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Environmental Issues in Surfing - Behaviours and Attitudes

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The Plymouth Student Scientist
University of Plymouth

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Appendix 1 a, Pilot Study: Surfers Attitudes. Please answer honestly.

Dear sir/ madam,

I am a 3rd year surf science and technology student at Plymouth University. I would be extremely grateful if you could take five minutes to complete this questionnaire. As part of my project I am questioning surfers in general, retailers and manufacturers to gain a greater understanding of attitudes towards environmental issues within the surf industry. The data used will remain anonymous.

Many Thanks, Henry Davies.

1. How often do you surf? Don't surf/ Not In Winter/ Monthly/ Weekly/ Daily

2. Where in the UK do you normally surf?

3. What board do you ride? Shortboard/ Longboard/ Paddle Board/ Retro/ Bodyboard

4. What is your favourite surf brand?

.....

5. What surf magazines do you read? Carve, Wave Length, Surfer Girl, Surf Europe, The Surfers Path, Pit Pilot, Tonnau (Wales), Fins (Ireland), Drift, 360

6. What surf websites do you use?

.....

.....

7. How would you score yourself as being environmentally friendly?

As a surfer?

In general?

1 2 3 4 5

1 2 3 4 5

(1=Not at all, 5=Absolutely)

8. Surfing is a beautiful yet highly toxic sport. As surfers we have a huge carbon footprint; we drive to the beach, fly to exotic destinations, ride polyurethane boards, wear neoprene wetsuits and use petro-chemical derived wax, all highly toxic. How much does this concern you?

In general?

When buying surf clothing/ hardware?

1 2 3 4 5

1 2 3 4 5

(1=Not at all, 5=Absolutely)

9. Which of the following is most important when purchasing surf clothing?

Price	1	2	3	4	5	(1=Least, 5=Most)
Brand name/logo	1	2	3	4	5	
Durability	1	2	3	4	5	
Performance	1	2	3	4	5	
Styling	1	2	3	4	5	

10. When considering eco surf products which do you think are the most important aspects? (1=Least, 5=Most)

Recyclable		1	2	3	4	5
Organic/Natural Materials		1	2	3	4	5
Non-Toxic Materials		1	2	3	4	5
Low Impact Manufacturing		1	2	3	4	5
Fair Trade		1	2	3	4	5

11. Have you ever bought sustainable/ eco-surf products, please specify?

Yes No

.....

12. Do you think there are enough eco-friendly brands/products on the market?

Yes No

13. Do you think the bigger brands and companies could do more to promote sustainability and fair practice?

Yes No

14. Age?

15. Sex? M F

16. Profession?

Thank You

Appendix 1b, Questionnaire: Surfers Attitudes. Please answer honestly.

Dear sir/ madam,

I am a 3rd year surf science and technology student at Plymouth University. I would be extremely grateful if you could take five minutes to complete this questionnaire. As part of my project I am questioning surfers in general, retailers and manufacturers to gain a greater understanding of attitudes towards environmental issues within the surf industry. The data used will remain anonymous.

Many Thanks, Henry Davies.

1. How often do you surf? Don't surf/ Not In Winter/ Monthly/ Weekly/ Daily

2. What board do you ride? Shortboard/ Longboard/ Paddle Board/ Retro/ Bodyboard

3. What surf magazines do you read? Carve, Wave Length, Surfer Girl, Surf Europe, The Surfers Path, Pit Pilot, 360.

4. How would you score yourself as being environmentally friendly?

1 2 3 4 5 (1=Not at all, 5=Absolutely)

5. Surfing is a beautiful yet highly toxic sport. As surfers we have a huge carbon footprint; we drive to the beach, fly to exotic destinations, ride polyurethane boards, wear neoprene wetsuits and use petro-chemical derived wax, all highly toxic. How much does this concern you?

1 2 3 4 5 (1=Not at all, 5=Absolutely)

6. Which of the following is most important when purchasing surf products?

Price 1 2 3 4 5 (1=Least, 5=Most)

Brand name/logo 1 2 3 4 5

Durability 1 2 3 4 5

Performance 1 2 3 4 5

Styling 1 2 3 4 5

7. When considering eco surf products which do you think are the most important aspects? (1=Least, 5=Most)

Recyclable	1	2	3	4	5
Organic/Natural Materials	1	2	3	4	5
Non-Toxic Materials	1	2	3	4	5
Low Impact Manufacturing	1	2	3	4	5
Fair Trade	1	2	3	4	5

8. Have you ever bought sustainable/ eco-surf products, please specify?

Yes No

.....
.....

9. Do you think there are enough eco-friendly brands/products on the market?

Yes No

10. Do you think the bigger brands and companies could do more to promote sustainability and fair practice?

Yes No

11. Age?

12. Sex? M F

13. Profession?

Thank You

Appendix 1 c, Questionnaire: Retail.

Dear sir/ madam,

I am a 3rd year surf science and technology student at Plymouth University. I would be extremely grateful if you could take five minutes to complete this questionnaire. As part of my project I am questioning surfers in general, retailers and manufacturers to gain a greater understanding of attitudes towards environmental issues within the surf industry. The data used will remain anonymous.

Thank you, Henry Davies.

Company Name:

.....

1. Do you stock any environmentally friendly surf products (organic/recyclable clothing, non-toxic surf products etc.)?

Yes No Have done in past

If yes, please specify?

If not have you:

Thought about it?	Yes	No
Planning to in the future?	Yes	No

2. When considering environmentally friendly surf products how do rate the following statements? (1=don't agree, 4=strongly agree)

Not enough demand	1	2	3	4
Out priced by mainstream	1	2	3	4
Out performed by mainstream	1	2	3	4

Comments:

.....
.....
.....
.....
.....
.....

3. Do you think there should be more eco-products on the market?

Yes No

4. Do you think the bigger surf brands/companies should do more to promote environmentally friendly products, materials and manufacturing? (1=don't agree, 4=strongly agree)

1 2 3 4

5. Over the past five years there has been a strong increase in interest for more sustainable alternatives in surfing and in general. Do you see this as?

(1=don't agree, 4=strongly agree)

It's just a phase	1	2	3	4
Remain as niche never to penetrate mainstream	1	2	3	4
An ever increasing demand	1	2	3	4
In future, eco-products will dominate market	1	2	3	4

Comments:

.....
.....
.....

Thank you

Appendix 1 d, Questionnaire: Industry Attitudes. Please answer honestly.

Dear sir/ madam,

I am a 3rd year surf science and technology student at Plymouth University. I would be extremely grateful if you could take five minutes to complete this questionnaire. As part of my project I am questioning surfers in general, retailers and manufacturers to gain a greater understanding of attitudes towards environmental issues within the surf industry. The data used will remain anonymous.

Thank you, Henry Davies.

Company Name:

.....
.....

1. What do you manufacture?

.....
.....

2. How many units (wetsuits, boards etc.) do you manufacture per year on average?

.....
.....

3. What do you think are the main problems with current alternative materials that have a lower environmental impact:

Price	1	2	3	4
Performance Qualities	1	2	3	4
Durability	1	2	3	4
Range of Materials/ Products	1	2	3	4

(1=no problem, 4=big problem)

Further Comments:

.....
.....
.....
.....

4. Do you think the bigger, international surf companies should do more to promote/research alternative environmentally friendly products, materials and manufacturing?

1 2 3 4

(1=don't agree, 4=strongly agree)

Comment:

.....
.....
.....

5. As a generalisation for your line of industry, how would you rate the environmental impact of;

Materials?

1 2 3 4

Manufacture?

1 2 3 4

(1=minimal impact, 4=high impact)

Comment on any difficulties associated with these (if any):

.....
.....
.....

6. Do you take any extra measures to reduce the environmental impact of your company?

Yes

No

If yes, please specify:

.....
.....
.....

Appendix 1 e, SPSS CODING SCHEME-SURFER'S QUESTIONNAIRE

VARIABLE NAME	VARIABLE LABEL	VALUE LABEL
oftensur	often surf?	1- don't surf 2-not in winter 3-monthly 4-weekly 5-daily
boardrid	board ride?	1-shortboard 2-longboard 3-mini-mal 4-retro 5-bodyboard 6-paddleboard
magread	magazine read?	1-carve 2-wavelength 3-pit pilot 4-360 5-surf europe 6-the surfers
path		7-drift
scoenvir	score being environmentally friendly?	1-not at all 2-a little

		3-average
		4-quite a lot
		5-absolutely
ingenera	statement concern in general?	1-not at all
		2-a little
		3-average
		4-quite a lot
		5-absolutely
buysclot	statement concern when buying?	1-not at all
		2-a little
		3-average
		4-quite a lot
		5-absolutely
price importance	price importance	1-least important
		2-minimal
		3-average
		4-very important
		5-most important
branlogo importance	brand importance	1-least important
		2-minimal
		3-average

		4-very important
		5-most important
durabil	durability importance	1-least important
importance		2-minimal
importance		3-average
		4-very important
		5-most important
performa	performance importance	1-least important
importance		2-minimal
importance		3-average
		4-very important
		5-most important
styling	style importance	1-least important
importance		2-minimal
importance		3-average
		4-very important
		5-most important
recyclab	recycling importance	1-least important
importance		2-minimal

importance		3-average
		4-very important
		5-most important
organic	organic importance	1-least important
importance		2-minimal
importance		3-average
		4-very important
		5-most important
nontoxic	non-toxic importance	1-least important
importance		2-minimal
importance		3-average
		4-very important
		5-most important
lowimpma	low impact manufacturing	1-least important
importance	importance	2-minimal
importance		3-average
		4-very important
		5-most important
fairtrad	fair-trade importance	1-least important

importance		2-minimal
importance		3-average
		4-very important
		5-most important
buyeco	ever bought eco products?	1-yes
		2-no
enoughec	enough eco products?	1-yes
		2-no
bigbrand	big brands do enough?	1-yes
		2-no
age	age?	1-under 20
		2-20-29
		3-30-39
		4-40-49
		5-50 +
sex	sex?	1-male
		2-female
profess	profession?	1-student
		2-non-student

Appendix 2 a, Sample Frequency Tables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	.8	.8	.8
	17	1	.8	.8	1.6
	18	7	5.6	5.6	7.2
	19	7	5.6	5.6	12.8
	20	2	1.6	1.6	14.4
	21	10	8.0	8.0	22.4
	22	13	10.4	10.4	32.8
	23	23	18.4	18.4	51.2
	24	4	3.2	3.2	54.4
	25	3	2.4	2.4	56.8
	26	2	1.6	1.6	58.4
	27	4	3.2	3.2	61.6
	28	2	1.6	1.6	63.2
	29	3	2.4	2.4	65.6
	31	3	2.4	2.4	68.0
	32	8	6.4	6.4	74.4
	33	4	3.2	3.2	77.6
	34	4	3.2	3.2	80.8
	35	2	1.6	1.6	82.4
	36	3	2.4	2.4	84.8
	38	2	1.6	1.6	86.4
	42	1	.8	.8	87.2
	43	2	1.6	1.6	88.8
	44	1	.8	.8	89.6
	45	1	.8	.8	90.4
	51	1	.8	.8	91.2
	52	4	3.2	3.2	94.4
	53	1	.8	.8	95.2
	55	3	2.4	2.4	97.6
	56	2	1.6	1.6	99.2
	57	1	.8	.8	100.0
	Total	125	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	16	12.8	12.8	12.8
	20-29	66	52.8	52.8	65.6
	30-39	26	20.8	20.8	86.4
	40-49	5	4.0	4.0	90.4
	50+	12	9.6	9.6	100.0
	Total	125	100.0	100.0	

N	Valid	125
	Missing	0
Mean		28.52
Median		23.00
Mode		23
Range		41
Minimum		16
Maximum		57

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	61	48.8	48.8	48.8
	Female	64	51.2	51.2	100.0
	Total	125	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	68	54.4	54.4	54.4
	Non-Student	57	45.6	45.6	100.0
	Total	125	100.0	100.0	

How often do you surf?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Surf	5	4.0	4.0	4.0
	Not in Winter	31	24.8	24.8	28.8
	Monthly	38	30.4	30.4	59.2
	Weekly	41	32.8	32.8	92.0
	Daily	10	8.0	8.0	100.0
	Total	125	100.0	100.0	

Which board do you ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shortboard	39	31.2	32.5	32.5
	Longboard	54	43.2	45.0	77.5
	Mini-Mal	9	7.2	7.5	85.0
	Retro	11	8.8	9.2	94.2
	Bodyboard	7	5.6	5.8	100.0
	Total	120	96.0	100.0	
Missing	9	5	4.0		
Total		125	100.0		

Which is your favourite surf magazine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carve	24	19.2	21.6	21.6
	Wavelength	22	17.6	19.8	41.4
	Pit Pilot	8	6.4	7.2	48.6
	360	7	5.6	6.3	55.0
	Surf Europe	6	4.8	5.4	60.4
	The Surfers Path	44	35.2	39.6	100.0
	Total	111	88.8	100.0	
Missing	Not Answered	14	11.2		
Total		125	100.0		

Appendix 2 b

How important is price?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	14	11.2	11.2	11.2
Minimal Importancy	17	13.6	13.6	24.8
Average Importancy	29	23.2	23.2	48.0
Very Important	36	28.8	28.8	76.8
Essential	29	23.2	23.2	100.0
Total	125	100.0	100.0	

How important is brand/logo?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	20	16.0	16.0	16.0
Minimal Importancy	27	21.6	21.6	37.6
Average Importancy	54	43.2	43.2	80.8
Very Important	15	12.0	12.0	92.8
Essential	9	7.2	7.2	100.0
Total	125	100.0	100.0	

How important is durability?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	3	2.4	2.4	2.4
Minimal Importancy	4	3.2	3.2	5.6
Average Importancy	16	12.8	12.8	18.4
Very Important	66	52.8	52.8	71.2
Essential	36	28.8	28.8	100.0
Total	125	100.0	100.0	

How important is performance?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Minimal Importancy	10	8.0	8.0	8.0
Average Importancy	13	10.4	10.4	18.4
Very Important	57	45.6	45.6	64.0
Essential	45	36.0	36.0	100.0
Total	125	100.0	100.0	

How important is styling?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Minimal Importance	2	1.6	1.6	1.6
Average Importance	29	23.2	23.2	24.8
Very Important	67	53.6	53.6	78.4
Essential	27	21.6	21.6	100.0
Total	125	100.0	100.0	

Appendix 2 c

How important recyclable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Minimal Importance	5	4.0	4.0	4.0
Average Importance	18	14.4	14.4	18.4
Very Important	40	32.0	32.0	50.4
Essential	62	49.6	49.6	100.0
Total	125	100.0	100.0	

How important organic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	2	1.6	1.6	1.6
Minimal Importance	5	4.0	4.0	5.6
Average Importance	32	25.6	25.6	31.2
Very Important	47	37.6	37.6	68.8
Essential	39	31.2	31.2	100.0
Total	125	100.0	100.0	

How important non toxic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	2	1.6	1.6	1.6
Minimal Importance	4	3.2	3.2	4.8
Average Importance	19	15.2	15.2	20.0
Very Important	45	36.0	36.0	56.0
Essential	55	44.0	44.0	100.0
Total	125	100.0	100.0	

How important low impact manu.?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	2	1.6	1.6	1.6
Minimal Importance	4	3.2	3.2	4.8
Average Importance	33	26.4	26.4	31.2
Very Important	51	40.8	40.8	72.0
Essential	35	28.0	28.0	100.0
Total	125	100.0	100.0	

How important is fairtrade?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important	3	2.4	2.4	2.4
Minimal Importance	16	12.8	12.8	15.2
Average Importance	19	15.2	15.2	30.4
Very Important	30	24.0	24.0	54.4
Essential	57	45.6	45.6	100.0
Total	125	100.0	100.0	

Appendix 2 d: Green Consumer Buyer Behaviour

Have you ever bought eco products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	31.2	31.2	31.2
	No	86	68.8	68.8	100.0
	Total	125	100.0	100.0	

Are there enough eco products on market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.4	6.4	6.4
	No	117	93.6	93.6	100.0
	Total	125	100.0	100.0	

Do bigger brands do enough?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	3.2	3.2	3.2
	No	121	96.8	96.8	100.0
	Total	125	100.0	100.0	

How do you score being envir. friendly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	1	.8	.8	.8
	A little	1	.8	.8	1.6
	Average	50	40.0	40.0	41.6
	Quite a lot	64	51.2	51.2	92.8
	Absolutely	9	7.2	7.2	100.0
	Total	125	100.0	100.0	

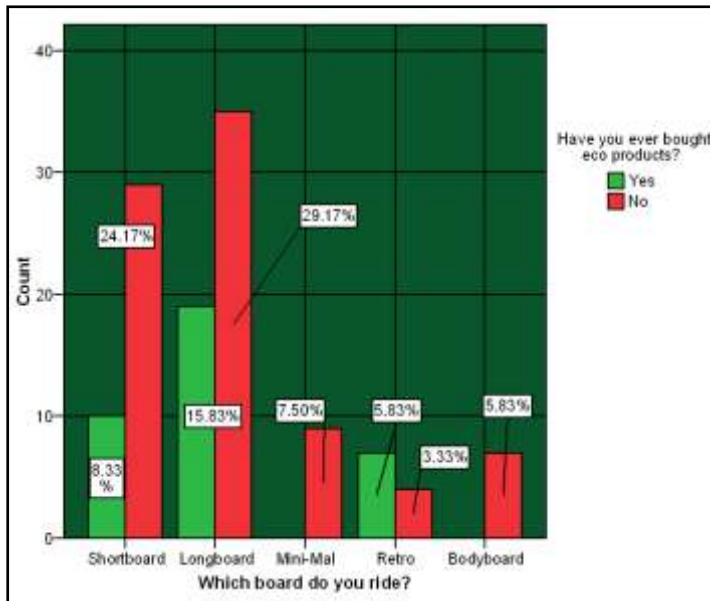
How much concern in general?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	3	2.4	2.4	2.4
	A little	13	10.4	10.4	12.8
	Average	20	16.0	16.0	28.8
	Quite a lot	52	41.6	41.6	70.4
	Absolutely	37	29.6	29.6	100.0
	Total	125	100.0	100.0	

How much concern when buying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	8	6.4	6.4	6.4
	A little	31	24.8	24.8	31.2
	Average	52	41.6	41.6	72.8
	Quite a lot	28	22.4	22.4	95.2
	Absolutely	6	4.8	4.8	100.0
	Total	125	100.0	100.0	

Appendix 2 e: Cross-Tabulations



Crosstab

		How do you score being envr. friendly?		Total	
		'Average'	'Quite a lot' to 'Absolutely'		
Which board do you ride?	Shortboard	Count	21	18	39
		Expected Count	15.1	23.9	39.0
		% within Which board do you ride?	53.8%	46.2%	100.0%
		% within How do you score being envr. friendly?	58.3%	31.6%	41.9%
	Longboard	Count	15	39	54
		Expected Count	20.9	33.1	54.0
		% within Which board do you ride?	27.8%	72.2%	100.0%
		% within How do you score being envr. friendly?	41.7%	68.4%	58.1%
Total		Count	36	57	93
		Expected Count	36.0	57.0	93.0
		% within Which board do you ride?	38.7%	61.3%	100.0%
		% within How do you score being envr. friendly?	100.0%	100.0%	100.0%

Crosstab

			How much concern in general?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Which board do you ride?	Shortboard	Count	4	6	29	39
		Expected Count	1.7	7.1	30.2	39.0
		% within Which board do you ride?	10.3%	15.4%	74.4%	100.0%
		% within How much concern in general?	100.0%	35.3%	40.3%	41.9%
	Longboard	Count	0	11	43	54
		Expected Count	2.3	9.9	41.8	54.0
		% within Which board do you ride?	.0%	20.4%	79.6%	100.0%
		% within How much concern in general?	.0%	64.7%	59.7%	58.1%
Total	Count	4	17	72	93	
	Expected Count	4.0	17.0	72.0	93.0	
	% within Which board do you ride?	4.3%	18.3%	77.4%	100.0%	
	% within How much concern in general?	100.0%	100.0%	100.0%	100.0%	

Which board do you ride? * Have you ever bought eco products? Crosstabulation

			Have you ever bought eco products?		Total
			Yes	No	
Which board do you ride?	Shortboard	Count	10	29	39
		Expected Count	12.2	26.8	39.0
	Longboard	Count	19	35	54
		Expected Count	16.8	37.2	54.0
Total	Count	29	64	93	
	Expected Count	29.0	64.0	93.0	

Crosstab

			How do you score being envir. friendly?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Which is your favourite mag?	Other	Count	2	30	49	81
		Expected Count	1.3	32.4	47.3	81.0
	The Surfers Path	Count	0	20	24	44
		Expected Count	.7	17.6	25.7	44.0
Total		Count	2	50	73	125
		Expected Count	2.0	50.0	73.0	125.0

Crosstab

			How much concern in general?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Which is your favourite mag?	Other	Count	16	15	50	81
		Expected Count	10.4	13.0	57.7	81.0
	The Surfers Path	Count	0	5	39	44
		Expected Count	5.6	7.0	31.3	44.0
Total		Count	16	20	89	125
		Expected Count	16.0	20.0	89.0	125.0

Crosstab

			Have you ever bought eco products?		Total
			Yes	No	
Which is your favourite mag?	Other	Count	6	75	81
		Expected Count	25.3	55.7	81.0
	The Surfers Path	Count	33	11	44
		Expected Count	13.7	30.3	44.0
Total		Count	39	86	125
		Expected Count	39.0	86.0	125.0

Crosstab

			How do you score being envir. friendly?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Age	Under 30	Count	2	39	41	82
		Expected Count	1.3	32.8	47.9	82.0
		% within Age	2.4%	47.6%	50.0%	100.0%
		% within How do you score being envir. friendly?	100.0%	78.0%	56.2%	65.6%
	Over 30	Count	0	11	32	43
		Expected Count	.7	17.2	25.1	43.0
		% within Age	.0%	25.6%	74.4%	100.0%
		% within How do you score being envir. friendly?	.0%	22.0%	43.8%	34.4%
Total	Count	2	50	73	125	
	Expected Count	2.0	50.0	73.0	125.0	
	% within Age	1.6%	40.0%	58.4%	100.0%	
	% within How do you score being envir. friendly?	100.0%	100.0%	100.0%	100.0%	

Crosstab

			How much concern in general?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Age	Under 30	Count	11	20	51	82
		Expected Count	10.5	13.1	58.4	82.0
		% within Age	13.4%	24.4%	62.2%	100.0%
		% within How much concern in general?	68.8%	100.0%	57.3%	65.6%
	Over 30	Count	5	0	38	43
		Expected Count	5.5	6.9	30.6	43.0
		% within Age	11.6%	.0%	88.4%	100.0%
		% within How much concern in general?	31.3%	.0%	42.7%	34.4%
Total		Count	16	20	89	125
		Expected Count	16.0	20.0	89.0	125.0
		% within Age	12.8%	16.0%	71.2%	100.0%
		% within How much concern in general?	100.0%	100.0%	100.0%	100.0%

			Have you ever bought eco products?		Total
			Yes	No	
Age	Under 30	Count	16	66	82
		Expected Count	25.6	56.4	82.0
		% within Age	19.5%	80.5%	100.0%
		% within Have you ever bought eco products?	41.0%	76.7%	65.6%
	Over 30	Count	23	20	43
		Expected Count	13.4	29.6	43.0
		% within Age	53.5%	46.5%	100.0%
		% within Have you ever bought eco products?	59.0%	23.3%	34.4%
Total		Count	39	86	125
		Expected Count	39.0	86.0	125.0
		% within Age	31.2%	68.8%	100.0%
		% within Have you ever bought eco products?	100.0%	100.0%	100.0%

Crosstab

			How do you score being envir. friendly?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	'Not at all' to 'a little'
Sex	Male	Count	0	30	31	61
		Expected Count	1.0	24.4	35.6	61.0
	Female	Count	2	20	42	64
		Expected Count	1.0	25.6	37.4	64.0
Total		Count	2	50	73	125
		Expected Count	2.0	50.0	73.0	125.0

Crosstab

			How much concern in general?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	'Not at all' to 'a little'
Sex	Male	Count	6	11	44	61
		Expected Count	7.8	9.8	43.4	61.0
	Female	Count	10	9	45	64
		Expected Count	8.2	10.2	45.6	64.0
Total		Count	16	20	89	125
		Expected Count	16.0	20.0	89.0	125.0

Crosstab

			Have you ever bought eco products?		Total
			Yes	No	Yes
Sex	Male	Count	26	35	61
		Expected Count	19.0	42.0	61.0
	Female	Count	13	51	64
		Expected Count	20.0	44.0	64.0
Total		Count	39	86	125
		Expected Count	39.0	86.0	125.0

Crosstab

			How do you score being envir. friendly?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Profession	Student	Count	2	28	38	68
		Expected Count	1.1	27.2	39.7	68.0
		% within Profession	2.9%	41.2%	55.9%	100.0%
		% within How do you score being envir. friendly?	100.0%	56.0%	52.1%	54.4%
	Non-Student	Count	0	22	35	57
		Expected Count	.9	22.8	33.3	57.0
		% within Profession	.0%	38.6%	61.4%	100.0%
		% within How do you score being envir. friendly?	.0%	44.0%	47.9%	45.6%
Total	Count	2	50	73	125	
	Expected Count	2.0	50.0	73.0	125.0	
	% within Profession	1.6%	40.0%	58.4%	100.0%	
	% within How do you score being envir. friendly?	100.0%	100.0%	100.0%	100.0%	

Crosstab

			How much concern in general?			Total
			'Not at all' to 'a little'	'Average'	'Quite a lot' to 'Absolutely'	
Profession	Student	Count	12	17	39	68
		Expected Count	8.7	10.9	48.4	68.0
		% within Profession	17.6%	25.0%	57.4%	100.0%
		% within How much concern in general?	75.0%	85.0%	43.8%	54.4%
	Non-Student	Count	4	3	50	57
		Expected Count	7.3	9.1	40.6	57.0
		% within Profession	7.0%	5.3%	87.7%	100.0%
		% within How much concern in general?	25.0%	15.0%	56.2%	45.6%
Total	Count	16	20	89	125	
	Expected Count	16.0	20.0	89.0	125.0	
	% within Profession	12.8%	16.0%	71.2%	100.0%	
	% within How much concern in general?	100.0%	100.0%	100.0%	100.0%	

Crosstab

			Profession		Total
			Student	Non-Student	
Have you ever bought eco products?	Yes	Count	6	33	39
		Expected Count	21.2	17.8	39.0
	No	Count	62	24	86
		Expected Count	46.8	39.2	86.0
Total		Count	68	57	125
		Expected Count	68.0	57.0	125.0

Retailers Results

Statistics

Do you stock env. friendly surf products?

N	Valid	20
	Missing	0
Mean		1.5000
Median		1.5000
Mode		1.00(a)
Std. Deviation		.51299
Variance		.263
Range		1.00
Sum		30.00

a Multiple modes exist. The smallest value is shown

Do you stock env. friendly surf products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	50.0	50.0	50.0
	No	10	50.0	50.0	100.0
Total		20	100.0	100.0	

Statistics

		If not have you thought about it?	If not planning to in future?
N	Valid	9	8
	Missing	11	12
Mean		1.2222	1.2500
Median		1.0000	1.0000
Mode		1.00	1.00
Std. Deviation		.44096	.46291
Variance		.194	.214
Range		1.00	1.00
Sum		11.00	10.00

If not have you thought about it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	35.0	77.8	77.8
	No	2	10.0	22.2	100.0
	Total	9	45.0	100.0	
Missing	9.00	11	55.0		
Total		20	100.0		

Statistics

		How do you rate not enough demand?	How do you rate outpriced by mainstream?	How do you rate out performed by mainstream?
N	Valid	20	20	20
	Missing	0	0	0
Mean		2.8000	3.15	3.1500
Median		3.0000	3.00	3.0000
Mode		3.00	3	4.00
Std. Deviation		.95145	.745	.81273
Variance		.905	.555	.661
Range		3.00	2	2.00
Sum		56.00	63	63.00

How do you rate not enough demand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Agree	2	10.0	10.0	10.0
	Agree a Little	5	25.0	25.0	35.0
	Agree Alot	8	40.0	40.0	75.0
	Strongly Agree	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

How do you rate outpriced by mainstream?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree a Little	4	20.0	20.0	20.0
Agree Alot	9	45.0	45.0	65.0
Strongly Agree	7	35.0	35.0	100.0
Total	20	100.0	100.0	

How do you rate out performed by mainstream?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree a Little	5	25.0	25.0	25.0
Agree Alot	7	35.0	35.0	60.0
Strongly Agree	8	40.0	40.0	100.0
Total	20	100.0	100.0	

Statistics

Do you think there should be more eco products on market?

N	Valid	20
	Missing	0
Mean		1.0500
Median		1.0000
Mode		1.00
Std. Deviation		.22361
Variance		.050
Range		1.00
Sum		21.00

Do you think there should be more eco products on market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	19	95.0	95.0	95.0
No	1	5.0	5.0	100.0
Total	20	100.0	100.0	

Statistics

Do you think bigger brands could do more to promote?

N	Valid	20
	Missing	0
Mean		3.4500
Median		4.0000
Mode		4.00
Std. Deviation		.68633
Variance		.471
Range		2.00
Sum		69.00

Do you think bigger brands could do more to promote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree a Little	2	10.0	10.0	10.0
Agree Alot	7	35.0	35.0	45.0
Strongly Agree	11	55.0	55.0	100.0
Total	20	100.0	100.0	

Statistics

		Do you see this as just a phase?	Do you see this as remaining as niche?	Do you see this as an ever increasing demand?	Do you see this as in future domination?
N	Valid	20	19	20	20
	Missing	0	1	0	0
Mean		1.7000	2.1053	2.9500	2.4500
Median		2.0000	2.0000	3.0000	3.0000
Mode		2.00	2.00	3.00	3.00
Std. Deviation		.65695	.56713	.51042	.68633
Variance		.432	.322	.261	.471
Range		2.00	2.00	2.00	2.00
Sum		34.00	40.00	59.00	49.00

Do you see this as just a phase?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Don't Agree	8	40.0	40.0	40.0
Agree a Little	10	50.0	50.0	90.0
Agree Alot	2	10.0	10.0	100.0
Total	20	100.0	100.0	

Do you see this as remaining as niche?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Agree	2	10.0	10.5	10.5
	Agree a Little	13	65.0	68.4	78.9
	Agree Alot	4	20.0	21.1	100.0
	Total	19	95.0	100.0	
Missing	9.00	1	5.0		
Total		20	100.0		

Do you see this as an ever increasing demand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree a Little	3	15.0	15.0	15.0
	Agree Alot	15	75.0	75.0	90.0
	Strongly Agree	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Do you see this as in future domination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Agree	2	10.0	10.0	10.0
	Agree a Little	7	35.0	35.0	45.0
	Agree Alot	11	55.0	55.0	100.0
	Total	20	100.0	100.0	