



Useful information:

- Of the mums that buy organic products, 80% buy organic pre-packed food/jars. 55% buy organic ingredients.
- 23% of the organic-buying mums buy organic toiletries.
- 6% of the organic-buying mums buy organic clothes.
- 77% of mums stated that they did not buy more organic products because they are too expensive. 28% stated that lack of availability was a problem.
- 26% of mums don't see the point of organic products or don't believe in the benefits.
- 31% of mums describe themselves as “fairly organic/environment friendly”.
- 68% of mums would like to be more organic/ environmentally friendly, with 44% stating that cost is the biggest barrier.
- 70% of mums believe it is important or very important to buy organic/ environmentally friendly products.
- More than 4 out of 5 mums buy the organic/ environment friendly product at least “sometimes”.
- 40% of mums believe it is worth paying more for organic products, 28% believe it is not and 32% are not sure.

Some comments that mums made:

***“I am very pleased to have received a survey of this nature. it is so important to raise awareness.”*** Angela, London, Mum of 15 month boy

***“More people would purchase organic products if the price was reduced.”*** Tracy, Hampshire, Mum of 5m boy

***“We shouldn't have to pay extra for organic or environmentally friendly products. we should be using them as norm to keep ourselves and our world healthy.”*** Leanne, Glamorgan, Mum of 12m boy

***“I don't feel that there is enough information available about the benefits of going organic. if there was more info i think more people would buy them.”*** Alison, Sunderland, Mum of 18m girl

***“Good to know someone is researching eco friendly and organic principles.. (at last!)”*** Helen, Coventry, Mum of 8m boy

Useful Links (see the 'more info' tab for all links)	
Link Type	Website Address
Organic products search engine UK	<a href="http://www.alotoforganics.co.uk/cats/baby.php">www.alotoforganics.co.uk/cats/baby.php</a>
Organic baby products	<a href="http://www.soorganic.com">www.soorganic.com</a>
Organic childrens clothes	<a href="http://www.bellanatura.co.uk">www.bellanatura.co.uk</a>
Organic baby products	<a href="http://www.ecobaby.co.uk">www.ecobaby.co.uk</a>
Hipp organic babyfood	<a href="http://www.hipp.co.uk">www.hipp.co.uk</a>
Organix organic food for babies and children	<a href="http://www.organix.com">www.organix.com</a>
Organic products	<a href="http://www.buyorganics.co.uk">www.buyorganics.co.uk</a>
Environment friendly products	<a href="http://www.thegreenstoreonline.co.uk">www.thegreenstoreonline.co.uk</a>
Natural products	<a href="http://www.spiritofnature.co.uk">www.spiritofnature.co.uk</a>
Organic baby products	<a href="http://www.ukorganics.co.uk">www.ukorganics.co.uk</a>
Organic products	<a href="http://www.naturalcollection.com">www.naturalcollection.com</a>
Organic products	<a href="http://www.earthlets.co.uk">www.earthlets.co.uk</a>
Organic products	<a href="http://www.soorganic.com">www.soorganic.com</a>
Organic clothing and bedding/mattresses	<a href="http://www.greenfibres.com">www.greenfibres.com</a>

Survey Stats	
Date of survey	September 2006
Number of mums surveyed	309
Type of mums surveyed	All with child aged 0 – 18 months