

# Ørsted

## Green energy means business

Consumer attitudes towards  
renewable energy in the UK



3 out of 4 respondents are more inclined to choose a manufacturer or retailer that uses renewable energy



## Introduction

**At Ørsted, we want to contribute to a world that runs entirely on green energy**

Since building the world's first wind farm back in 1991, we've become the global leader in offshore wind power, providing renewable energy to millions of homes and major business partners globally.

However, with 82% of the world's energy production still based on fossil fuels, people worldwide are demanding a shift towards renewable energy to protect the place we all call home; planet Earth.

This change in attitude towards renewable energy and sustainability is very much present in the UK, with many consumers actively choosing green products and services above those made using fossil fuels.

In this paper, produced in partnership with Kantar Millward Brown, we'll delve into the minds of UK consumers and reveal just how important a role renewable energy plays in their purchase decisions. Indeed, this survey shows that 3 out of 4 respondents are more inclined to choose a manufacturer or retailer that use renewable energy and more than 20% are willing to pay a premium across product categories.

At Ørsted, we can help companies make the transition towards renewable energy. Through our range of smart, green energy solutions, we support businesses in cutting carbon emissions and energy costs while raising CSR profiles.

We hope that this report will help convince you that renewable energy is the way forward and that transitioning from fossil fuels will help not just planet Earth, but your business too.

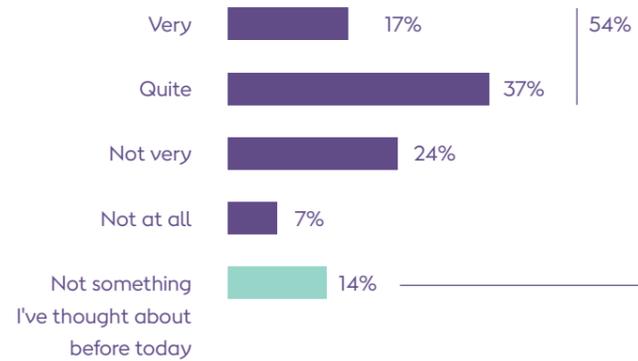
The survey was conducted via interviews of 500 respondents in the UK. The group of respondents is demographically representative of the UK population and consists of both men and women aged 18 to 70 years from various parts of the UK.

# Supermarkets

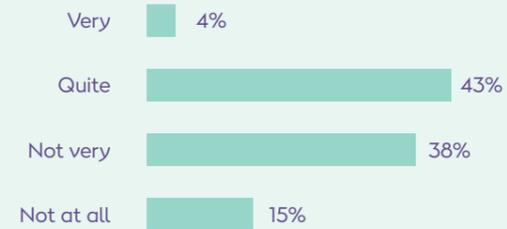
Around half of the respondents express concern as to how supermarkets source their energy. 3 out of 4 respondents would choose a supermarket that uses renewable energy over one that doesn't.

Interestingly however, where price traditionally plays a large role for consumers when choosing supermarkets, the survey reveals that 86% of all respondents are willing to pay equal to or more for groceries from supermarkets using 100% renewable energy, with 23% willing to pay a premium.

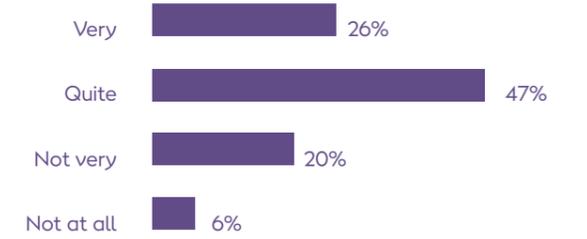
**Q1: How concerned are you that the supermarket where you shop uses 100% renewable energy?**



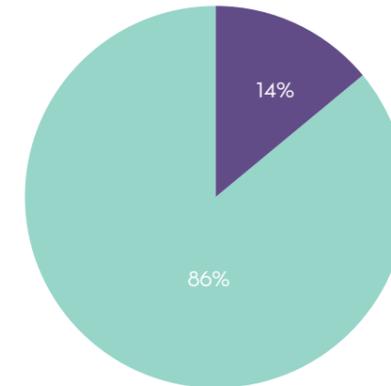
**Q1A: Now that you've been made aware about supermarkets' energy consumption, how concerned are you that the supermarkets use 100% renewable energy?**



**Q2: How inclined would you be to choose a supermarket that uses 100% renewable energy compared to a supermarket that uses conventional energy?**



**Q3: Would you say that it's worth choosing a supermarket that uses 100% renewable energy when you buy groceries?**

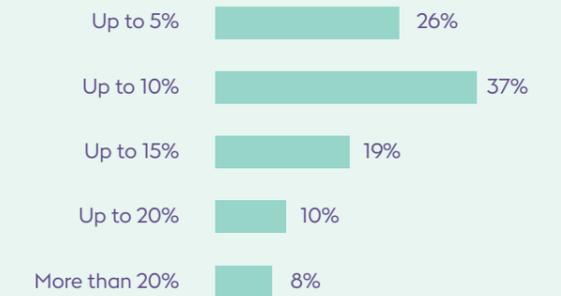


Only if what they sell costs less than in stores using conventional energy

If it costs the same or more compared to stores using conventional energy

**Q3A: How much more would you be prepared to pay?**

(Question only asked to respondents willing to pay more)



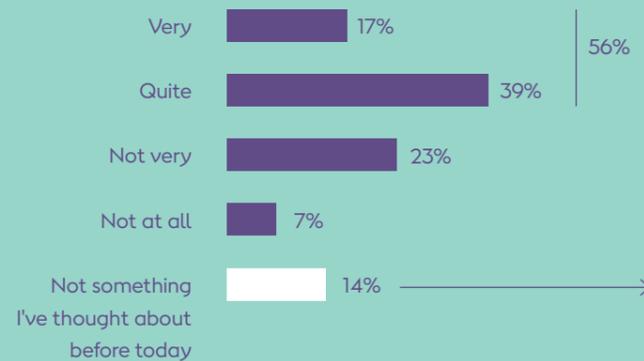
**In fact, 23% are willing to pay more for groceries in supermarkets using 100% renewable energy**

# Food & beverages

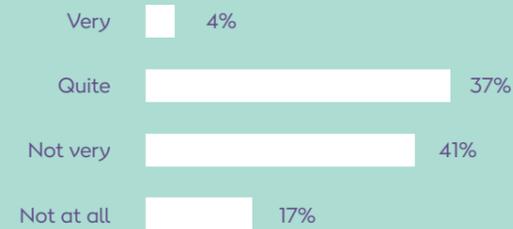
Around half of the respondents express concern as to how their food and beverages are produced. Just under three quarters of all respondents show strong preference towards food and beverages produced using renewable energy.

86% of all respondents are willing to pay equal to or more for food and beverages produced using 100 % renewable energy, with 21% willing to pay a premium.

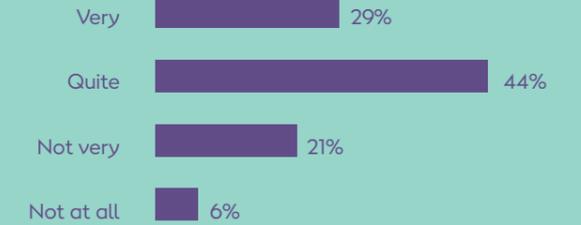
**Q1: How concerned are you that the food and beverages you buy are made using 100% renewable energy?**



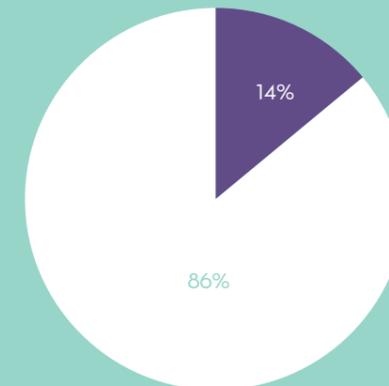
**Q1A: Now that you've been made aware about energy consumption in the manufacturing of food and beverages, how concerned are you that the products are made using 100% renewable energy?**



**Q2: How inclined would you be to choose food or beverages that are made using 100% renewable energy compared to products that are made using conventional energy?**



**Q3: Would you say it's worth buying food or beverages because they're made using 100% renewable energy?**

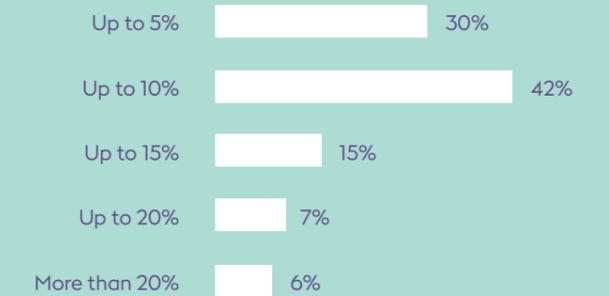


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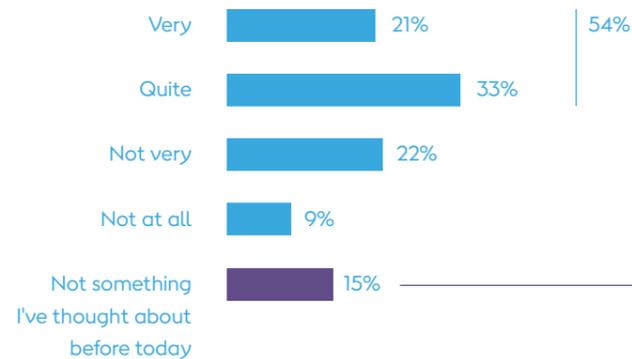
**In fact, 21% are willing to pay more for food or beverages made using 100% renewable energy**

# Beauty products

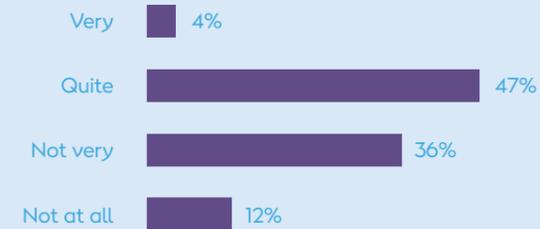
Just over half of the respondents express concern as to how their beauty products are produced. With 70% of the respondents showing clear preference towards choosing products produced using renewable energy over those produced using fossil fuels.

84% of all respondents are willing to pay equal to or more for beauty products produced using green energy, with 24% willing to pay more.

**Q1: How concerned are you that the beauty products you buy are made using 100% renewable energy?**

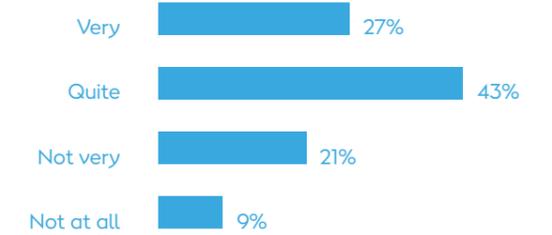


**Q1A: Now that you've been made aware about energy consumption in making beauty products, how concerned are you that the products are made using 100% renewable energy?**

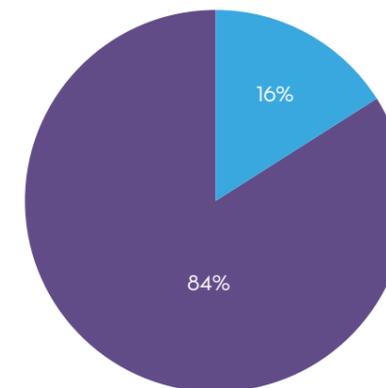


54%

**Q2: How inclined would you be to choose beauty products that are made using 100% renewable energy compared to products that are made using conventional energy?**



**Q3: Would you say it's worth buying beauty products because they're made using 100% renewable energy?**

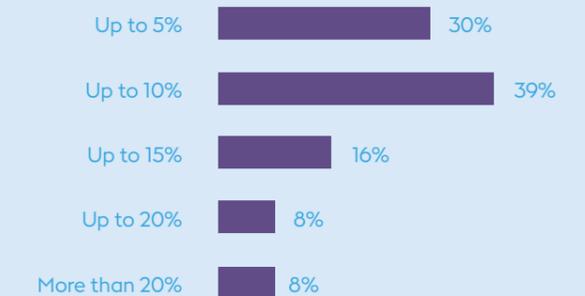


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**Q3A: How much more would you be prepared to pay?**

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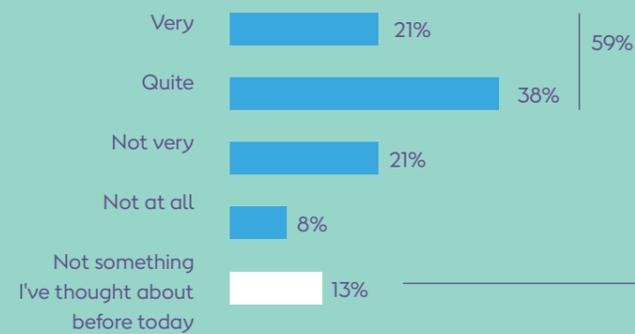
**In fact, 24% are willing to pay more for beauty products made using 100% renewable energy**

# Consumer electronics

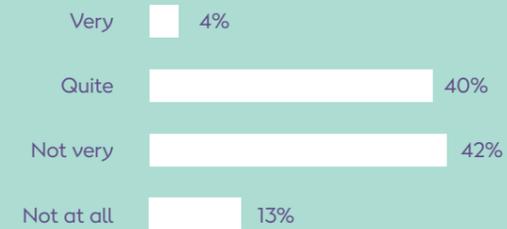
Just under 6 out of 10 of the respondents express concern as to how electronic devices are produced, with three quarters willing to choose electronic goods produced from 100% renewable energy above those that aren't.

85% of all respondents are willing to pay equal to or more for electronic goods produced using green energy, with 20% willing to pay more.

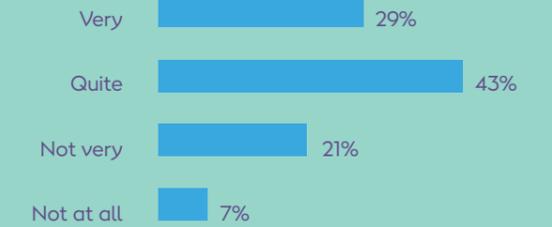
**Q1: How concerned are you that the food and beverages you buy are made using 100% renewable energy?**



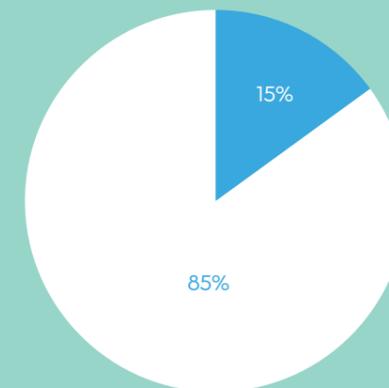
**Q1A: Now that you've been made aware about energy consumption in making consumer electronics, how concerned are you that the products are made using 100% renewable energy?**



**Q2: How inclined would you be to choose consumer electronics that are made using 100% renewable energy compared to products that are made using conventional energy?**



**Q3: Would you say it's worth buying consumer electronics because they're made using 100% renewable energy?**

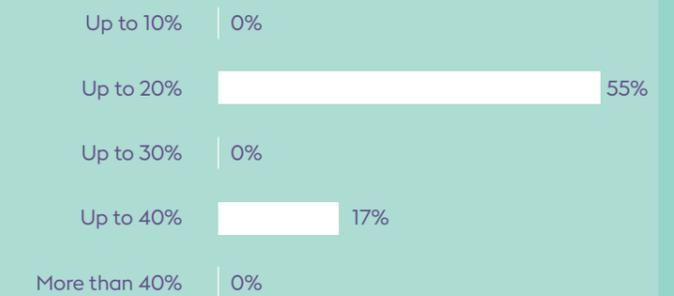


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**Q3A: How much more would you be prepared to pay?**

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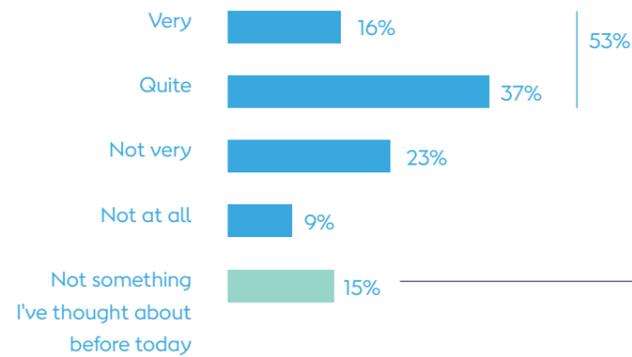
**In fact, 20% are willing to pay more for consumer electronics made using 100% renewable energy**

# Clothing

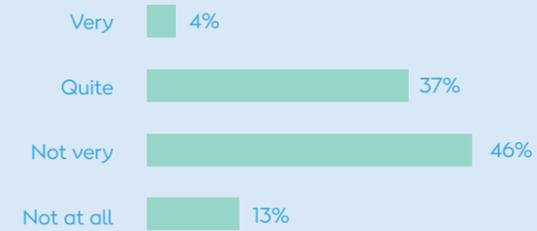
Around half of the respondents express concern as to how clothing is produced, with three quarters willing to choose clothing produced using 100% renewable energy.

84% of all respondents are willing to pay equal to, or more for clothing made using 100% renewable energy, with 21% willing to pay a premium.

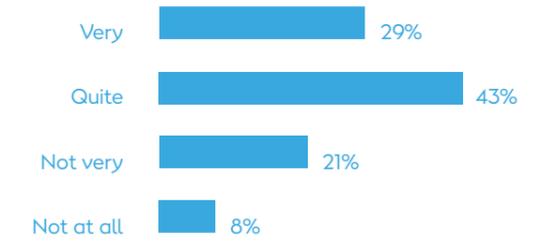
**Q1: How concerned are you that the clothes you buy are made using 100% renewable energy?**



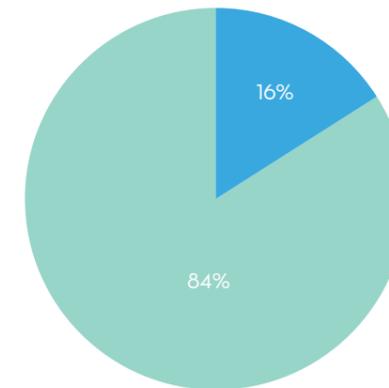
**Q1A: Now that you've been made aware about energy consumption in making clothes, how concerned are you that the clothes you buy are made using 100% renewable energy?**



**Q2: How inclined would you be to choose clothes that are made using 100% renewable energy compared to clothes that are made using conventional energy?**



**Q3: Would you say it's worth buying clothes because they're made using 100% renewable energy?**

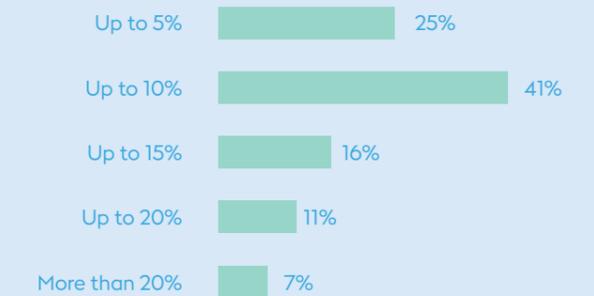


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**Q3A: How much more would you be prepared to pay?**

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**In fact, 21% are willing to pay more for clothes made using 100% renewable energy**



## Conclusion

With very similar results across all product categories, demand amongst consumers for sustainably produced products is very high in the UK. It's so high that it affects their purchase decisions, with roughly 1 out of 4 UK consumers willing to pay more for products sold or produced by companies using 100% renewable energy.

In addition to the questions regarding green energy, respondents were prompted with two versions of the same logo for well-known brands, with the only difference being the words 'Uses 100% renewable energy' added to one. 57% of the respondents showed a clear preference for the logo displaying the green energy message, further showcasing how green energy could raise brand preference.

This report clearly shows there's an opportunity for businesses to use renewable energy as a competitive advantage, giving them the chance to move towards a more sustainable business, not only in an environmental sense, but also financially.

## Make the transition to green energy with a Corporate Power Purchasing Agreement

Gain long-term control over your energy prices with a green Corporate Power Purchasing Agreement (Corporate PPA) from the world's most sustainable energy company.

A Corporate PPA is a long-term supply agreement directly from one of our wind farms. It supports the investment and development of the project and secures budget certainty for your business. Something that will resonate with your stakeholders and customers alike.

If you want to learn a bit more about how you can help yourself while helping planet Earth, get in touch at [tsmith@orsted.co.uk](mailto:tsmith@orsted.co.uk).

## **Get in touch**

0800 056 8101

[energyservices@orsted.co.uk](mailto:energyservices@orsted.co.uk)

[orstedbusiness.co.uk](http://orstedbusiness.co.uk)

Registered office: Orsted Sales (UK) Limited, 5 Howick Place, London, SW1P 1WG  
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