A New Conversation

Restarting the politics of environment and economy
CONTEXT

• DEARTH OF POLICY INNOVATION
• GREATER FISCAL, POLITICAL FLEXIBILITY
• FEWER “NO-GO” IDEAS, IDEOLOGICAL BARRIERS
• LESS ATTENTIVE, MORE OPEN MINDED PUBLIC
APPROACHES TO AVOID

• SWEEPING, GRAND VISION

• WRENCHING CHANGE, EMPHASIS ON SACRIFICE

• FORCING PUBLIC TO VOTE/CHOOSE SIDES

• STRESSING URGENCY, CRISIS AT HAND
WHAT WORKS BETTER

• SIMPLE, ALMOST SELF-EVIDENT GOAL

• PRAGMATIC, BALANCED IMPROVEMENTS

• CHANGE OVER TIME, FOR THE RIGHT REASONS

• QUIET ACQUIESCENCE, BROAD CONSENSUS
## Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Survey</strong></td>
<td>2,807 Canadians aged 18 and over</td>
</tr>
<tr>
<td><strong>Field dates</strong></td>
<td>September 18 to September 30, 2014</td>
</tr>
<tr>
<td><strong>Statistical Weighting</strong></td>
<td>Data was weighted by age, gender, education and region within each province</td>
</tr>
<tr>
<td><strong>Experimental Design</strong></td>
<td>Some questions in the survey were only asked of a random subgroup of the sample to test language/messaging.</td>
</tr>
</tbody>
</table>
What the Study Reveals

• HUGE MAJORITIES BELIEVE IT IS ENTIRELY POSSIBLE TO ACHIEVE GREENER GROWTH

• LACK OF INSTINCT TO PLACE BLAME, WE ALL HAVE SHARE RESPONSIBILITY, BUSINESS CAN HELP A LOT

• BROAD ENTHUSIASM FOR AN ARRAY OF GOALS, LARGE MAJORITIES BELIEVE THEY ARE ACHIEVABLE

• PEOPLE BELIEVE THE BARRIERS ARE MORE ABOUT COLLECTIVE WILL THAN ECONOMICS
Canada - 15 Years from Now

Thinking about the kind of Canada you would like to see 15 years from now, how important are each of the following aspirations?

- Big improvements in the quality of health care
  - Extremely important: 48%
  - Very important: 33%
  - Important: 18%
  - Not as important: 10%
  - Not important: 0%

- Ensuring a better quality of life for retired and elderly people
  - Extremely important: 42%
  - Very important: 36%
  - Important: 20%
  - Not as important: 24%

- Strong and consistent growth in the Canadian economy
  - Extremely important: 37%
  - Very important: 40%
  - Important: 21%
  - Not as important: 23%

- Big improvements in the quality of our environment
  - Extremely important: 34%
  - Very important: 35%
  - Important: 26%
  - Not as important: 4%
  - Not important: 1%

- Big reductions in crime
  - Extremely important: 33%
  - Very important: 32%
  - Important: 28%
  - Not as important: 6%

- Big reductions in taxes
  - Extremely important: 30%
  - Very important: 29%
  - Important: 29%
  - Not as important: 10%
  - Not important: 2%
Economic Growth and Environmental Quality

Thinking about the kind of Canada you would like to see 15 years from now, how important are each of the following aspirations?

<table>
<thead>
<tr>
<th>Importance: Big improvements in the quality of our environment</th>
<th>Extremely important</th>
<th>Very important</th>
<th>Important</th>
<th>Not as important</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>21%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Very important</td>
<td>8%</td>
<td>20%</td>
<td>10%</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>Important</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Not as important</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Not important</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

59% of Canadians believe that big improvements in the environment and strong and consistent growth in the economy are either extremely or very important for Canada to achieve in the next 15 years.
Economic Growth and Environmental Quality

Who are the Canadians (21%) who believe economic growth and environmental protection are extremely important aspirations for Canada in the next 15 years?

- More likely to be female. 23% of women vs. 19% of men
- More likely to be from Ontario (25%) and Atlantic Canada (27%) than from Alberta (15%) or BC (14%).
- More likely to support the NDP (26%) but a portion of all parties’ supporters hold these views: LPC (21%), CPC (17%), GPC (22%).
Top Priority: Canada 15 Years from Now

- Though no single issue dominated, economy was the top priority for a plurality (26%) of respondents.
- Twenty three percent chose big improvements in the quality of health care as their top priority.
- Big improvements in environment and crime rates were the least likely to be chosen as top priorities (12% and 6%, respectively).

If you could only choose one of these aspirations to become a reality, which one would be your top priority?

- Big improvements in the quality of our environment: 16%
- Strong and consistent growth in the Canadian economy: 6%
- Big improvements in the quality of health care: 17%
- Ensuring a better quality of life for retired and elderly people: 12%
- Big reductions in crime: 26%
- Big reductions in taxes: 23%

n = 2,807
Environment & Economy

- Respondents were shown a series of statements about the environment and the economy and asked whether or not they agreed with each.

- Virtually all respondents agreed that with the right ideas, it is possible to improve the economy and the environment at the same time.

- However, a minority of respondents were polarized between believing that a greater focus on environmental protection will lead to economic decline (28% agree) and that there is a direct relationship between economic growth and environmental harm (46% agree).
The faster the economy grows the more harm is done to the environment

The more effort is put into protecting the environment, the weaker the economy will be

Protecting or improving the environment can be done without slowing the growth in the economy

The right ideas can lead to improving the environment and economic growth at the same time

Strongly agree
Agree
Disagree
Strongly disagree

n = 2,807
Environment & Business

• Canadians recognize that businesses are changing and improving their environmental impact and almost all agree that there's already plenty of evidence that it's possible for companies to make good profits and reduce their impact on the environment.

• The challenge is there appears to be contradictory views when it comes to how businesses can improve their environmental performance.

• Using a split sample design, a large majority of Canadians agree that the fastest way to improve the environment is to impose tougher restrictions on business. In contrast, another large majority also believes that the fastest way to improve the environment is to harness business instincts.
The fastest way to improve the environment is to harness business instincts and capabilities.

There's already plenty of evidence that it's possible for companies to make good profits and reduce their impact on the environment.

Businesses are changing and improving their environmental impact.

The fastest way to improve the environment is to impose more and tougher restrictions on how businesses operate.
The Public

• Canadians recognize that businesses are changing and improving their environmental impact and almost all agree that there's already plenty of evidence that it's possible for companies to make good profits and reduce their impact on the environment.

• The challenge is there appears to be contradictory views when it comes to how businesses can improve their environmental performance.

• Using a split sample design, a large majority of Canadians agree that the fastest way to improve the environment is to impose tougher restrictions on business. In contrast, another large majority also believes that the fastest way to improve the environment is to harness business instincts.
Canadians are changing and improving their environmental impact. However, we say we care about the environment, aren’t doing much. Younger people don’t take environmental responsibilities seriously enough. Around the world, affluent, not the middle class responsible for environmental problems. In Canada, affluent, not the middle class responsible for environmental problems. Canadians hypocritical, we say we care about environment - aren't doing much. Canadians are changing and improving their environmental impact.

**ABACUS DATA**

n = 2,807
Environment and Economy Spectrum

Next, respondents were asked to use a spectrum to indicate where they think the emphasis is between the environment and the economy when it comes to the way in which things in the world have been going lately.

Placing the indicator in the middle (50) would indicate an equal emphasis on both the environment and the economy, while placing it at 0 or 100 would indicate a complete emphasis towards the environment or economy, respectively.

Results for a range of statements are presented on the next page.

Overall, respondents were more likely to think that things today leaned more towards the economy but most preferred a more balanced approach. Perceptions of Canadian businesses and the Canadian government aligned closely, with a majority of Canadians thinking their focus was on the economy.
The way things in the world are going lately: 02% | 11% | 4% | 13% | 7% | 46% | 14% | 2%
The way you would like to see things done in Canada: 16% | 15% | 6% | 32% | 9% | 26% | 6%
The approach of the average Canadian citizen: 02% | 13% | 7% | 23% | 11% | 39% | 6%
The approach of most large Canadian businesses: 06% | 10% | 4% | 15% | 7% | 37% | 18% | 5%
The current approach of Canada’s federal government: 03% | 11% | 4% | 17% | 8% | 36% | 16% | 5%
The way things are going in your local community or area: 02% | 17% | 7% | 23% | 11% | 33% | 5%
How you live your own life as a citizen: 16% | 19% | 8% | 26% | 10% | 26% | 5%
The way younger generations of Canadians will do things in the future: 16% | 26% | 9% | 20% | 9% | 25% | 4%
The approach of most major environmental groups: 8% | 22% | 24% | 5% | 16% | 6% | 15% | 4%

* Higher score indicates greater emphasis on “the economy”
Environment and Economy Spectrum

Thinking about [15/30] years from now, where would you like to see that indicator be in terms of how things are done in Canada?

Mean*

15 years from now

- All the way environment: 9% 2%
- Strong environment lean: 6%
- Some environment lean: 6%
- Minor environment lean: 31%
- Equal balance: 31%

30 years from now

- All the way economy: 5% 2%
- Strong economy lean: 3%
- Some economy lean: 9%
- Minor economy lean: 32%

* Higher score indicates greater emphasis on “the economy”

n = 2,807
Appeal and Possibility of Different Goals

Respondents were shown a series of potential goals for the future in Canada and asked ‘over the next 15 years, how much you would like to see each happen’, followed by how possible they felt each outcome would be.

- Overall, respondents showed a consistently high level of optimism towards all the statements tested, with over 80% reporting they would ‘really like’ or ‘love’ to see the goals realized.

- Additionally, a majority of respondents felt that it would be possible to achieve each of these goals within fifteen years.

- The following charts examine the appeal of these goals, and whether or not respondents expect them to be achieved in the future.
Appeal of Different Goals

In Canada, over the next 15 years, how much you would like to see each happen

- Grow the same amount & quality of food while dramatically reducing water and energy use: 46% Love to see it, 43% Really like to see it, 9% Would not like to see it (70% possible)
- New ways to move goods while reducing energy use & emissions, by as much as 50%: 45% Love to see it, 45% Really like to see it, 9% Would not like to see it (69% possible)
- Make Canada's cities models in attracting investment, while improving air, reducing emissions, ensuring green space: 45% Love to see it, 46% Really like to see it, 8% Would not like to see it (68% possible)
- We foster a new generation of modern Canadian business leaders who are experts at building companies that make good profits while improving the environment: 41% Love to see it, 49% Really like to see it, 9% Would not like to see it (70% possible)
- We make Canadians known as the world's best when it comes to manufacturing things with light environmental impacts: 40% Love to see it, 47% Really like to see it, 12% Would not like to see it (67% possible)
- We make Canadians known as the world's best at developing resource products with light environmental impacts: 40% Love to see it, 47% Really like to see it, 12% Would not like to see it (69% possible)

n = 2,807
Appeal of Different Goals

In Canada, over next 15 years, how much you would like to see each happen

- **Foster a major change in behaviour of Canadians (energy use/waste produced/purchases)**
  - Love to see it: 40%
  - Really like to see it: 50%
  - Don't feel strongly: 9%
  - Would not like to see it: 1%
  - % who feel it is possible: 71

- **Large investments in clean tech that can be commercially successful & accomplish environmental goals**
  - Love to see it: 39%
  - Really like to see it: 49%
  - Don't feel strongly: 11%
  - Would not like to see it: 1%
  - % who feel it is possible: 69

- **Foster new generation of political leaders - expert at bringing different views together (economic growth & environment)**
  - Love to see it: 39%
  - Really like to see it: 48%
  - Don't feel strongly: 12%
  - Would not like to see it: 1%
  - % who feel it is possible: 62

- **We encourage retailers to promote environmentally better products**
  - Love to see it: 37%
  - Really like to see it: 50%
  - Don't feel strongly: 11%
  - Would not like to see it: 1%
  - % who feel it is possible: 78

- **We encourage retailers to create more environmentally sound retail outlets**
  - Love to see it: 34%
  - Really like to see it: 50%
  - Don't feel strongly: 14%
  - Would not like to see it: 1%
  - % who feel it is possible: 75

*ABACUS DATA*

n = 2,807
Possibility of Different Goals: 15 vs 30 Years

Respondents were split into random groups and asked how possible they a series of outcomes might be in the next 15 or 30 years.

- Approximately two thirds of respondents felt that each of these goals could be achievable within 15 years, with the most likely being encouraging retailers to promote environmentally sustainable products, and the least being fostering a new generation of political leaders.

- Respondents were somewhat more likely to think the tested goals would be achievable after 30 years, with approximately three quarters of respondents citing possibility within 30 years.
Possibility of Different Goals in 15 Years

How **possible** you think that each of these will become reality in the next 15 years, for Canada.

- We encourage retailers to promote environmentally better products.  
  - Very possible: 22%  
  - Probably possible: 56%  
  - Not likely: 20%  
  - Not possible at all: 1%

- We encourage retailers to create more environmentally sound retail outlets.  
  - Very possible: 19%  
  - Probably possible: 56%  
  - Not likely: 23%  
  - Not possible at all: 2%

- We find new ways to move goods while greatly reducing energy use and ghg emissions, by as much as 50%.  
  - Very possible: 18%  
  - Probably possible: 51%  
  - Not likely: 29%  
  - Not possible at all: 2%

- We foster a major change in the behaviour of Canadian consumers when it comes to energy consumed, waste produced and general purchase of products and services  
  - Very possible: 18%  
  - Probably possible: 54%  
  - Not likely: 26%  
  - Not possible at all: 3%

- We find new ways to grow the same amount and quality of food while dramatically reducing water and energy use (by as much as 50%).  
  - Very possible: 17%  
  - Probably possible: 53%  
  - Not likely: 27%  
  - Not possible at all: 3%

- We foster a new generation of modern Canadian business leaders who are experts at building companies that make good profits while improving the environment.  
  - Very possible: 17%  
  - Probably possible: 53%  
  - Not likely: 27%  
  - Not possible at all: 3%

**ABACUS DATA**

n = 694
Possibility of Different Goals in 15 Years

How **possible** you think that each of these will become reality in the next 15 years, for Canada.

- **We make large investments in the development of clean technologies that can become commercially successful and accomplish environmental goals.**
  - Very possible: 17%
  - Probably possible: 53%
  - Not likely: 29%
  - Not possible at all: 2%

- **We make Canadians known as the world’s best when it comes to manufacturing things with light environmental impacts.**
  - Very possible: 17%
  - Probably possible: 51%
  - Not likely: 30%
  - Not possible at all: 3%

- **We make Canadians known as the world’s best at developing resource products with light environmental impacts.**
  - Very possible: 15%
  - Probably possible: 54%
  - Not likely: 29%
  - Not possible at all: 2%

- **We make Canada’s cities models in attracting investment and growth, while improving air quality, reducing ghg emissions and ensuring lots of green space.**
  - Very possible: 15%
  - Probably possible: 54%
  - Not likely: 29%
  - Not possible at all: 2%

- **We foster a new generation of Canadian political leaders who are expert at bringing different views together when it comes to economic growth and environmenta**
  - Very possible: 15%
  - Probably possible: 48%
  - Not likely: 32%
  - Not possible at all: 6%

*ABACUS DATA*

n = 694
Possibility of Different Goals in 30 Years

How **possible** you think that each of these will become reality in the next 30 years, for Canada.

We encourage retailers to promote environmentally better products.

- Very possible: 29%
- Probably possible: 58%
- Not likely: 12%
- Not possible at all: 1%

We make large investments in the development of clean technologies that can become commercially successful and accomplish environmental goals.

- Very possible: 24%
- Probably possible: 56%
- Not likely: 19%
- Not possible at all: 2%

We encourage retailers to create more environmentally sound retail outlets.

- Very possible: 24%
- Probably possible: 58%
- Not likely: 18%
- Not possible at all: 1%

We foster a major change in the behaviour of Canadian consumers when it comes to energy consumed, waste produced and general purchase of products and services.

- Very possible: 23%
- Probably possible: 59%
- Not likely: 17%
- Not possible at all: 1%

We find new ways to grow the same amount and quality of food while dramatically reducing water and energy use (by as much as 50%).

- Very possible: 23%
- Probably possible: 54%
- Not likely: 22%
- Not possible at all: 2%

We find new ways to move goods while greatly reducing energy use and ghg emissions, by as much as 50%.

- Very possible: 23%
- Probably possible: 53%
- Not likely: 23%
- Not possible at all: 2%
Possibility of Different Goals in 30 Years

How possible you think that each of these will become reality in the next 30 years, for Canada.

- We make Canada’s cities models in attracting investment and growth, while improving air quality, reducing ghg emissions and ensuring lots of green space.
  - Very possible: 22%
  - Probably possible: 53%
  - Not likely: 25%
  - Not possible at all: 1%

- We make Canadians known as the world’s best at developing resource products with light environmental impacts.
  - Very possible: 20%
  - Probably possible: 53%
  - Not likely: 25%
  - Not possible at all: 2%

- We make Canadians known as the world’s best when it comes to manufacturing things with light environmental impacts.
  - Very possible: 20%
  - Probably possible: 52%
  - Not likely: 26%
  - Not possible at all: 2%

- We foster a new generation of modern Canadian business leaders who are experts at building companies that make good profits while improving the environment.
  - Very possible: 20%
  - Probably possible: 56%
  - Not likely: 22%
  - Not possible at all: 2%

- We foster a new generation of Canadian political leaders who are expert at bringing different views together when it comes to economic growth and environment.
  - Very possible: 18%
  - Probably possible: 52%
  - Not likely: 26%
  - Not possible at all: 3%

n = 715
## Appeal of Economy and Environment

In general, when you think about the aspiration for Canada when it comes to the idea of growing our economy and having a healthy environment, how appealing are each of the following to you? (Rank on a scale from 1 (not at all appealing) to 10 (very appealing))

<table>
<thead>
<tr>
<th>Description</th>
<th>1 to 3</th>
<th>4 to 6</th>
<th>7 to 9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada as one of the world's best</td>
<td>4%</td>
<td>20%</td>
<td>51%</td>
<td>25%</td>
</tr>
<tr>
<td>Canada as a model for the world</td>
<td>4%</td>
<td>23%</td>
<td>49%</td>
<td>24%</td>
</tr>
<tr>
<td>Canada as among the world leaders</td>
<td>4%</td>
<td>23%</td>
<td>50%</td>
<td>23%</td>
</tr>
<tr>
<td>Canada as a world leader</td>
<td>5%</td>
<td>25%</td>
<td>49%</td>
<td>22%</td>
</tr>
<tr>
<td>Canadian business as the world's most respected</td>
<td>4%</td>
<td>25%</td>
<td>49%</td>
<td>21%</td>
</tr>
<tr>
<td>Canadians as sought after experts</td>
<td>3%</td>
<td>24%</td>
<td>52%</td>
<td>21%</td>
</tr>
<tr>
<td>Canada making huge progress compared to the past</td>
<td>5%</td>
<td>26%</td>
<td>50%</td>
<td>19%</td>
</tr>
<tr>
<td>Canadians as the world's most successful environmentalists</td>
<td>6%</td>
<td>29%</td>
<td>46%</td>
<td>18%</td>
</tr>
<tr>
<td>Canadians as the world's experts at cleaner, greener growth</td>
<td>6%</td>
<td>27%</td>
<td>49%</td>
<td>18%</td>
</tr>
<tr>
<td>Canada embracing a new vision for the future</td>
<td>5%</td>
<td>26%</td>
<td>52%</td>
<td>17%</td>
</tr>
<tr>
<td>Canada embarking on major transformation</td>
<td>5%</td>
<td>31%</td>
<td>48%</td>
<td>17%</td>
</tr>
</tbody>
</table>

n = 1,376
Kind of Change

How well does each of these terms describe the kind of change you would like Canada to make when it comes to the environment and the economy.

- Substantial changes (664): 3% 23% 59% 15%
- Major gains (761): 2% 29% 54% 15%
- Major changes (701): 4% 30% 51% 15%
- Substantial gains (681): 3% 26% 58% 13%
- Important changes (761): 2% 22% 56% 20%
- Important improvements (701): 2% 23% 57% 18%
- Gradual improvements (664): 4% 25% 59% 12%
- Gradual changes (681): 5% 27% 55% 12%
- Dramatic gains (761): 4% 33% 51% 13%
- Dramatic changes (701): 6% 36% 45% 13%
- Sweeping changes (664): 7% 38% 45% 10%
- Sweeping gains (681): 5% 37% 50% 9%

n = 2,807
How well does each of these terms describe the kind of change you would like Canada to make when it comes to the environment and the economy.
Kind of Change

Slight differences in language were tested around the kinds of change respondents wanted to see happen.

• Respondents did not differentiate much between specific types of change

• Overall, a strong majority of respondents (over 70% in all cases) ranked each term a seven out of ten or higher

• Changing qualifiers within the terms (such as cleaner versus greener, sustainable versus responsible) had little to no effect on the overall impressions
Kind of Change

How well does each of these terms describe the kind of change you would like Canada to make when it comes to the environment and the economy.

- Cleaner economic growth (761) 2% 21% 57% 20%
- Greener economic growth (1365) 2% 23% 55% 19%
- More sustainable economic growth (1462) 2% 22% 55% 21%
- More responsible economic growth (1345) 3% 19% 60% 18%
- Sustainable prosperity (1345) 2% 17% 59% 22%
- Sustainable growth (1462) 2% 21% 55% 22%

n = 2,807
Perceived Barriers

• Overall, a strong majority of respondents identified all the tested barriers as a significant, very significant, or extremely significant barrier to Canada’s economic and environmental future.

• There was an observed difference between respondents’ likelihood to identify a lack of will on the part of citizens as a barrier over their own lack of will.
Perceived Barriers

To reach your aspirations for Canada’s economic & environmental future, how significant are these barriers?

- Lack of will - political parties and leaders: 30% Extremely significant, 34% Very significant, 29% Significant, 6% Not as significant, 2% Not significant
- Society too preoccupied with money: 29% Extremely significant, 32% Very significant, 31% Significant, 6% Not as significant, 2% Not significant
- As a society we think too short term: 23% Extremely significant, 34% Very significant, 35% Significant, 7% Not as significant, 1% Not significant
- Business leaders don’t embrace environmental goals: 22% Extremely significant, 35% Very significant, 36% Significant, 6% Not as significant, 1% Not significant
- Education emphasizes money over environment: 19% Extremely significant, 29% Very significant, 35% Significant, 12% Not as significant, 4% Not significant
- Lack of private sector investment in solutions: 19% Extremely significant, 33% Very significant, 41% Significant, 6% Not as significant
- Businesses too closed to ENGO views: 19% Extremely significant, 34% Very significant, 39% Significant, 7% Not as significant, 1% Not significant
- Lack of public spending: 18% Extremely significant, 30% Very significant, 42% Significant, 8% Not as significant, 3% Not significant
- Lack of will on the part of citizens: 18% Extremely significant, 35% Very significant, 38% Significant, 8% Not as significant, 1% Not significant
- Environmental groups prefer conflict: 16% Extremely significant, 27% Very significant, 39% Significant, 16% Not as significant, 3% Not significant
- Lack of will on your own part: 11% Extremely significant, 20% Very significant, 40% Significant, 22% Not as significant, 6% Not significant

A B A C U S DATA

n = 898
Views of Possible Solutions

• Respondents were shown a range of possible solutions, including options of tougher sanctions and incentives directed towards businesses and individuals.

• Overall, respondents were more likely to have positive reactions towards incentive-driven solutions than those driven by sanctions.

• Only one statement earned less than a majority of positive support: the idea of penalties against individual citizens to encourage behavioural change.
Views of Possible Solutions

How do you feel about the following possible solutions?

- **Tougher sanctions on businesses that don't embrace environmental goals**
  - Very positive: 33%
  - Positive: 32%
  - Neutral: 26%
  - Negative: 7%

- **Incentives to encourage individual citizens to change our behaviour**
  - Very positive: 27%
  - Positive: 41%
  - Neutral: 26%
  - Negative: 4%

- **Shifting our education systems to put equal emphasis on economic and environmental values**
  - Very positive: 21%
  - Positive: 39%
  - Neutral: 33%
  - Negative: 6%

- **More public spending on solutions like new infrastructure, new electricity systems, etc**
  - Very positive: 20%
  - Positive: 39%
  - Neutral: 33%
  - Negative: 7%

- **Incentives to encourage private sector investment in solutions**
  - Very positive: 18%
  - Positive: 44%
  - Neutral: 31%
  - Negative: 5%

- **Penalties to encourage individual citizens to change our behaviour**
  - Very positive: 13%
  - Positive: 28%
  - Neutral: 36%
  - Negative: 15%

*ABACUS DATA*

n = 1,006
Reasons to Act and What Matters Most

• Overall, virtually all respondents found each statement was very or somewhat important

• When asked to choose the one that was most important to them personally, a plurality (37%) chose the risk of health and environmental problems if there’s no action, with the moral argument being the least likely (14%)
Reasons to Act

When you think about why you favour more emphasis on blending environmental and economic values, how important are the following.

1. If we don’t we risk huge health and environmental problems
   - 36% Top of my list
   - 57% Important
   - 6% Less important
   - 2% Not important for me

2. It’s the responsible and fair thing to do by future generations
   - 28% Top of my list
   - 63% Important
   - 7% Less important
   - 2% Not important for me

3. It’s the best way to ensure a healthy economy in the long term
   - 25% Top of my list
   - 66% Important
   - 8% Less important
   - 2% Not important for me

4. It is the morally right thing to do
   - 22% Top of my list
   - 63% Important
   - 12% Less important
   - 3% Not important for me

n = 2,807
What Matters Most Personally

Which is the most important one for you personally?

- It’s the responsible and fair thing to do by future generations: 25%
- It’s the best way to ensure a healthy economy in the long term: 25%
- If we don’t we risk huge health and environmental problems: 37%
- It is the morally right thing to do: 14%

n = 2,807