

PRESS RELEASE

Environmentalists are typically passionate about nature and are its main defenders; yet when they communicate their wonder of 'beautiful nature' to others, this idea connects much more with 'Climate Citizens' than with 'Sceptics & Uninvolved'¹.

Addressing Al Gore's plea: to use branding which connects the climate crisis 'with most people'

Montreal, Apr 28th 2009

About

In late-September/early-October 2008², Haddock Research conducted a wide-ranging public opinion survey about how the public think, feel and act towards climate change. This included an investigation into the power of 6 branding concepts used within 'green marketing', which were about:

- Beautiful nature
- Positive human relationships
- Empowering technical low-carbon solutions
- Guilt-free luxury
- Zen-like simplicity
- Anti-consumerism

The study was run amongst nationally representative samples of over 1,000 people per country in Canada, England and the USA.

Key Findings

A striking observation, from an analysis of the 6 environmental branding ideas tested in this research, is how little difference there is according to which country people come from. Certainly there are some sub-group differences in the relevance of different ideas to move people, but it is not predominately related to people's country of residence. Taken as a whole, Canadians, English people and Americans are pretty similar when it comes to which environmental branding ideas they find powerful, and which they do not. What we do find is that there are often differences between what men and women find motivating. We also see some differences according to age, whether there are children in the home, and lifestyle/interests.

"Be a green consumer! You have choices with everything you buy between things that have a harsh effect or a much less harsh effect on the global climate crisis. Consider this. Make a decision to live a carbon-neutral life. Those of you who are good at branding I'd love to get your advice and help on how to say this in a way that connects with the most people." Al Gore, TED talk, February 2006

¹ A segmentation, developed within the Environmental Choices 2008 study, has classified people into 3 types according to their attitudes towards climate change – from *Climate Citizens* (who are most engaged with climate change), to *Mild Greens* (who are moderately engaged) to *Sceptics & Uninvolved* (who are least engaged). More details are found within section report 1a 'Attitudes towards Climate Change' of Environmental Choices.

² Conducted as part of the Environmental Choices 2008 study, see http://www.haddock-research.com/public_opinion_monitor

Haddock Research and Branding, Inc

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

+1 514 835 3013

info@haddock-research.com

We also see a striking difference in how powerful the “beautiful earth” idea is perceived to be according to the 3-fold climate segmentation developed within this Environmental Choices study. *Climate Citizens* tend to find this image very powerful, whereas *Sceptics & Uninvolved* are much less engaged with it, particularly those from the USA. The “empowering technical low-carbon solutions” idea has much broader appeal.

Overall, the vast majority of people (95%) are engaged with at least one of the environmental branding ideas presented - with the remaining 5% thinking that they all have “little” or “no appeal”. The majority (66%) of people who are “not engaged” with any environmental idea fall within the *Sceptics & Uninvolved* group - 12% of *Sceptics & Uninvolved* are “not engaged” in this way.

In the final section of this document are charts which provide supporting evidence for this press release.

Further information on this topic can also be found at www.haddock-research.com and look for Environmental Choices 2008, Section report 3.h, Branding and Climate Change.

About communicating the idea of 'beautiful nature'

In 'An Inconvenient Truth', Al Gore movingly describes Planet Earth within an extraordinary expanse of time and space; in the vastness of the galaxy, all of human history took place within the tiny spec of Planet Earth – and that tiny spec “is our only home”³. Elsewhere, Al Gore describes how the Apollo 8 mission, 40 years ago, meant that humans could see the Earth from space for the first time – and how this new perspective inspired the modern environmentalist movement⁴.

Through his passion for the environment, Al Gore has become the leading influencer on people’s attitudes towards climate change in each of Canada, England and the USA⁵. To address the climate crisis, he has inspired the Alliance for Climate Protection⁶ which so far has 3 active projects – ‘Repower America’, the ‘We Campaign’ and ‘This is Reality’.

³ An Inconvenient Truth, Al Gore, 2006, p.300

⁴ How astronauts went to the Moon and ended up discovering planet Earth, 20 December 2008; <http://www.guardian.co.uk/science/2008/dec/20/space-exploration-usa-earth-moon>

⁵ See Haddock Research & Branding, Environmental Choices 2008, Section report 2.a, Influencers on climate change & social tipping points, www.haddock-research.com

⁶ <http://www.climateprotect.org/>

Yet, during a speech in 2006, Al Gore made a plea for help in communicating his campaigns:

"Be a green consumer! You have choices with everything you buy between things that have a harsh effect or a much less harsh effect on the global climate crisis. Consider this. Make a decision to live a carbon-neutral life. Those of you who are good at branding I'd love to get your advice and help on how to say this in a way that connects with the most people." Al Gore, TED talk, February 2006⁷

The challenge that Al Gore faces about communicating the climate crisis is one faced by many environmentalists and other *Climate Citizens* working to create a low-carbon economy. A fundamental problem is that their passion about nature is not matched amongst the people they are trying to influence.

Commentators, such as George Marshall⁸ and Will Hutton⁹, have argued that other ideas need to be employed to connect 'making good environmental choices' with most people. This research provides evidence to support these viewpoints. The good news is that the vast majority of people in Canada, England and the USA (c.95% overall) are moved by at least one of the six environmental ideas tested in this research.

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

For enquiries, please contact Peter Winters, President, Haddock Research & Branding, Inc. peter.winters@haddock-research.com. Free summaries of the survey are available from the Haddock website¹⁰.

⁷ TED talk, Al Gore: 15 ways to avert a climate crisis, February 2006, minutes 9.29-10.00
http://www.ted.com/index.php/talks/al_gore_on_averting_climate_crisis.html

⁸ Jeremy Clarkson and Michael O'Leary won't listen to green cliches and complaints about polar bears, George Marshall, 9 March 2009;
<http://www.guardian.co.uk/environment/cif-green/2009/mar/09/denial-climate-change-psychology>

⁹ Source : The environment is too important to be left to the green movement, Will Hutton, 12 April 2009;
<http://www.guardian.co.uk/commentisfree/2009/apr/12/will-hutton-environment-green-movement>

¹⁰ Visit the Free Reports section of www.haddock-research.com; and registration is required to download the free reports. More detailed results are available in the paid reports.

Respondents were presented with the following text:

Below are 6 different ideas which might motivate people to do "good for the environment".

Please indicate below how powerful you find each of these ideas.

For each idea, please indicate whether you think:

- It is a **really powerful** idea for me
- It is **quite a powerful** idea for me
- It is a **nice idea**, but not very powerful
- It has **limited appeal**
- It has **no appeal**

The following pictures & their associated text were then presented to respondents in a randomised order. Respondents were asked to rate each concept according to the scale shown above.



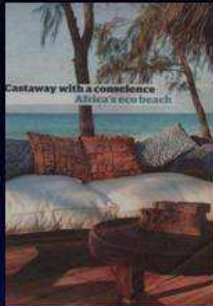
A. Beautiful nature – doing “good for the environment” means helping to save things threatened by climate change. Please imagine ice caps, coral reefs, wildlife, mountain shots, waterfalls, beaches, birds and earth from space



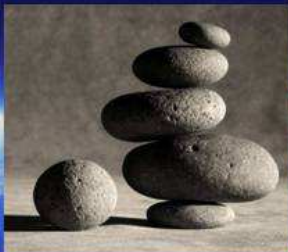
B. Positive human relationships – doing “good for the environment” means being part of the community and caring for future generations. Please imagine young idealistic people, mothers and children, fathers and sons, caring relationships, and children playing in clean water.



C. Empowering technical low-carbon solutions – doing “good for the environment” means using technology and gadgets which do not hurt the environment. Please imagine wind turbines, solar power, running water, hydrogen fuel cells and walking/cycling.



D. Guilt-free luxury – doing “good for the environment” means doing things “the right way”. It is about paying extra (maybe a lot extra), and enjoying pleasure with a low-carbon footprint. As more low-carbon technologies become available, this should become more possible.



E. Zen-like simplicity – doing “good for the environment” means having less “stuff”, and using great design. Imagine the simplicity and design of an IPOD. There is balance /harmony between man and nature.



F. Anti-consumerism – doing “good for the environment” means doing less shopping and being less materialistic. It could be imagined with the simplicity of the “old days” and traditional values.

To get a better understanding of individual preference, and to be able to make a more fair comparison between respondents, we analysed the survey results to understand which concepts are scored best (or equal best) and which are scored worst (or equal worst) for each respondent.

In this way, we can undertake robust comparisons between sub-groups. This is especially important for comparisons between countries where different cultural norms can apply. For example, English people tend to answer rating scales less positively than people from many other countries.*

But first, we wanted to exclude respondents who are not “engaged” with any of the 6 environmental brand concepts. - that they thought all concepts had “little” or “no” appeal. This means that, amongst those who are “engaged”, the concepts which are scored “best” are thought to be powerful, or at least thought to be a “nice idea”.

* Source : For a discussion about the pitfalls of making international comparisons using rating scales, , see December 10, 2008 - The importance of segmentation in understanding public opinion to climate change and the low-carbon economy; And a critical review of the HSBC Climate Change Index 2007, Peter Winters, <http://www.brockmann.com/index.php/green/green/guest-blog-importance-of-segmentation.html>

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

+1 514 835 3013

info@haddock-research.com

CHAID analysis

The CHAID analysis used in this section report, is one of 4 tree-based classification models offered by SPSS . Using this technique it is possible to understand potentially interesting relationships between a 'dependent variable' and other 'predictor' (independent) variables within a data set. The CHAID model will always choose the predictor variable with the strongest interaction with the dependent variable - and using the chi-square test, it will only identify statistically significant differences (set at 95% confidence). The dependent variable is in binary format; the data within the predictor variables are banded. CHAID is able to analyse the bands within the predictor variables, and combine into statistically significant nodes for the tree output (a feature termed 'multiway node splitting')

In this instance we have performed CHAID analysis on each of the 6 branding concepts to demonstrate which sub-groups of the population show a higher propensity to rank the various branding concepts as 'best' or 'equal best' (based on those who are 'engaged' with at least one branding concept & who are either Climate Citizens, Mild Greens or Sceptics & Uninvolved). The dependent variable is defined as whether (or not) a concept was rated 'best/equal best' and the predictor variables are the sub-groups identified and defined in other section reports of the Environmental Choices survey, as well as standard demographic sub-groups based on criteria such as age, gender, children at home and household income.

Source : SPSS® Decision Trees 17.0
http://www.spss.com/classification_trees/analysis.htm

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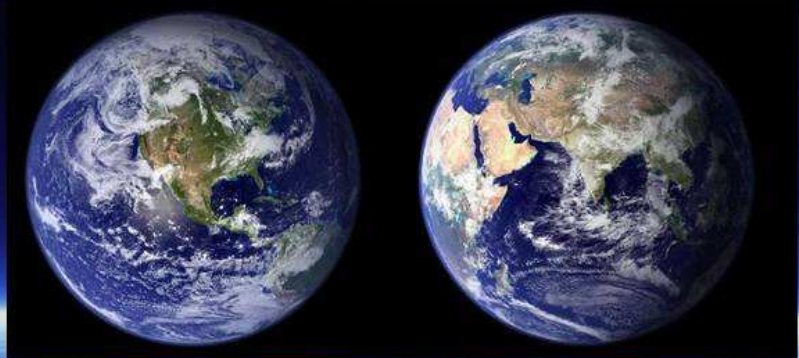
Overall Rating

3rd

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3.h The Branding of
Climate Change

- free summary data



A. Beautiful nature – doing “good for the environment” means helping to save things threatened by climate change. Please imagine ice caps, coral reefs, wildlife, mountain shots, waterfalls, beaches, birds and earth from space

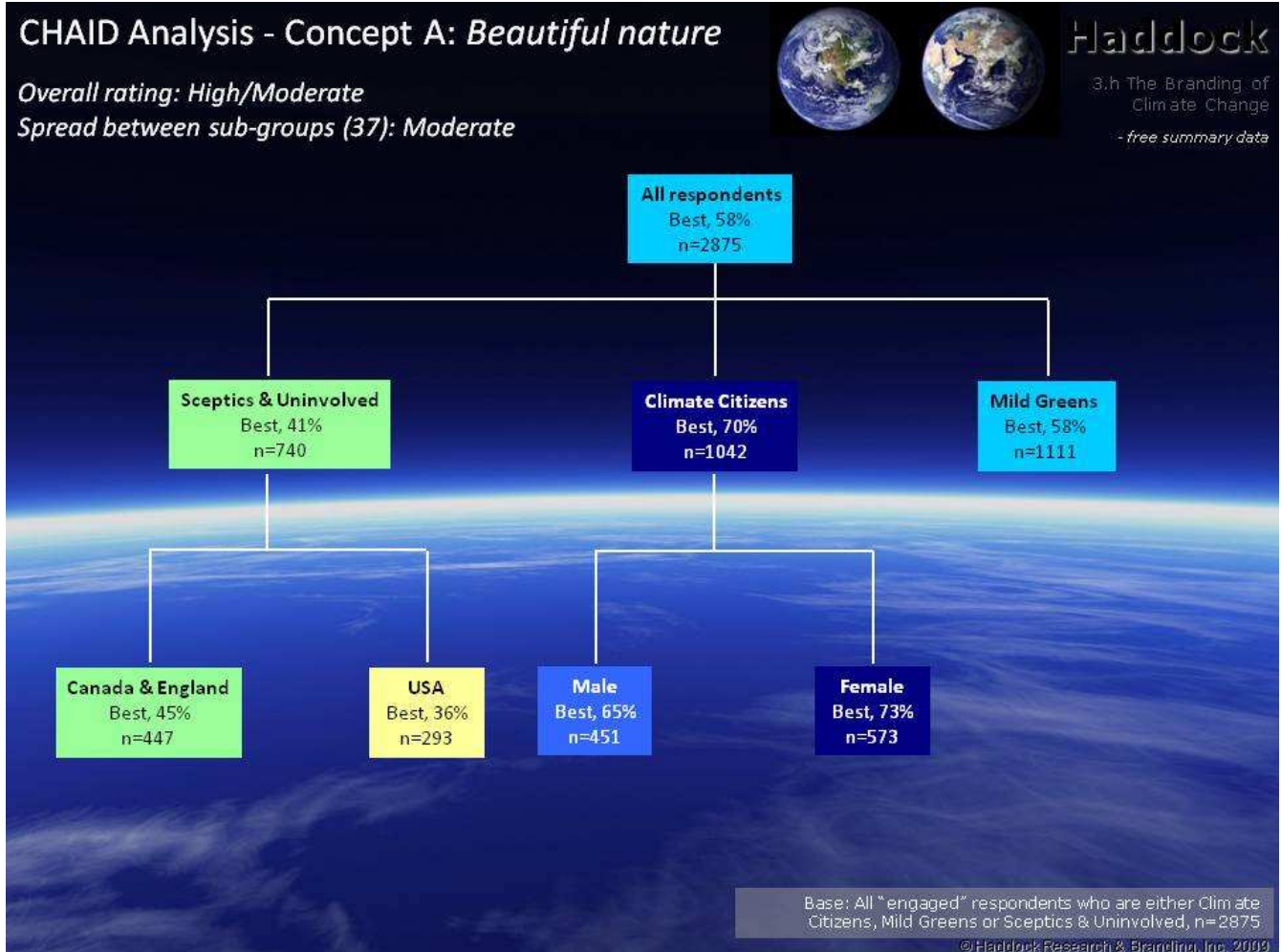
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Best/worst rating analysis of Branding Concept A: 'Beautiful Nature'



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	Best Equal %	Worst Equal %	Net Score (Best - Worst)	Alignment Score (Net - Net of G.P.)
General Population (n=1005)	55.2%	26.1%	29.2	0
 Climate Citizens (n=283)	73.5%	20.8%	52.7	23
 Mild Greens (n=385)	56.9%	25.7%	31.2	2
 Sceptics & Uninvolved (n=293)	36.2%	31.1%	5.1	-24

Source: Q52, The Environmental Choices 2008, 'Below are 6 different ideas which might motivate people to do "good for the environment". Please indicate below how powerful you find each of these ideas. (fieldwork: 25 Sep to 3 Oct 2008)

Base: American engaged respondents, n=1005

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Best/worst analysis – Alignment Profile – Concept A



 Sub-Section	% of total sample	Net Score	Alignment Score	Sub-Section	% of total sample	Net Score	Alignment Score
Cluster segments:				Income:			
Climate Citizens	28%	53	23	Less than \$25,000	14%	32	3
Mild Greens	38%	31	2	\$25,000-\$34,999	13%	41	12
Sceptics & Uninvolved	29%	5	-24	\$35,000-\$49,999	16%	34	5
Household Situation:				\$50,000-\$74,999			
Older Mums (35+)	10%	37	8	\$75,000-\$99,999	12%	25	-4
Younger Mums (18-34)	9%	31	1	\$100,000 & above	14%	6	-23
Older Dads (35+)	10%	14	-15	Age / Sex:			
Younger Dads (18-34)	5%	12	-17	Women 55+ years	13%	30	1
Older Women (35+), no children at home	23%	31	2	Women 35-54 years	20%	35	6
Younger Women (18-35), no children at home	9%	32	3	Women 18-34 years	19%	31	2
Older Men (35+), no children at home	25%	26	-4	Men 55+ years	15%	11	-18
Younger Men (18-35), no children at home	8%	51	21	Men 35-54 years	20%	31	2
Region:				Men 18-34 years			
California	10%	43	14	Political allegiance:			
North-West Coast/Hawaii	5%	26	-4	Democratic Party	38%	40	11
Mid West	7%	37	8	Republican Party	29%	18	-11
South West	11%	28	-2	Libertarian Party	3%	-3	-32
South	12%	19	-10	Green Party	3%	35	5
Florida	7%	42	13	Other / not aligned	26%	29	0
Central	20%	22	-7	Region:			
Eastern	14%	29	0	New York / New England	15%	30	1

Source: Q36d , The Environmental Choices syndicated study, 2008.
2-stage Likert test: (fieldwork: 25 Sep to 3 Oct 2008)

Base: American engaged respondents, n=1005
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A cluster analysis, performed on 5 attitudinal questions, indicates that there are 3 coherent groups which can help us understand people's relationship with climate change and the low-carbon economy.

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33.1%

Climate Citizens

*As a prerequisite to being a Climate Citizen, you would believe that climate change is caused by human activity, that it is a serious threat and that we should focus on changing the way we do things **now** to tackle this. All Climate Citizens believe these things. There is some variability in how much climate change would impact the decisions you make in your life, and your personal interest in climate change - though, on average, it would be more than other groups.*



36.2%

Mild Greens

*Mild Greens see climate change as one of a number of serious threats that we all face. You would likely believe that climate change is caused by human activity, but alternatively you might tend to believe it has natural causes. You would most likely believe that climate change should be handled by **balancing** changing what we do now with managing problems "if and when" they occur. You would probably know a reasonable amount about climate change (but maybe not), and it is sometimes a consideration in your decision-making (but maybe not).*



26.6%

Sceptics & Uninvolved

Sceptics & Uninvolved do not believe that climate change is a serious risk. Although nearly half think the climate is changing, few think that it is mainly caused by human activity - and a sizeable minority really have no opinion on the issue. Climate change has very little impact on the decisions you make in your lives.

Source: Q23-Q27, The Environmental Choices syndicated study, 2008 (fieldwork: 25 Sep to 3 Oct 2008)

* 4.1% of respondents could not be classified by the cluster analysis into these 3 coherent groups

Base: All respondents, n=3156

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There is divided opinion about climate change in each country. Having said that, Canada is the most progressive country and USA, the least.

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Source: Q23-Q27, The Environmental Choices syndicated study, 2008 (fieldwork: 25 Sep to 3 Oct 2008)

Base: All respondents, n=3156
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