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U.S. Consumers Hold Big Business Accountable for Global Warming

02/20/2007 - Independent market research firm, The MindClick Group, today released the findings of a new study detailing consumer attitudes toward climate change: more than 60 percent of US consumers hold government and big business directly accountable for global warming. The MindClick Consumer Global Warming Monitor (GWM) is a quarterly examination of how concern for global warming is affecting U.S. consumers' purchase habits, perceptions, attitudes, and behaviors. The study, which polled 532 U.S. consumers online, was conducted in January 2007 using data collection software and U.S. consumer panels from GMI (Global Market Insite, Inc.) based in Seattle, Wash. Designed to provide business leaders with an unbiased point-of-view of the American consumer, MindClick's groundbreaking GWM has identified five distinct market segments that explain U.S. attitudes and opinions about global warming as follows:

The Alarmists: Extremely concerned. Hold big business, industry and government responsible for global warming. Believe global warming is impacting their health.

The Optimists: Extremely concerned. Believe big business, industry, government and individuals are addressing the problem of global warming.

The Worried Middle: Highly concerned. Worried that profit motivations are preventing business, industry and government from providing solutions to global warming.

The Confused: Undecided about global warming, yet moderately concerned. Still believe it is somewhat important for business, industry and government to address the problem.

The Non-Believers: Believe global warming is not happening, and that no change is required by business, industry or government.

Key findings among all five segments include:

- 50 percent of U.S. consumers believe the oil, gas and automotive industries value profits over climate change implications.
- At least 33 percent of U.S. consumers attribute changes in personal health to unusual weather.
- One out of three U.S. consumers attribute unusual weather patterns to global warming.

"For anyone who questions whether climate change is a mainstream issue, the answer is a resounding YES," explains JoAnna Abrams, CEO of The MindClick Group. "Be it political, economical or environmental, global warming is now a mainstream issue among U.S. consumers. Business leaders need to fully understand and prepare for the potential impact on their brands, products, and bottom line."

"By powering MindClick's research, GMI is hoping to provide more insight into the effects of climate change on consumer behavior and attitudes," added Michael Allenson, executive vice president at GMI who powered the study. "There is a great deal more to be learned on the subject of global warming. GMI is looking forward to assisting MindClick's future surveys via our ability to segment high-quality survey samples across business, consumer, national and global spectrums."

"The news is not all bad for big business," continued Abrams. "American consumers are increasingly receptive to corporations that are finding ways to develop and implement truly innovative policies, programs, products and services that positively impact climate change. Conversely, survey results indicate that companies that choose to ignore

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environmental concerns can expect to find themselves at an economic disadvantage to those who embrace and effectively respond to it."

A complimentary executive summary report of the research findings is available at: <http://www.mgwmonitor.com>.

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