Environmental Choices™ Wave 2

overview & engagement options

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overview

Scheduled for end of Q1 2010

Expanded scope with 6 countries proposed: USA, UK, Canada, Australia, China & France. Utilising nationally representative samples* of 1,000 or more respondents in each country.

Central core of attitudinal, highly detailed profiling and psychodynamic questions reflecting on expanded questions per industry section area.

Providing:
- trend data on: awareness, usage, approval, reputation
- understanding of the climate change zeitgeist and political landscape, cross-referenced with Haddock Research's proprietary attitudinal segmentation and analysis
- detailed industry/sector specific analysis including; segmentation and cluster analysis, detection of drivers and barriers, and advanced statistical techniques such as CHAID, AMOS/regression modelling
- identification of early adopters & key target groups, with actionable profiling incorporating:
    - socio-demographic
    - lifestyle
    - media consumption
    - social networking behaviour

Delivering:
- robust business intelligence
- impactful consumer insights
- unique market trend data

Informing:
- commercial strategy
- policy formation
- communications outputs
- behavioural change stratagems

China - representivity

* In China, around 27% of the population now has access to the Internet, so with around three-quarters of the population excluded, we cannot say that the survey will be representative.

More likely, it will be biased towards the ‘urban young’, but we will be collecting extensive demographics to understand the sample demographic profile.

However, this bias is possibly beneficial for this survey, as those without access to the Internet are likely to less informed about climate change and the low carbon economy.

overview

Social physics of climate change
(reports 1.a, 1.b & 1.c)

Central core Analysis:

- attitudinal segmentation (1.a)

- socio-demographic profiling (1.a)

- social networking behaviour (1.b)

- media consumption & usage (1.b)

- psychodynamic factors; emotional associations, lifestyle values & identity, passions and pursuits (1.c)

Core analysis feeding into each sector specific report as relevant

Sector specific analysis
(reports 2.a through to 2.h)

2.a - Political mandates & power generation

2.b - Influencers, organisations and campaigns

2.c - Green energy solutions, including micro-CHP & micro-energy

2.d – FMCG shopping, domestic responsibilities & the home

2.e - Transport and cars – usage, intention to change

2.f - Telepresence, unified communications, and flying

2.g – Business reputations and sustainable communications

2.h - Carbon offsetting, compliance & trading

engagement options

A). SYNDICATED PURCHASE

- either **international or national** editions
- including comparative **trend data** from Wave 1
- variety of purchase options, with **discounts for multiple purchase**
- highly detailed analysis within each section report, **utilising exclusive proprietary analytical tools**
- drawn from **unparalleled data-set focussing on people's relationship with climate change and the low carbon economy**
- individual sector specific reports priced approximately at **10% of cost of like-for-like commissioned ad hoc study**

analytical and investigative detail greater than that expected of a standard ad hoc commissioned study, but at a syndicated cost

engagement options

B). KEY RESEARCH PARTNER

- an unparalleled opportunity to influence the design of the survey and receive an exclusive package of research outputs at a substantial discount

single research partner per sector specific report area

consulted on question focus & inclusion, thereby **influencing survey design and analytical outputs**

potential for co-branding or corporate sponsorship of specific report, facilitating positioning as market leader and proactive force within sector

'bundle' of research outputs:

Top-line data, prior to report completion

+

Sector specific report (2.x) – incorporating bespoke analysis

+

- **1.a** Attitudes & profiling
- **1.b** Media consumption & social networking
- **1.c** Psychodynamic factors

inclusion of bespoke analysis (not included in syndicated version of sector specific report) delivering **powerful consumer insights at significantly reduced costs**

report bundle priced to deliver 33% cost savings if compared to purchasing syndicated reports and additional analysis separately, with inclusion of experimental modelling adding further cost savings and **level of analysis not available in syndicated reports**