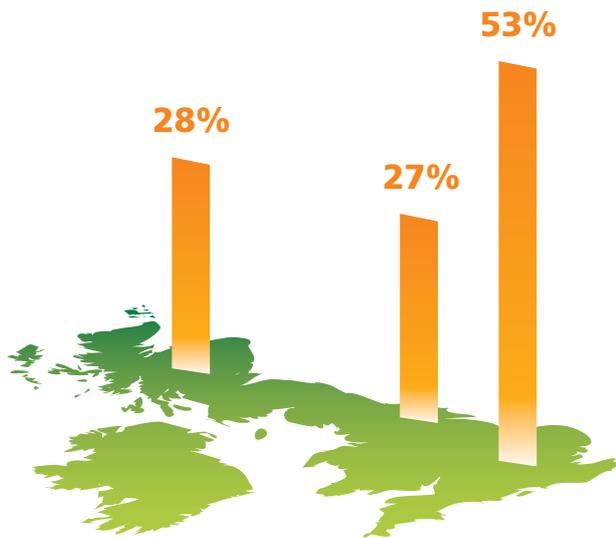
They are also more likely to show a higher level of trust towards companies that invest in energy saving and renewable energy sources

Their decision to invest in shares is more likely to be influenced by a company's investment in renewable energy

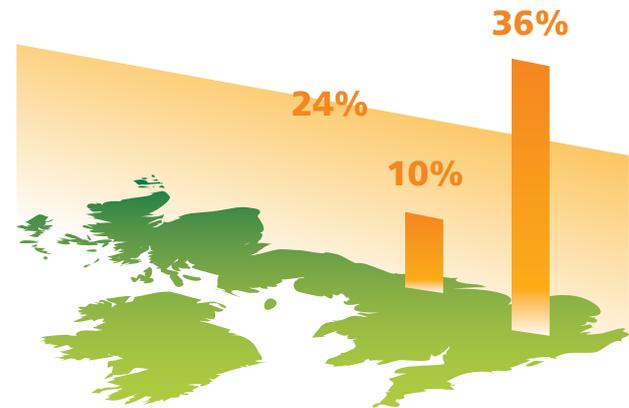


More women (55%) believe that companies do not do enough to promote their green credentials compared to men (49%)

As well as that there should be a UK Brand Mark to signal that a company's operations reach a certain environmental standard – men (65%), women (74%)



People in London are far more likely to pay a little more for goods and services if they know that the supplier was investing the extra into more sustainable sources of energy – 53% in London compared with as low as 28% in Scotland and 27% in Yorkshire and Humberside



Their decision on whether a company makes an attractive investment is also more likely to be influenced by the company's investment in renewable energy – 36% in London compared with less than 24% in the rest of Great Britain and as low as 10% in Yorkshire and Humberside

*Populus interviewed 2,013 GB adults online between 29th June and 1st July 2012. Results have been weighted to be representative of all GB adults. Populus is a member of the British Polling Council and abides by its rules.

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Following roles with English Electric, Brown Boveri, the Rank Organisation, Delta and Jeumont-Schneider he set up Fisher Industrial Marketing in 1988 to provide a specialist marketing and public relations service to companies working with electrical, mechanical and electronic equipment and systems, whether for capital plant or OEM components.

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