



#### **Media contacts**

Julie Metea  
MessageCoach Public Relations  
313-320-3937  
[jmetea@messagecoach.com](mailto:jmetea@messagecoach.com)

JoAnna Abrams / Roberta Berrent  
The MindClick Group  
310-828-6216 / 323-954-7997  
[jabrams@mindclickgroup.com/rberrent@mindclickgroup.com](mailto:jabrams@mindclickgroup.com/rberrent@mindclickgroup.com)

#### **FOR IMMEDIATE RELEASE**

### **MindClick Group Releases Study to Help Businesses Bridge the Green Chasm with Consumers**

#### ***Survey Findings Launched during MindClick Group Presentation at Sustainable Brands Conference***

**Los Angeles, Calif., June 4, 2008** – The MindClick Group, Inc., an award winning market research firm, is releasing its latest findings on the “green chasm” between consumers and business. Survey results from the group’s Consumer Global Warming Monitor™ indicate that 77 percent of U.S. consumers are indeed taking impactful earth-friendly actions whether they believe in global warming or not.

With motivations ranging from cost to conscience, consumers are willing to do far more to reduce, reuse and recycle products. According to The MindClick Group, individuals are engaged in “green” activities and/or purchasing “green” products despite the fact that only 17 percent believe their efforts are making a difference.

The MindClick Group is sharing these survey findings today in the presentation “Consumers and Business: Crossing the Green Chasm” during the Sustainable Brands Conference in Monterey, California.

The majority of the survey participants believe that individuals, business and government are equally responsible for changing behavior and practices. However, businesses are missing the mark in consumers’ minds with only 16 percent of survey participants in agreement that business is working to address the problems of global warming.

There is a great “green chasm” that exists between mainstream consumers’ behavior and expectations, and their perception of business efforts. This chasm is a direct result of the excessive use of jargon and the lack of real product innovation in the minds of the consumer,” according to JoAnna Abrams, chief executive officer of The MindClick Group.

In its May 2008 nationwide study conducted with over 2000 U.S. consumers, MindClick Group found that within the past year over 60 percent of consumers have engaged in an average of at least one “green” action per month, such as installing energy-efficient lighting, reducing bottled water purchases, and switching from paper/plastic to reusable grocery bags.

“We’re seeing that mass market levels of behavioral change are occurring because of a combination of environmental concern along with traditional purchase drivers of quality, value and convenience. To achieve real success, brands need to offer products that deliver against consumers’ traditional expectations as well as their belief that businesses must do more to take care of the environment,” says Abrams.

The MindClick Group’s Sustainability Practice helps companies maximize the success of their green initiatives. Using The MindClick Consumer Global Warming Monitor™, MindClick provides brands with a custom lens through which to understand their target markets’ specific attitude,

behavior and beliefs in response to environmental concerns.

Based on this knowledge, MindClick provides turnkey marketing research services to maximize product development, product positioning and marketing communications. In addition, MindClick provides ongoing tracking of a company's green initiatives relative to target market expectations and against its primary industry competitors.

The MindClick Consumer Global Warming Monitor™ is an annual national segmentation study that provides quantifiable data on U.S. consumers' purchase behavior, brand perceptions and direct response to sustainable advertising.

**About The MindClick Group, Inc.**

MindClick, an award-winning, independent market research innovator, transforms consumer feedback into practical and efficient answers to business questions. Recognized as a pioneer, MindClick leverages the internet, multimedia, and market research fundamentals to measure and optimize commerce, advertising, product/concept feasibility and pricing. Products include The MindClick Audience Meter™, The MindClick Website Meter™ and The MindClick Consumer Global Warming Monitor™. Founded in 2000, with headquarters in Los Angeles, Calif., MindClick has a client retention rate in excess of 90%, with clients in a variety of industries, including automotive, entertainment, technology, consumer products and retail. For more information, visit [www.mindclickgroup.com](http://www.mindclickgroup.com).