



**FOR IMMEDIATE RELEASE**

## **MindClick Group Releases Study Helps Builders Lure Green Consumers**

**Los Angeles, Calif., September 25, 2008** – The MindClick Group, Inc., an award winning market research firm, today presented at the West Coast Green Conference and shared its latest research on consumer behaviors and attitudes toward green home building, furnishings and home improvements.

The MindClick Group presented two critical points of view—that of a receptive consumer limited by the lack of available product and confused by the extensive use of jargon, and that of a corporation that achieved far more than the expected cost-savings from building a Leed certified retail establishment.

“There is a significant gap between consumer intent to buy “green” and actual “green” purchases driven primarily by distrust and lack of viable product options. Prove to the consumer that you can deliver a quality product at a fair price and the market will be there,” said MindClick’s CEO, JoAnna Abrams.

“Clearly, developing viable products requires substantial investment but when you factor in the impact on brand equity and employee and customer satisfaction, the returns will more than offset the costs, added MindClick’s Chief Research Officer, John Burshek.

The presentation was at the San Jose Convention Center. The main presenters from the MindClick Group were Chief Executive Officer JoAnna Abrams, and Chief Research Officer John Burshek.

Using The MindClick Consumer Global Warming Monitor™, an annual segmentation study of U.S. consumers’ purchase behavior, attitudes, and perceptions, MindClick provides clients with turnkey marketing research services to maximize product development, product positioning and marketing communications.

### **About The MindClick Group, Inc.**

MindClick, an award-winning, independent market research innovator, transforms consumer and customer 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, consumer products, entertainment, financial services, home building, retail and technology. For more information, visit [www.mindclickgroup.com](http://www.mindclickgroup.com).