



Roy Morgan Research Pty. Ltd.
A.B.N. 91 007 092 944
Quality System Certified to AS/NZS ISO 9001

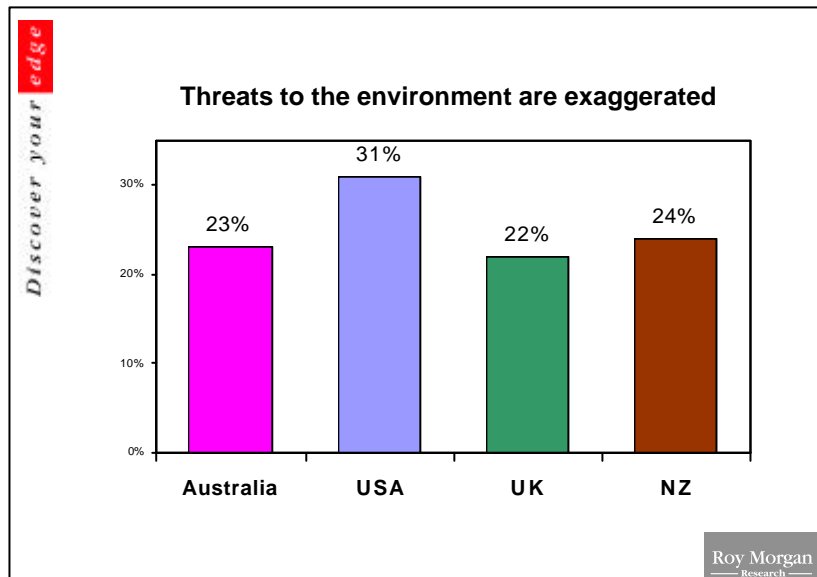
Threats To The Environment

by
Michele Levine, Chief Executive
Gary Morgan, Executive Chairman
Roy Morgan Research Pty Ltd

Melbourne, Australia
July 31, 2002

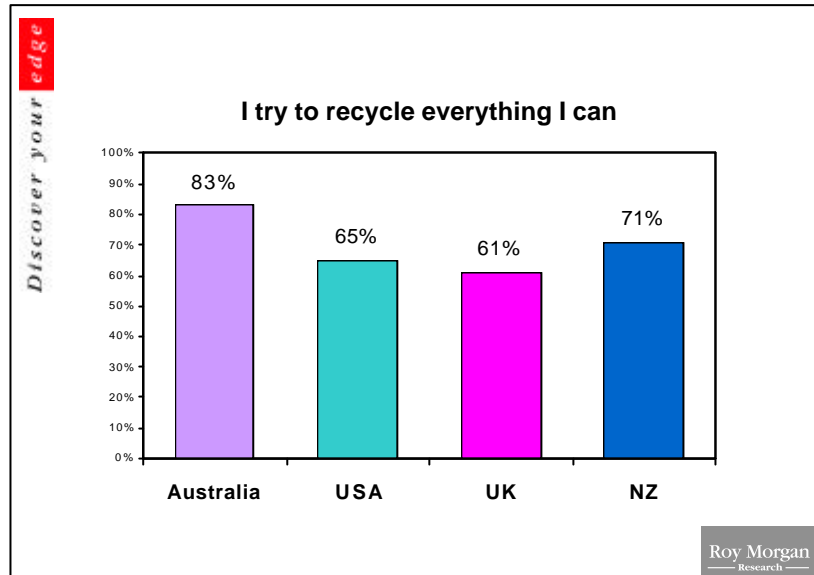
While few people in Australia, the USA, the UK and NZ, believe threats to the environment are exaggerated, a majority in each of the four countries try to recycle, but believe environmentally friendly products are overpriced. These are the findings from the soon-to-be released Roy Morgan International study on environmental issues.

In all four countries surveyed, less than one in three people surveyed believed threats to the environment are exaggerated. Topping the list were Americans, with 31% believing environmental threats to be exaggerated, followed by NZ at 24%, and Australia at 23%, and in the UK only 22% believed environmental threats are exaggerated.

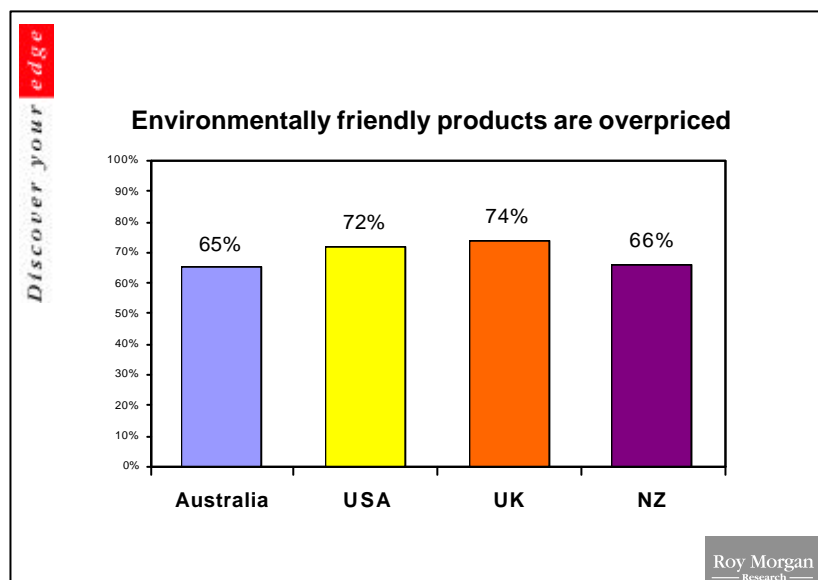


Against this background of concerns, it was not surprising to find the majority of people in the four countries surveyed claiming to recycle.

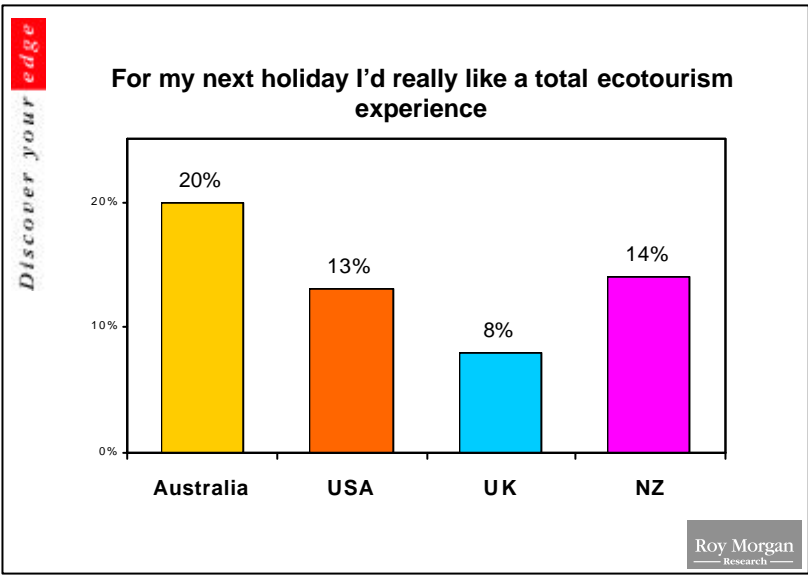
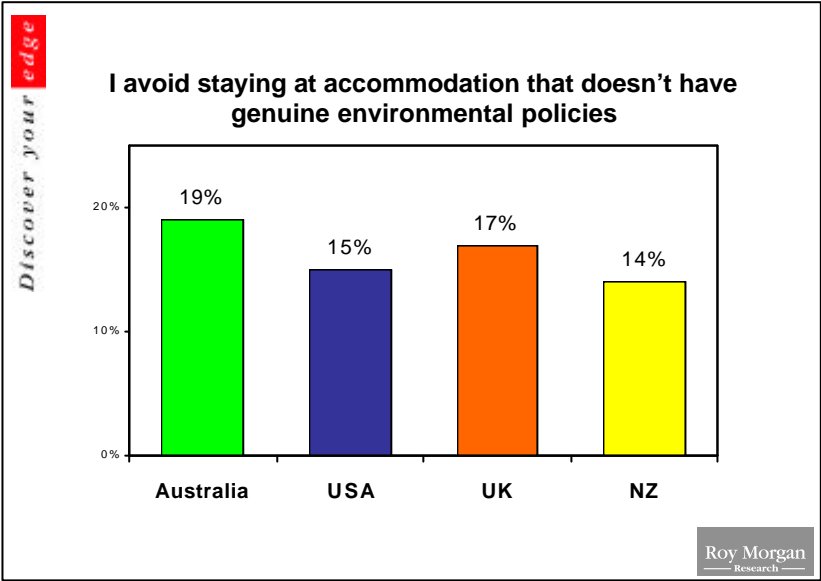
Australians topped the list for recycling with 83% claiming they try to recycle everything they can, followed by 71% of New Zealanders, 65% of people in the USA, and 61% in the UK.



However, the study showed a clear message that people believed environmentally friendly products to be overpriced – 74% of people in the UK, 72% in the USA, 66% in NZ, and 65% in Australia agreed environmentally friendly products are overpriced.



Tourism and tourists often come in for criticism in the environmental debate. The study showed some small but promising early interest developing. There is a small group of people in each country who say they ‘avoid staying at accommodation that doesn’t have genuine environmental policies’ (19% in Australia, 17% in the UK, 15% in the US, and 14% in NZ), and for their next holiday, would really like a total ecotourism experience (20% in Australia, 14% in NZ, 13% in the US and 8% in the UK).



ROY MORGAN SINGLE SOURCE SAMPLE SIZES

Australia

April 2001 to March 2002

Sample size = 26,070

New Zealand

May 2001 to April 2002

Sample Size = 12,319

UK

May 2001 to November 2001

Sample Size = 1,100

US

July 2000 to November 2000

Sample Size = 5,544

For further details contact:

Michele Levine

Chief Executive

Roy Morgan Research

Telephone: 03 9629 6888

Facsimile: 03 9629 1250

E-mail: michele.levine@roymorgan.com