

## PRESS RELEASE

### **The G20 Communiqué focuses on investment, rather than carbon regulation or carbon taxes, to build the low-carbon economy**

*Today's G20 Communiqué focuses on a politically popular approach for tackling climate change*

**Montreal, Apr 2<sup>nd</sup> 2009**

#### **About**

In late-September/early-October 2008<sup>1</sup>, Haddock Research conducted a wide-ranging public opinion survey about how the public think, feel and act towards climate change. The study was run amongst nationally representative samples of over 1,000 people per country in Canada, England and the USA.

#### **Key Findings**

Earlier today, the G20 asserted their commitment to "building a resilient, sustainable, and green recovery" by "the best possible use of investment" which "will make the transition towards clean, innovative, resource efficient, low carbon technologies and infrastructure".

Findings from Haddock Research suggest that this will attract broad public support – at least in Canada, England and the USA. Haddock Research tested public approval of three main approaches to tackling climate change - using attitudinal statements to do with "investment in green transport infrastructure", "carbon regulation" and "carbon taxes". In each country, "investment" was broadly popular; "carbon regulation" had mixed support, and "carbon taxes" were broadly unpopular.

Yet approval for "investment in green transport infrastructure" is not universal – 10% of both Canadians and English citizens disagree with it, as do 13% of Americans. Matching this attitude to political affiliation, most resistance to such investment comes from Republican supporters in the USA. In both Canada and England, Conservative party supporters tend to be a little more resistant to such investment than supporters of other parties.

On the next pages are charts showing data described in this press release.

#### **About Haddock Research & Branding, Inc.**

Haddock Research & Branding Inc. is a full-service market research agency focusing on climate change and the low-carbon economy. Making use of the latest advances in survey design, Haddock advises businesses on how best to develop profitable low-carbon opportunities; and provides governments with the vital information they need to mobilize people to take action on climate change. For further information, visit our website - [www.haddock-research.com](http://www.haddock-research.com)

*For enquiries, please contact Peter Winters, President, Haddock Research & Branding, Inc. [peter.winters@haddock-research.com](mailto:peter.winters@haddock-research.com) . Free summaries of the survey are available from the Haddock website<sup>2</sup>.*

<sup>1</sup> Conducted as part of the Environmental Choices study, see [http://www.haddock-research.com/public\\_opinion\\_monitor](http://www.haddock-research.com/public_opinion_monitor)

<sup>2</sup> Visit the Free Reports section of [www.haddock-research.com](http://www.haddock-research.com); and registration is required to download the free reports. More detailed results are available in the paid reports.

***About The G20 Communique<sup>3</sup>***

The leaders of the G20 met in London on April 2, 2009 and issued a 29-point communique; points 27 and 28 were specifically related to climate change and the low-carbon economy. These points are:

*27. We agreed to make the best possible use of investment funded by fiscal stimulus programmes towards the goal of building a resilient, sustainable, and green recovery. We will make the transition towards clean, innovative, resource efficient, low carbon technologies and infrastructure. We encourage the MDBs to contribute fully to the achievement of this objective. We will identify and work together on further measures to build sustainable economies.*

*28. We reaffirm our commitment to address the threat of irreversible climate change, based on the principle of common but differentiated responsibilities, and to reach agreement at the UN Climate Change conference in Copenhagen in December 2009.*

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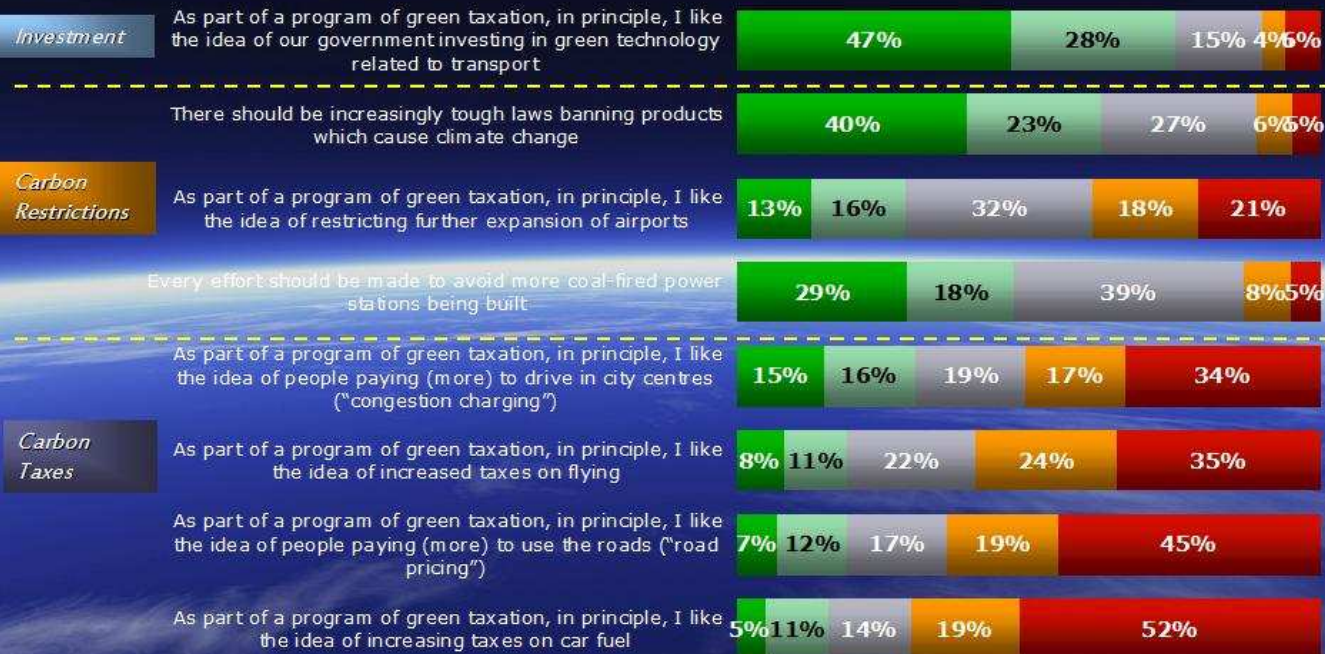
<sup>3</sup> The G20 Communique can be found at <http://www.guardian.co.uk/world/2009/apr/02/g20-economy>

## Attitudes towards policies to tackle climate change



Haddock

■ Agree strongly   
 ■ Agree somewhat   
 ■ No opinion   
 ■ Disagree somewhat   
 ■ Disagree strongly



Source: Q36, The Environmental Choices 2008, 2-stage Likert test. *Please indicate whether you agree or disagree with the following statements to do with policies regarding climate change. (fieldwork: 25 Sep to 3 Oct 2008)*

Base: All Canadian Respondents, 1060

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Haddock Research and Branding, Inc

5764 Monkland Ave., Suite 13, Montreal (QC) Canada H4A 1E9

+1 514 835 3013

info@haddock-research.com

## Attitudes towards policies to tackle climate change



Haddock

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Base: All English Respondents, 1050

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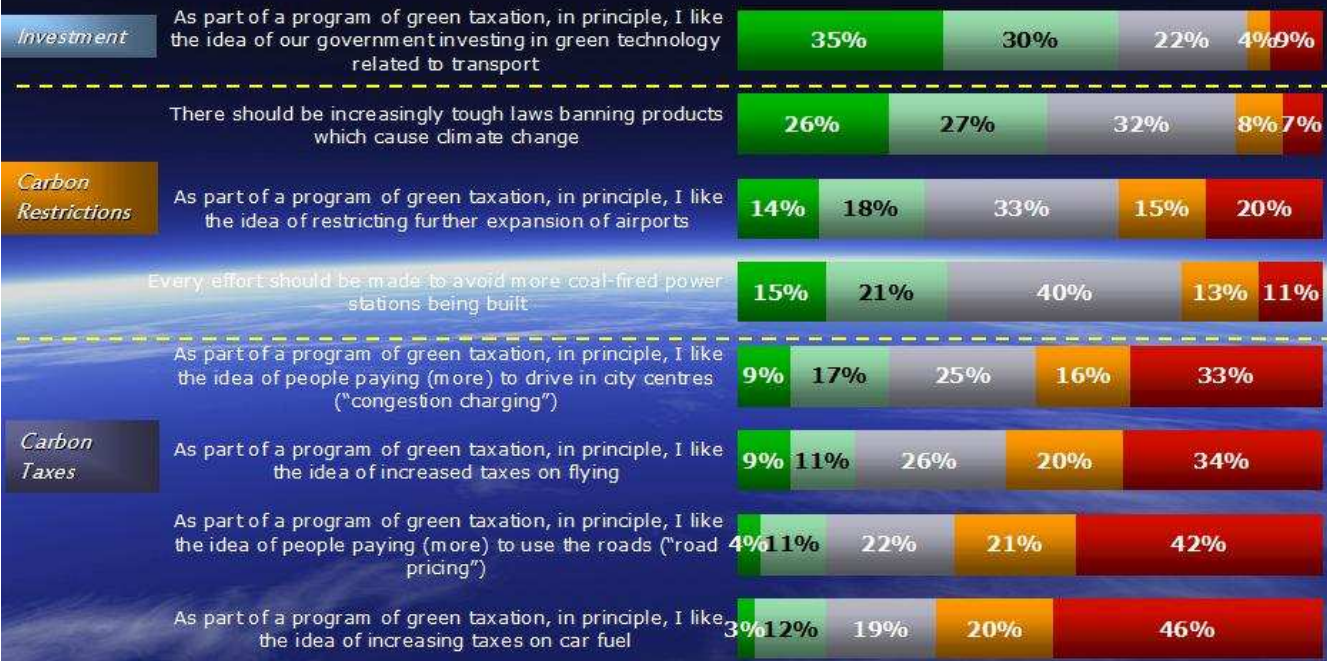
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## Attitudes towards policies to tackle climate change



Haddock

■ Agree strongly  
 ■ Agree somewhat  
 ■ No opinion  
 ■ Disagree somewhat  
 ■ Disagree strongly



Source: Q36, The Environmental Choices 2008, 2-stage Likert test. 'Please indicate whether you agree or disagree with the following statements to do with policies regarding climate change. (fieldwork: 25 Sep to 3 Oct 2008)

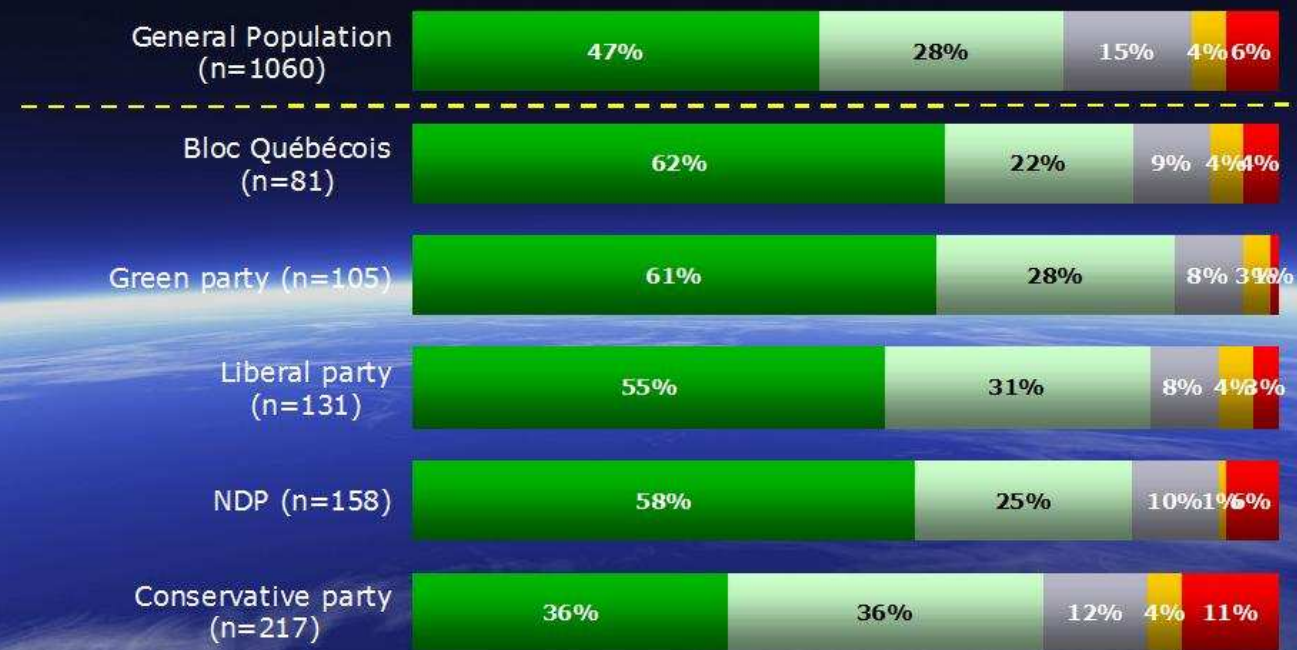
Base: All American Respondents, 1046  
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"As part of a program of green taxation, in principle, I like the idea of our government investing in green technology related to transport"

Haddock



■ Agree strongly  
 ■ Agree somewhat  
 ■ No opinion  
 ■ Disagree somewhat  
 ■ Disagree strongly



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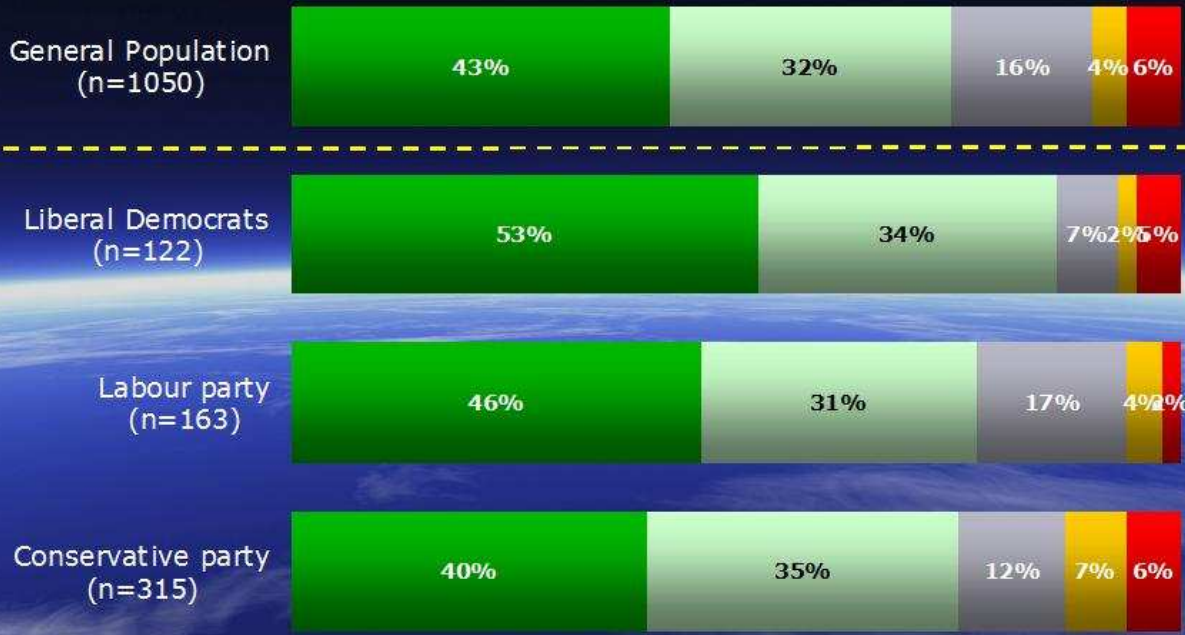
+1 514 835 3013

info@haddock-research.com

"As part of a program of green taxation, in principle, I like the idea of our government investing in green technology related to transport"



■ Agree strongly  
 ■ Agree somewhat  
 ■ No opinion  
 ■ Disagree somewhat  
 ■ Disagree strongly



Source: Q36, The Environmental Choices 2008, 2-stage Likert test. "Please indicate whether you agree or disagree with the following statements to do with policies regarding climate change. (fieldwork: 25 Sep to 3 Oct 2008)"

Base: All English respondents, n=1050  
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"As part of a program of green taxation, in principle, I like the idea of our government investing in green technology related to transport"



■ Agree strongly  
 ■ Agree somewhat  
 ■ No opinion  
 ■ Disagree somewhat  
 ■ Disagree strongly

General Population  
(n=1046)



Republican party  
(N=314)



Democratic party  
(N=395)



Source: Q36, The Environmental Choices 2008, 2-stage Likert test. "Please indicate whether you agree or disagree with the following statements to do with policies regarding climate change. (fieldwork: 25 Sep to 3 Oct 2008)"

Base: All American respondents, n=1046

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