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MORE THAN NINE IN TEN CANADIANS WANT NEWSPAPERS TO BE PRINTED ON ENVIRONMENTALLY FRIENDLY PAPER

Youth Have More Confidence in ‘Environmental’ Publishers

For Immediate Release

Vancouver, B.C. February 5, 2007 – Ninety-four per cent of Canadians say newspapers should be published on environmentally friendly paper according to a poll by POLLARA that was released today by environmental publishing advocates Markets Initiative. The numbers show the importance of the environment for Canadians not only as a voting issue but also in their consumer choices.

“The numbers show that Canadian consumer choices involve a strong environmental component. That is not surprising as the environment could easily become a voting issue in the next federal election,” said Dr. Michael Antecol, Vice President at POLLARA. “Given the trends I’m seeing, consumer attitudes regarding environmentally friendly papers not only have significant brand implications but also influence buying habits, particularly for young readers.”

The poll also shows that among all age groups, readers between the ages of 18 and 34 find the most brand value in environmentally friendly publishers, including book, magazine and newspaper publishers. In addition, almost three quarters of young readers said they had more confidence in the integrity of environmentally friendly newspapers than others.

“It is clear that the Canadian public want the government and private sector to be doing more to protect our climate and environment,” said Nicole Rycroft, Executive Director of Markets Initiative. “This poll shows that consumers overwhelmingly want newspaper publishers, a massive paper consumer, to also do their part for the environment. More than 170 book publishers and magazines have already taken steps in this direction.”

In recent months, the environment has consistently climbed in the polls to be the number one issue for Canadians across age groups. This poll shows that consumers have a clear preference for books, magazines and newspapers with a light ecological footprint. The use of low-carbon papers, such as recycled options, can reduce a publisher’s impact on both the climate and biodiversity.

Look for more poll results in Market Initiatives’ new report – *Trend Report 2007: Environmental Leadership in the Canadian Publishing Industry* - about the measurable greenward shift that is taking place within Canada’s magazine, book and newspaper industries. The report is to be released on Thursday, February 8, during Paper Week in Montreal.

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Markets Initiative works with Canadian publishing companies to conserve ancient and endangered forests by shifting their demand and supply of paper products to environmentally sound options. After working with Markets Initiative, more than 170 book, magazine and newspaper publishers including Random House, McClelland & Stewart, NOW and The Walrus and have eliminated the use of papers from Canada's and the world's ancient forests. www.marketsinitiative.org

Source: Poll data was collected between August 1 and August 8, 2006 using POLLARA's national online panel with 1962 respondents. The results are accurate at +/- 2.2%, 19 times out of 20

Poll results and primary findings graphics are available for download at www.marketsinitiative.org/news-room