

Carbon Footprint versus Carbon Labelling Poll. 17th October 2007. Birmingham.

	Carbon Footprinting	Consumer Facing Carbon Labelling
Will be a powerful driver of change for consumer / industry behaviour.	44% N = 47	10% N = 10
Worth doing but not a show changer.	51% N = 55	10% N = 10
Not harmful but not a show changer.	2% N = 2	37% N = 38
Will be harmful to sustainability.	1% N = 1	35% N = 36
Don't know	1% N = 1	9% N = 9