

Book-lovers are green

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BML survey finds environmental awareness

More than 1,400 of the some 6,000 members of BML's BookZone Research Panel who took part in a consumer survey earlier this month revealed that they are more aware, knowledgeable and concerned about the environment and related issues than the general British population, and that nearly two-thirds of them would like to do more to help the environment. Some of the key findings are revealed in this week's green publishing special from Publishing News and a full report will be published later in the summer.

Worryingly for the book trade, the findings show that, since 2007, the proportion of people who have often considered that buying books might be bad for the environment has doubled. More than a third of book-lovers have wondered whether, because of the environmental impact of book publishing, they should buy fewer new books, and an even higher percentage have considered borrowing or sharing books to reduce this impact. More than 90% of respondents believe that all books should be printed on environmentally-friendly paper, and half are more likely to visit a bookshop that seems to be environmentally conscious.

Source: www.publishingnews.co.uk