

# Modern Environmentalism



**NEW ENVIRONMENTALISM**

American Environmental Values



# Methodology

- The sample for this study is 2000 adult Americans
- The methodology was online, and the sample was drawn from Harris Interactive's large proprietary panel
- The field dates for this study were July 10 - 16, 2008
- Canadian comparisons are available from Harris/Decima



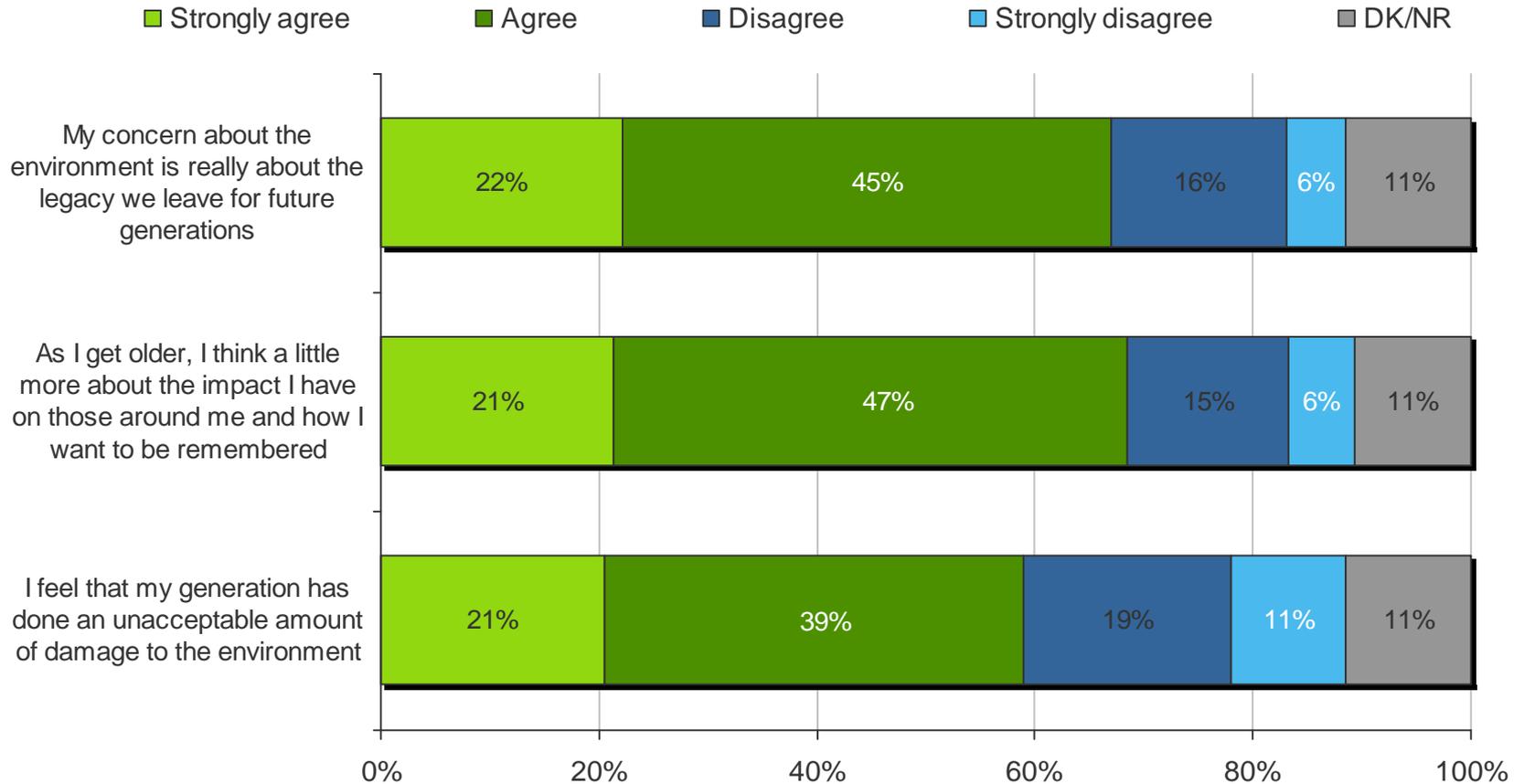
# Four Driving Forces

- Aging population concerned with legacy
- Unprecedented energy prices
- Long economic boom
- Weather more prominent, more erratic

# More Personal & More Global

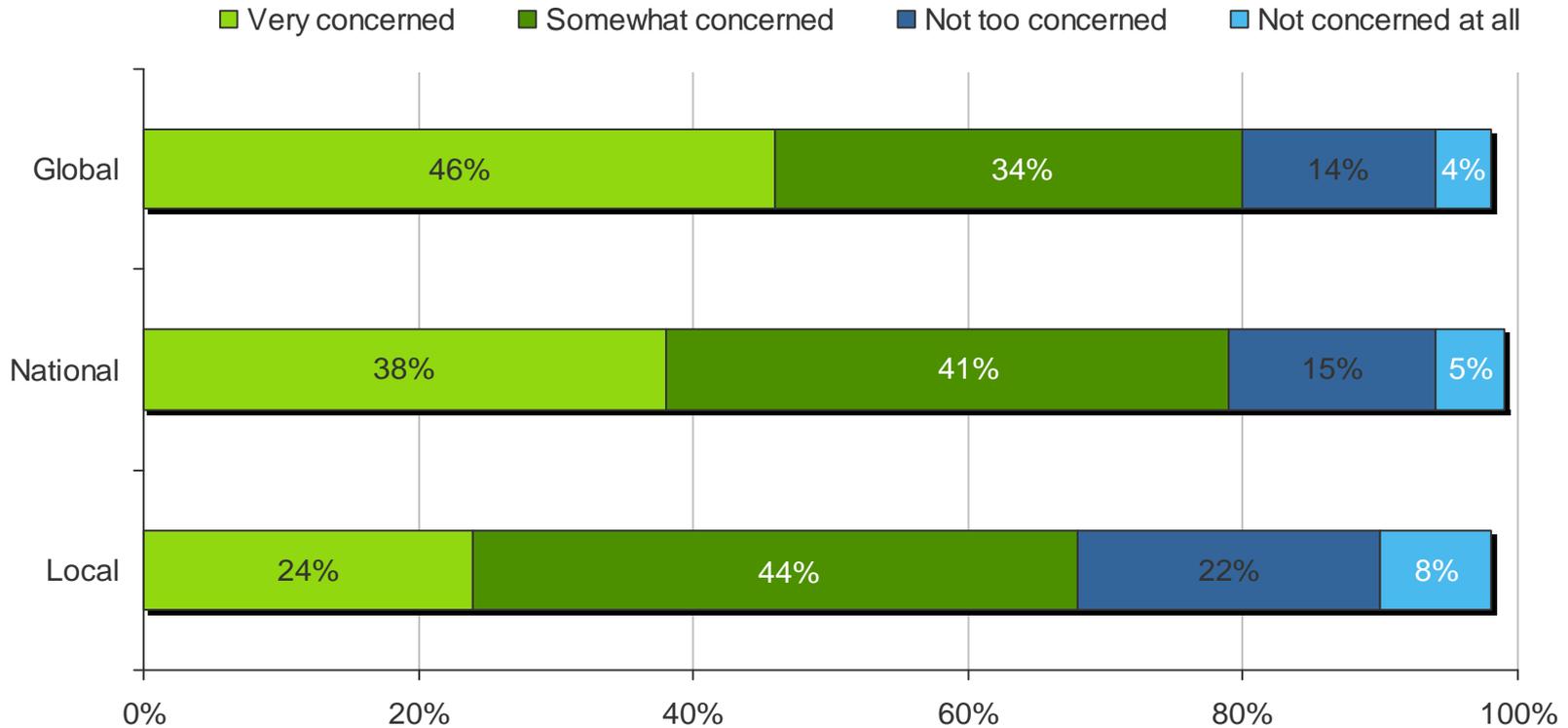


# The Question of Environmental Legacy



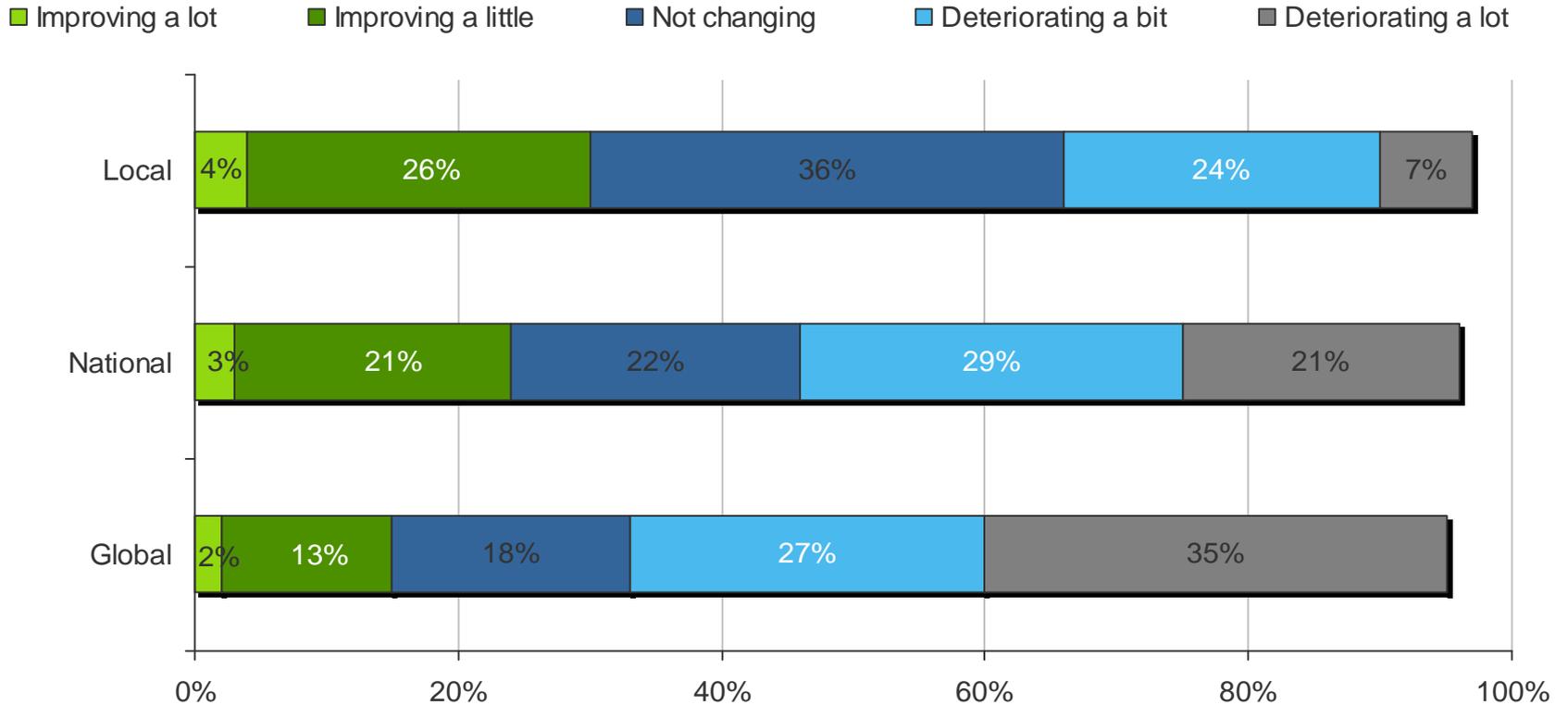
# Environmental Politics: Not all Local

How concerned would you say you are about the state of the environment *in the area where you live*? And how about the environment *in the U.S. generally*? And what about the environment *across the planet*?



# Growth in Concern is Greatest for the Planet

In terms of *the environment* ..., over the last few years, would you say that things have been improving or deteriorating?



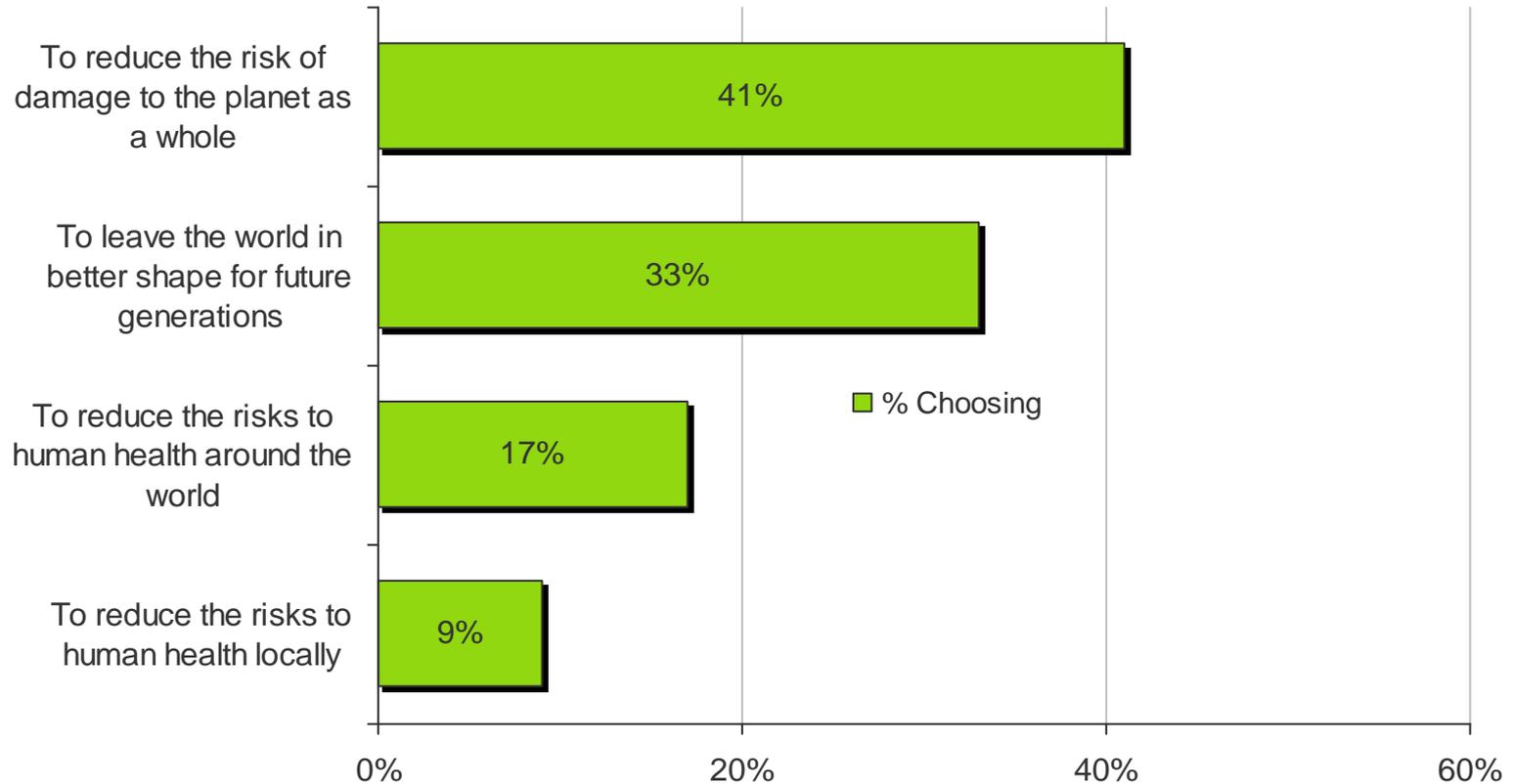
# Shifting Focus, New Urgency

- In the 1980's environmentalism was driven by concern about local air and waterborne health risks
- Today concerns are stable about local environment, but growing rapidly about the planet as a whole
- Concerns about the legacy to future generations are a more potent force than health risks



# Reasons Environment Should be a Priority

Of the following, what is the most important reason you feel environmental improvements should be a priority...



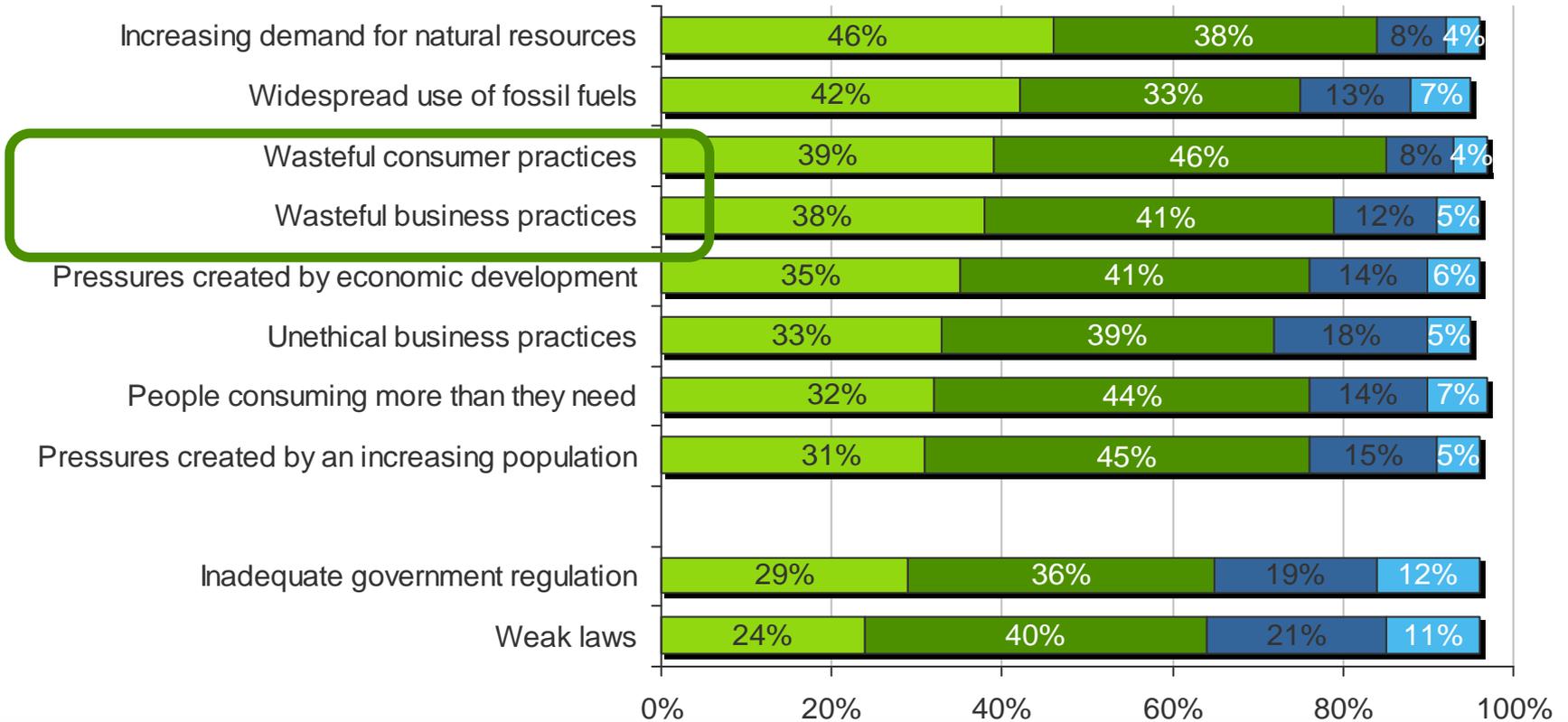
# The Most Inconvenient Truth?



# What's Causing Environmental Problems

When you think about the environmental issues that concern you, to what extent do the following contribute to those problems?

■ One of the most important factors ■ An important factor ■ A less important factor ■ Not really a factor at all



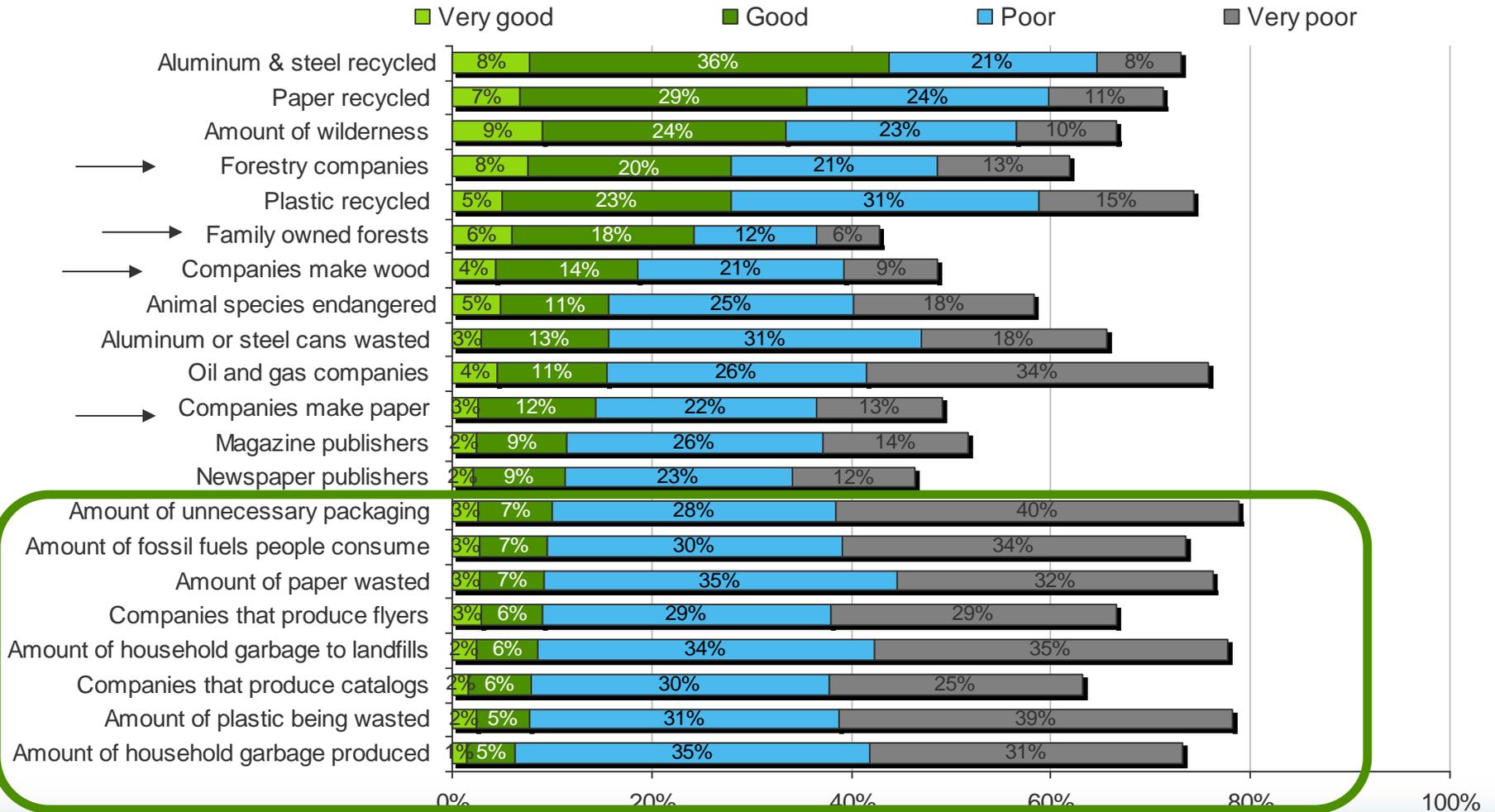
# It's Not Just Climate Change

- Weather patterns have spiked awareness and fuelled anxieties about the environment
- But stopping climate change isn't the goal
- Instead, people see climate change as a symptom of too much pressure being put on the planet

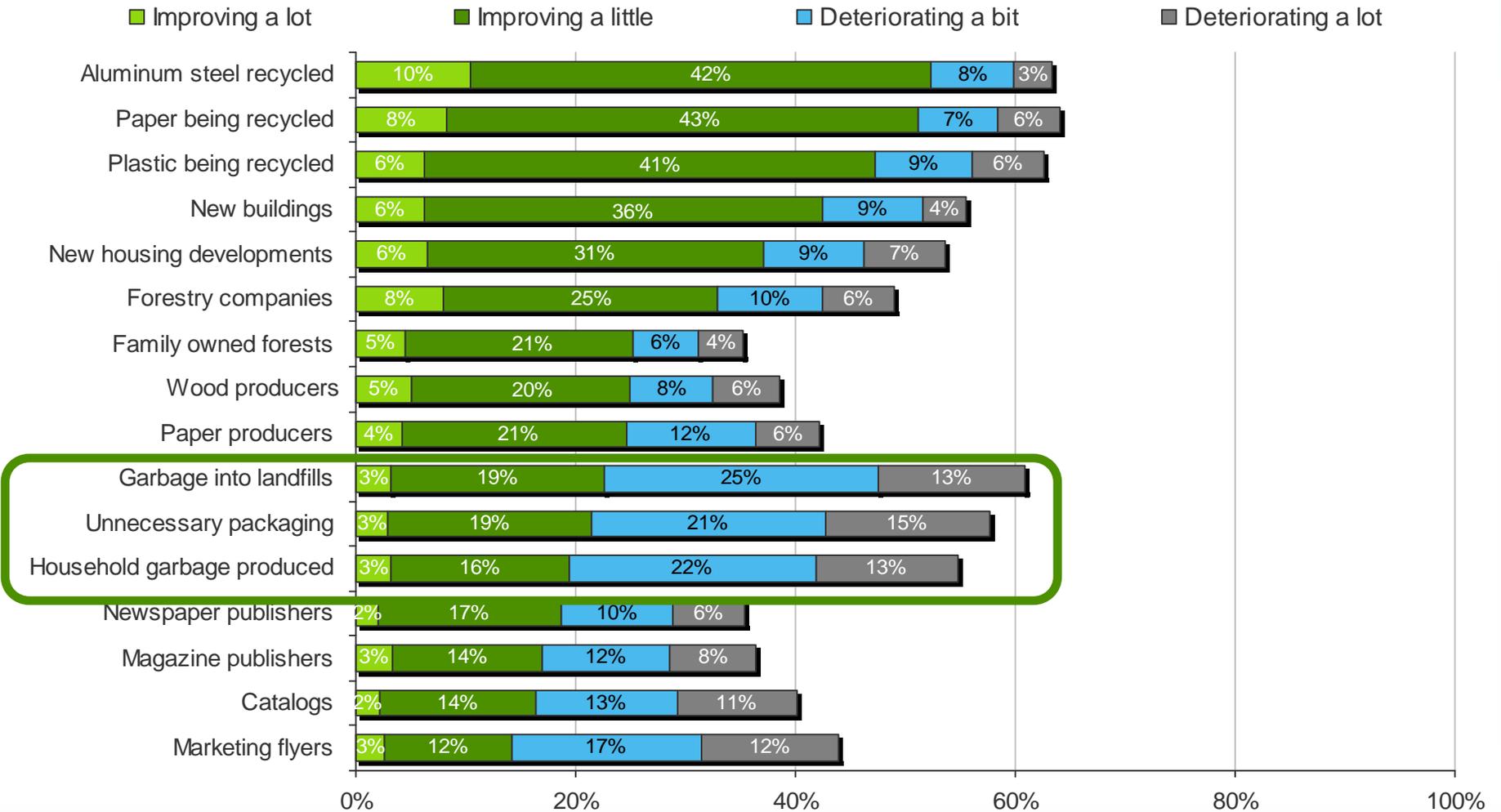


# What's Good and Not So Good

Please indicate whether you feel that in the U.S. the situation is currently good to poor.

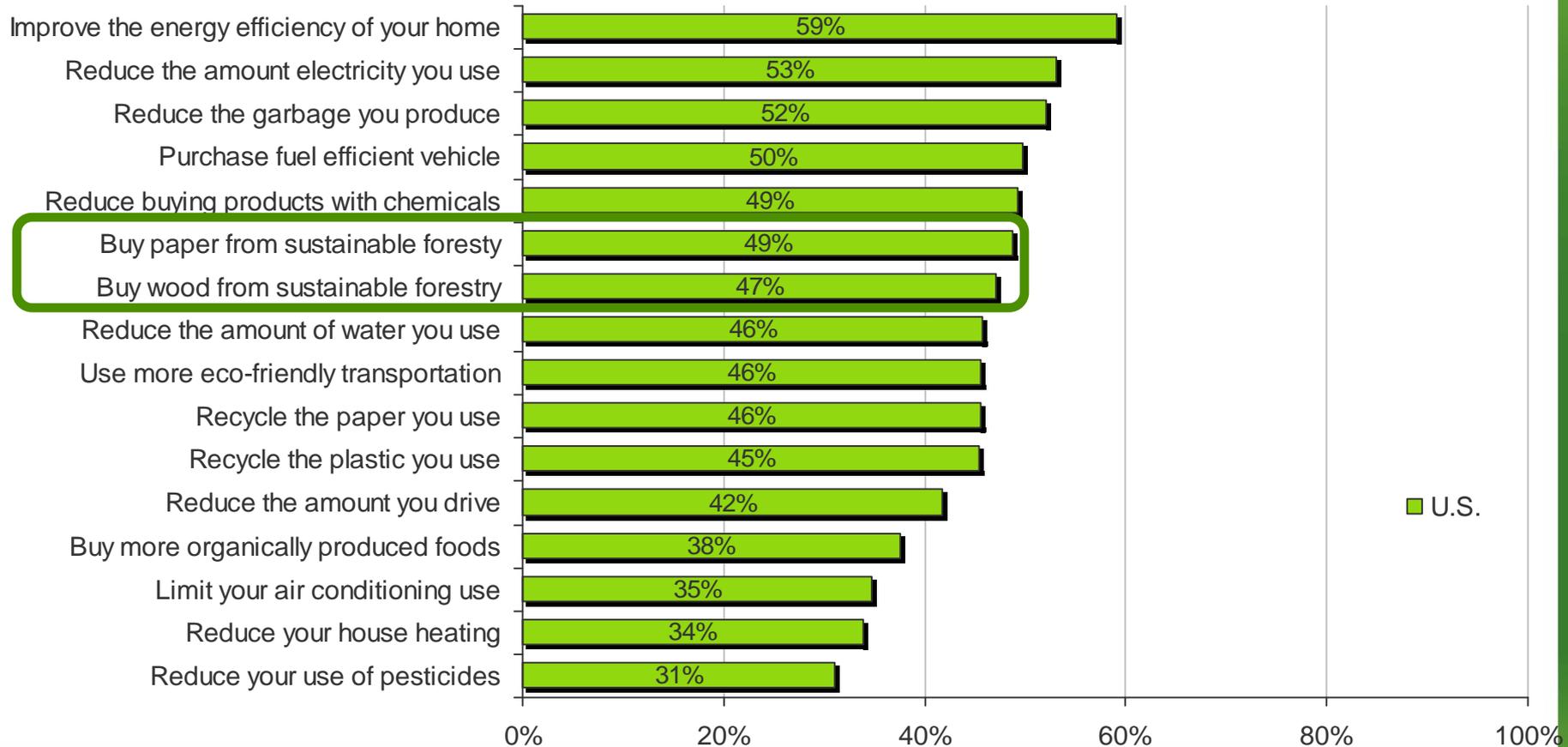


# What's Getting Better and Worse



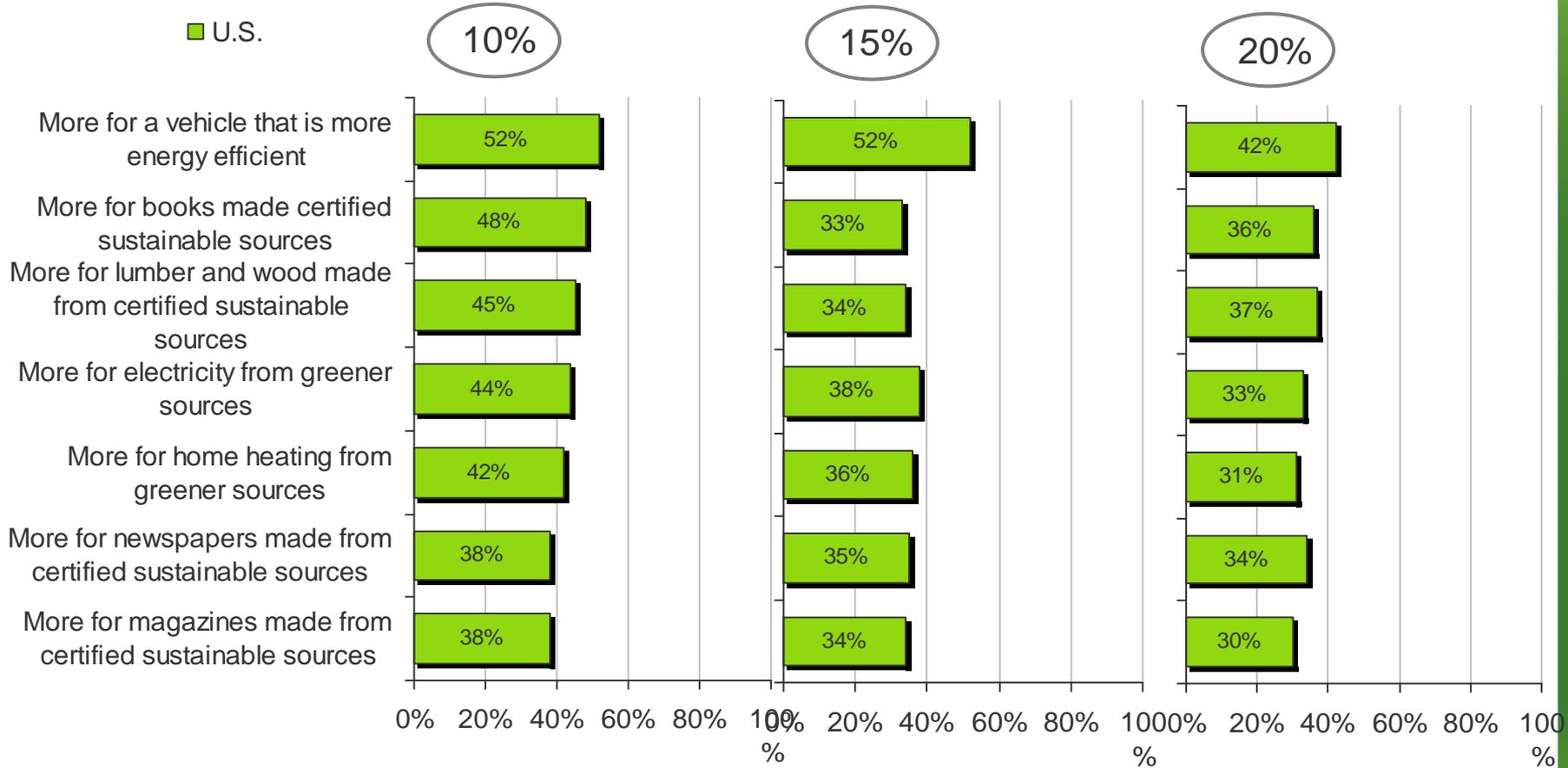
# Environmentalism in the Future

Is each one an area where you feel you should make a greater effort in the future than you have to date, or if this is an area where you don't feel a need to make more of an effort in the future. % Saying "Greater Effort"

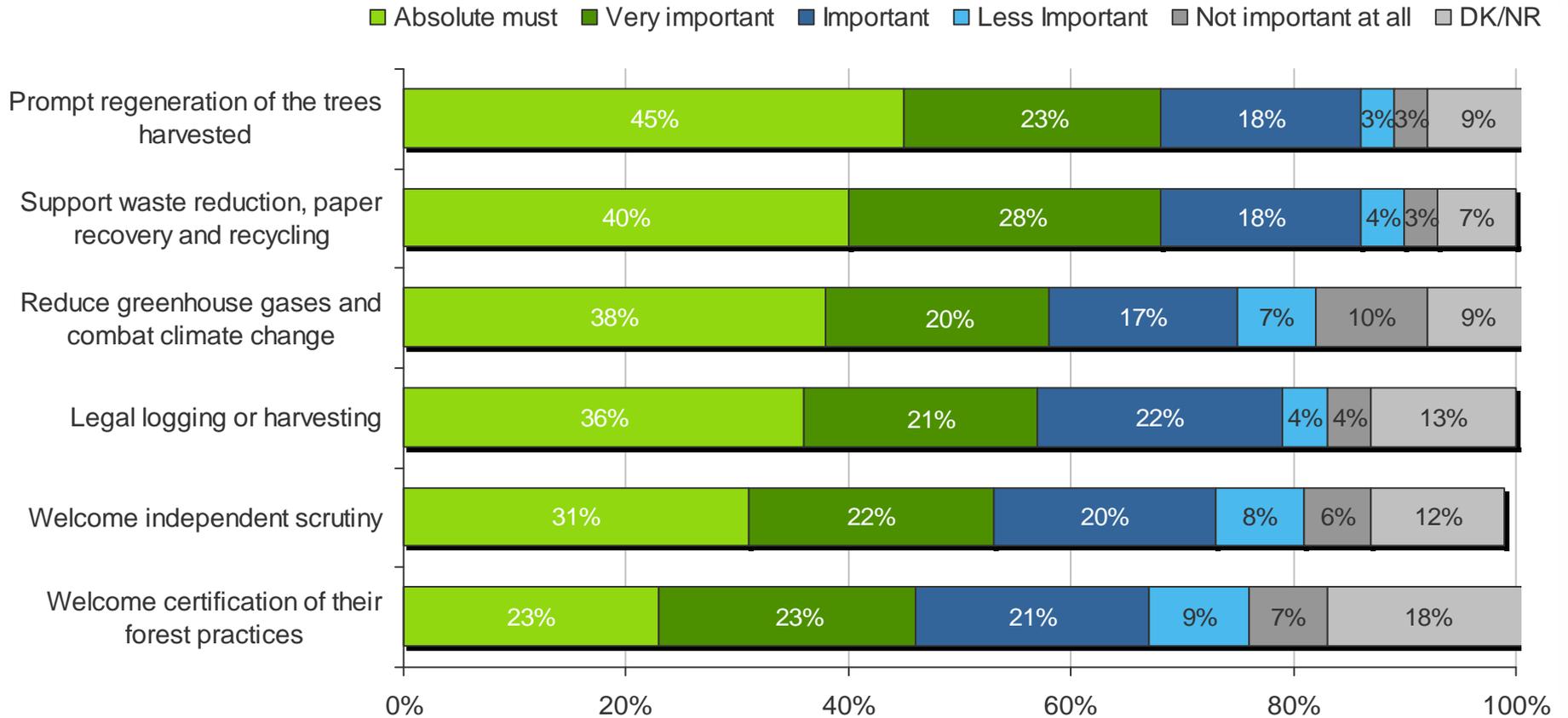


# Willingness to Pay to Go Green

% Saying "Happy To/Willing To"



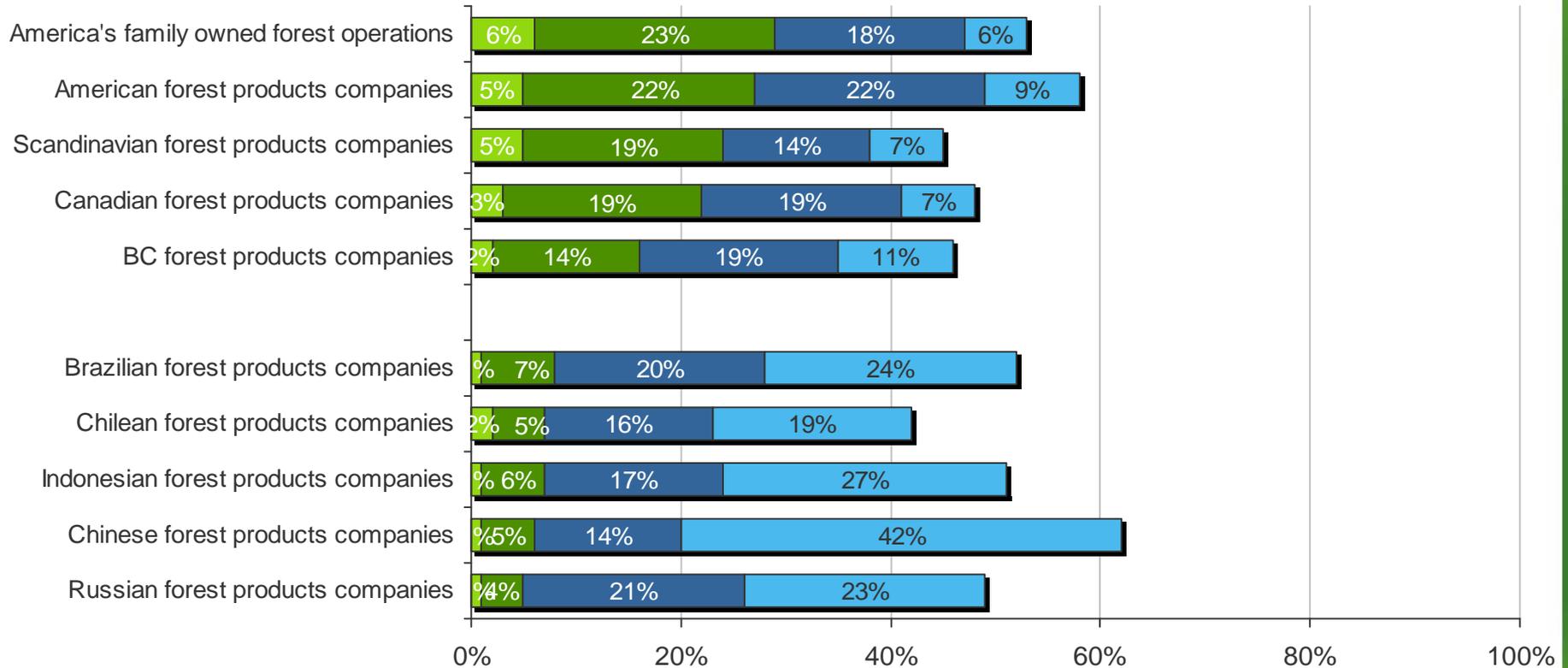
# Principles of Responsible Forest Products



# Confidence in Companies Meeting Principles

Please tell me if you feel very confident, confident, not very confident, or not confident at all that they make or use paper or wood products that meet these five principles.

■ Very confident    
 ■ Confident    
 ■ Not very confident    
 ■ Not confident at all



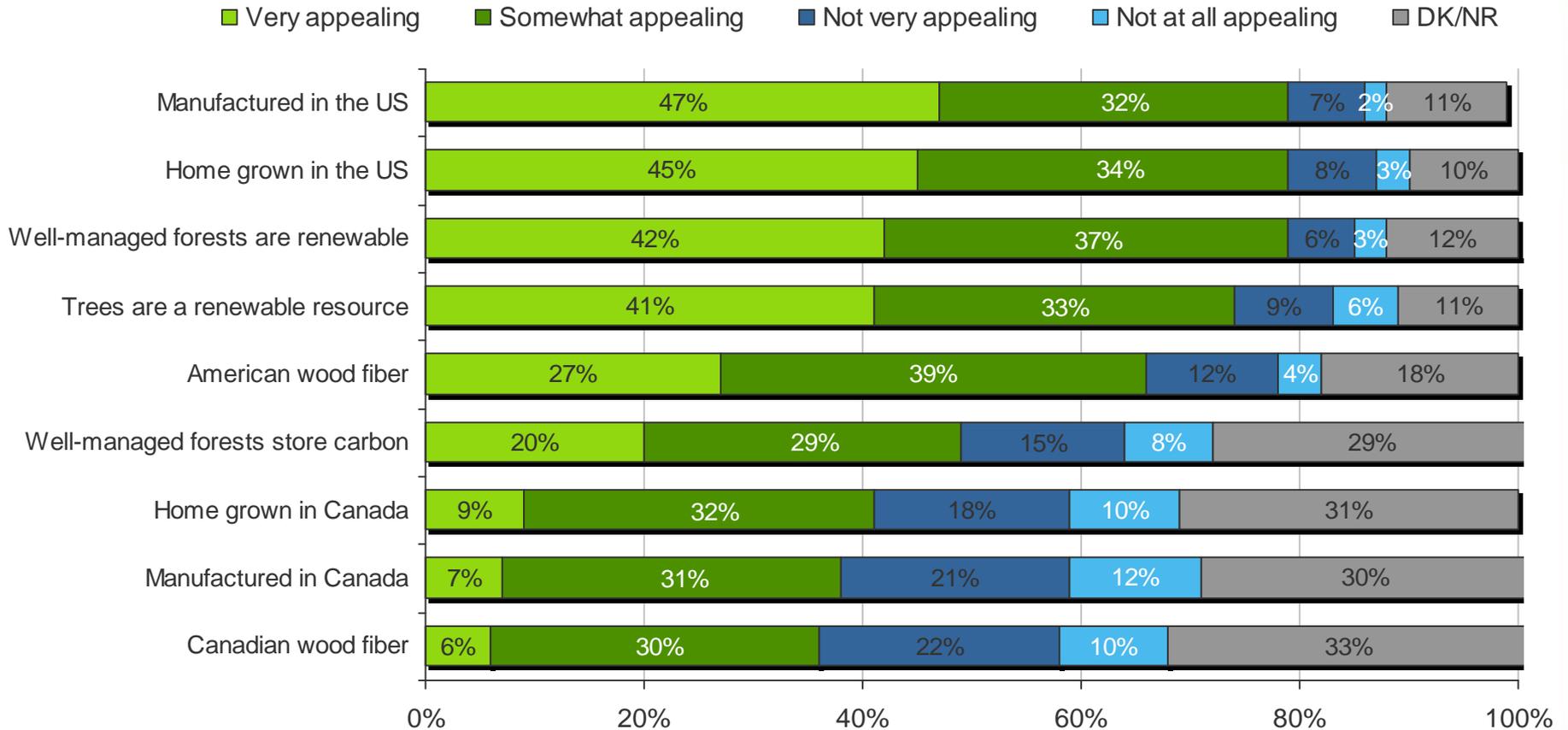
# Conclusions



- Contemporary environmentalism is more global, less local, more optimistic, less pessimistic. Because people feel guilty about it, they need to feel hopeful about it. It's more personal, less about corporations and governments.
- The climate is a key trigger, but more symptom than cause. The issue is pressure on the planet, and how to lessen it. People want to see markets reshaped, by policy if necessary, many are willing to change, pay more, accept inconvenience. Many feel uncomfortable with their footprint.
- Forest products can be seen as part of the problem or part of the solution, the issue depends increasingly not just on forest management but end use, garbage reduction, recovery and recycling.



# Paper or Wood Statements Appeal



# Confidence in Companies Meeting Principles

