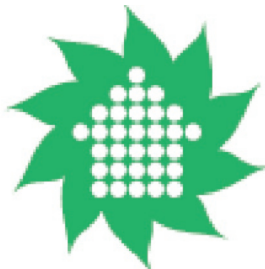




# Attitudes & Behavior on Global Warming

Market Research Report  
April 2007

Co-Sponsored by:



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## OBJECTIVE

To assess public opinion on the issue of global warming.

## METHODOLOGY

The survey was conducted via the VizuAnswers network.

Respondants participated from Feb. 27 to March 3, 2007.

Each question appeared on over 40 English language blogs.

A translated subset of the original questions was run against a Spanish speaking audience on 12 Spanish language blogs with a predominantly international, non-U.S. reach.

## EXECUTIVE SUMMARY

Awareness of global warming issue is high.

The sense of urgency regarding global warming is growing.

Al Gore and “An Inconvenient Truth” are one-and-the-same in the public’s mind.

Respondents express concern and think more should be done, but admit to doing little in their own lives.

Heightened concern of global warming is a passing fad; it will fade behind the next major media story.

## INTRODUCTION

There has been a growing debate during the past few years over the phenomenon of global warming.

For most of that debate, it *was* a debate, with a seemingly even give-and-take over whether global warming was even occurring, and if so, if it was a human-led march toward extinction, or a momentary shift in natural climate patterns.

Then the issue seemed to shift. Global warming was suddenly a crisis of utmost priority. The voice of public opinion grew louder in a call for worldwide change of attitudes and behaviors among individuals and whole nations alike.

This shift culminated in the “blockbuster” success of former Vice President Al Gore’s film “An Inconvenient Truth.” At the height of the movie’s popularity, Gore was showered with movie star status as he appeared at the 2007 Grammy Awards and the Academy Awards receiving praise for his work on the issue.

In light of this public policy reaching celebrity status, and in anticipation of Earth Day, VizuAnswers polled to see where the public stood, and to determine if we indeed have a more conscious outlook on this matter, or if the media is producing more perception than reality.

These are our findings.

## GLOBAL WARMING RESEARCH

### IT'S HAPPENING, BUT WHY?

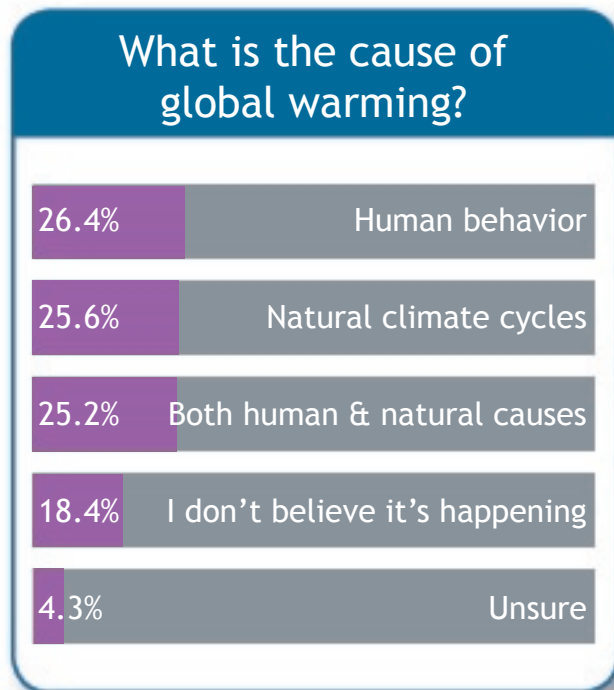
A supermajority -- a full 66.5% of respondents -- now believe that global warming is happening. This leaves fewer people than ever holding out on the side of skepticism. Are they in denial, or do they know something the rest of us don't know?

And despite an increase in mainstream media assigning responsibility for global warming to mankind, people aren't fully buying that message. There remains a virtual dead heat between humans and nature as the culprit behind global warming.



Select 1

Respondents: 710



Select 1

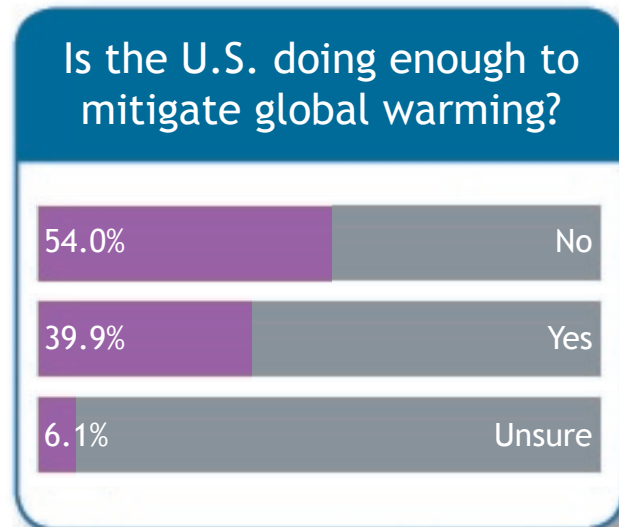
Respondents: 511

## IS IT A PRIORITY?

Just a little over half feel the United States needs to increase its role in addressing global warming. The rest are content with what's being done, or perhaps feel there's nothing that can be done to stop what they feel is a natural phenomenon.

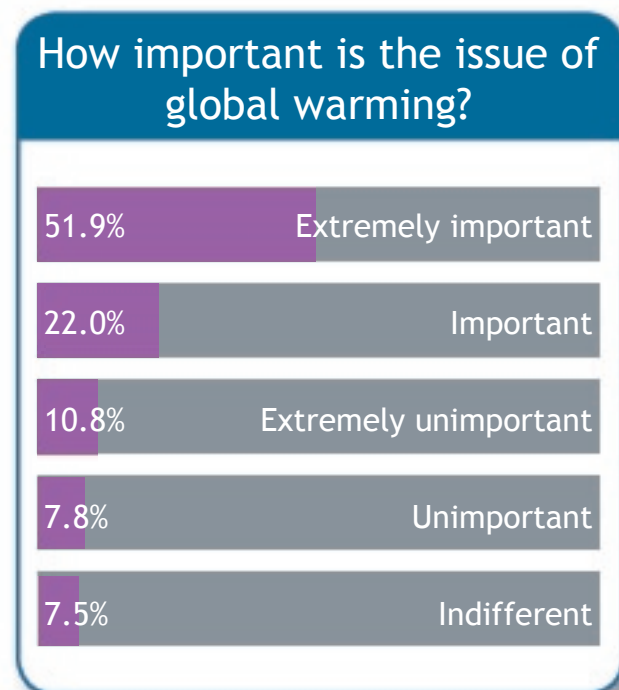
Which is not to say they don't worry about the issue. Regardless of who or what is causing it, people take the issue seriously.

More than half consider this an extremely important issue, with almost three quarters giving this environmental concern at least some importance in their lives.



Select 1

Respondents: 215



Select 1

Respondents: 293

## HOW BAD IS IT?

Is this issue affecting us right now? Was Hurricane Katrina a global warming event?

Most respondents say yes, environmental changes are indeed causing catastrophes right now.

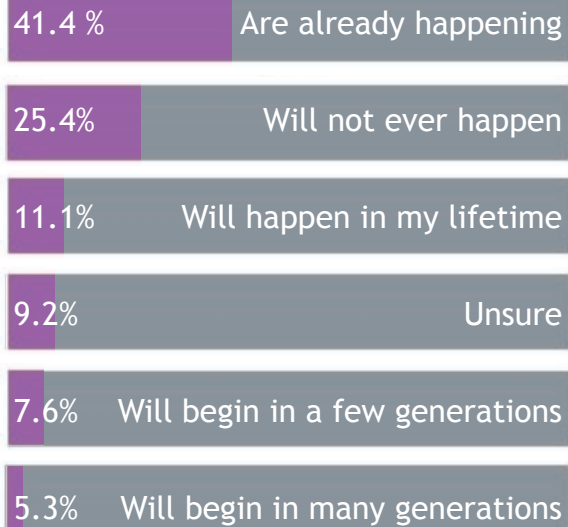
Yet note the polarization. The bulk of respondents are convinced that something is happening right now, or that it won't happen ever. Very few rank somewhere in between.

## DO AS I SAY, NOT AS I DO?

While 74% called the issue important, 54% thought the US needed to do something about it, and 41% were sure this matter was already causing catastrophic effect, only 18.5% are doing 'everything' they can to be an element of change.

And the leading 31% admit to doing absolutely nothing.

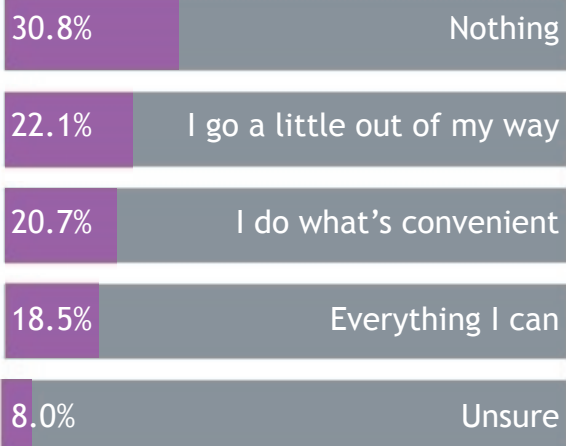
### I believe catastrophic effects of global warming:



Select 1

Respondents: 619

### What do you personally do to offset global warming?



Select 1

Respondents: 276



## THE ENVELOPE, PLEASE.

Recalling that this poll was conducted on the heels of the Academy Awards, the Grammy Awards, and the then peripheral “celebritization” of this issue, we sought to learn how influential the film really was.

But there were two messages here. One was delivered directly by the movie. The other was delivered by hype surrounding the movie.

Did Al Gore’s media frenzy affect people in a manner separate from the movie? Not at all. Gore himself showed the same level of impact as the movie.

## THE GORE-ACLE.

The star of the show was also a star Democrat. Did politics affect the movie’s message?

A partial 36% indeed felt that Gore --the spin doctor politician-- makes the film less credible. A more dominant 45% felt that Gore --the honorable statesman-- validates what must be true facts.

Has the film “An Inconvenient Truth” affected your opinion on global warming?



Select 1

Respondents: 610

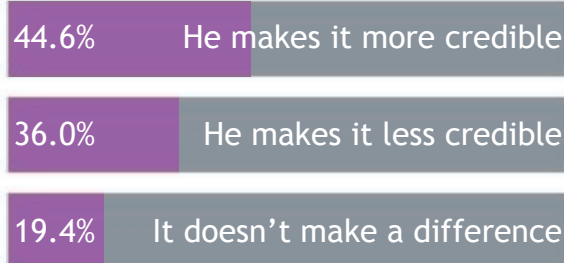
Has Al Gore affected your opinion on global warming?



Select 1

Respondents: 915

Does Al Gore’s association with “An Inconvenient Truth” affect the film’s credibility?



Select 1

Respondents: 361



## Gore Benefits as Well

The same percentage that thinks more of the movie because of Gore, also thinks more of Gore because of the movie.

## But Don't Let the Door Hit You on the Way Out...

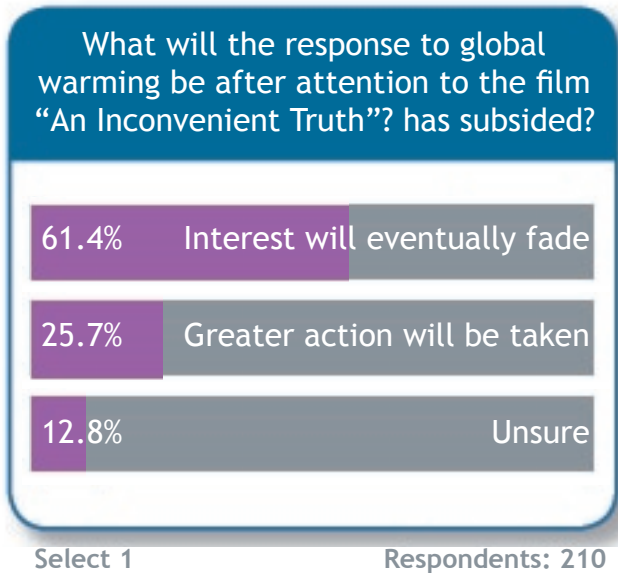
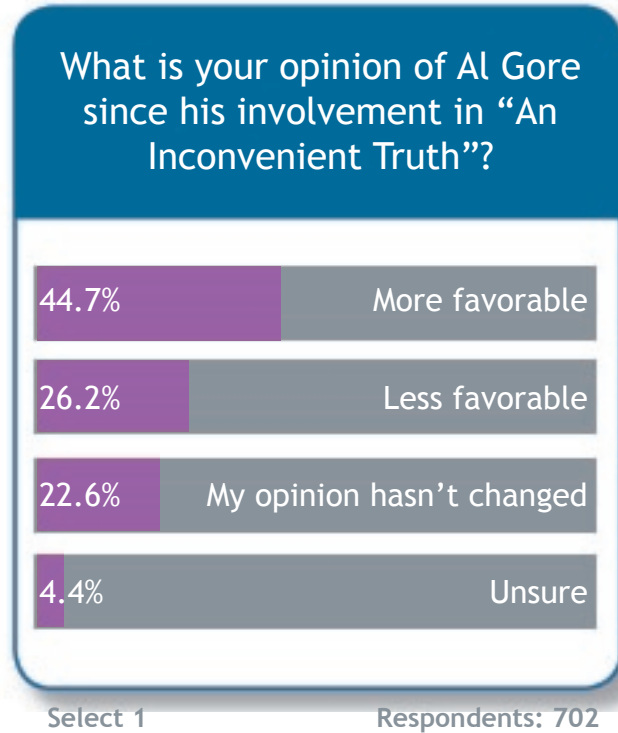
What the media builds up, it loves to tear down. What it inflates, it ultimately deflates. Is that the case here, when such critical consequences are at stake?

Respondents say yes.

Few feel that the resounding message will maintain long-term awareness and action.

Meanwhile nearly two-thirds are convinced that the public will soon be distracted by the next story to dominate the front pages.

Indeed, where is Elian Gonzalez today? How's life in Kosovo right now?



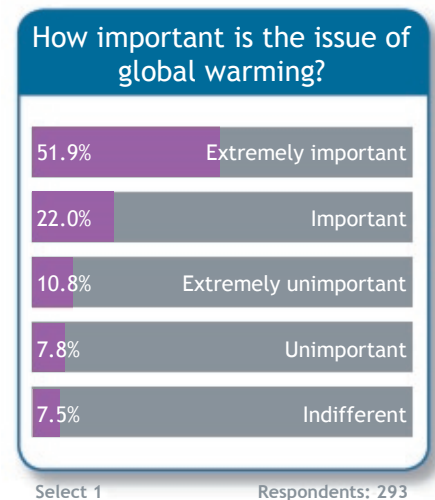


**SPANISH  
LANGUAGE RESEARCH  
COMPARE & CONTRAST**

**A MUCH MORE SERIOUS ISSUE  
IN SPANISH**

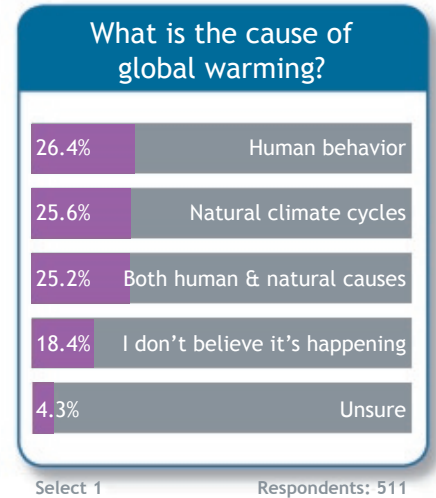
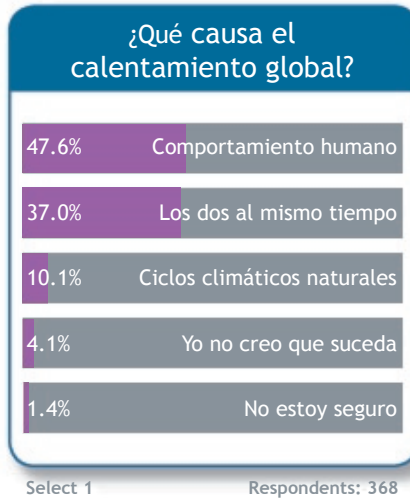
Whether more educated, more convinced, or simply more opinionated, these predominantly international Spanish speaking respondents hold much stronger positions on the issue. There is a nearly 19-point swing between English and Spanish speakers on the belief in global warming's existence.

And as a matter of importance, there is again major distance between English and Spanish, with 91% of Spanish speakers placing some importance on this issue.



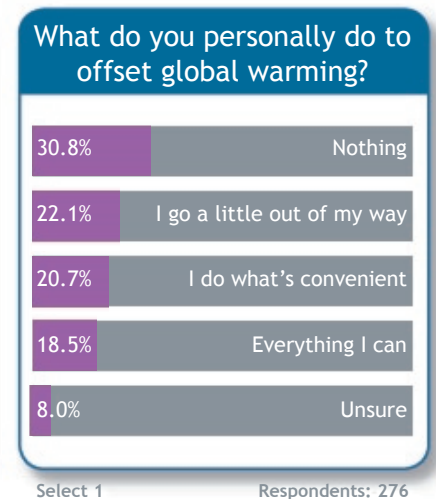
## ¿QUÉ LO CAUSA?

Again, English and Spanish respondents agree on their leading answer, the Spanish speakers are just stronger behind their response.

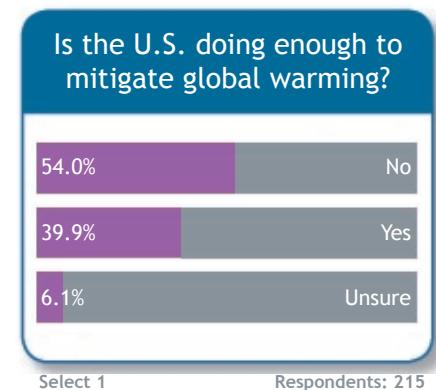
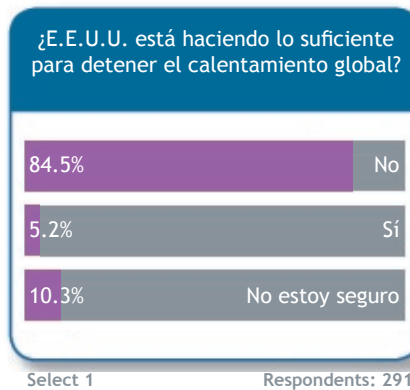


## WHOSE FAULT IS IT?

Here we see some real polarization, coupled with finger pointing. Spanish speakers predominantly claim to do “todo” (everything) they can to prevent global warming, while more English speakers admit to doing “nada.”

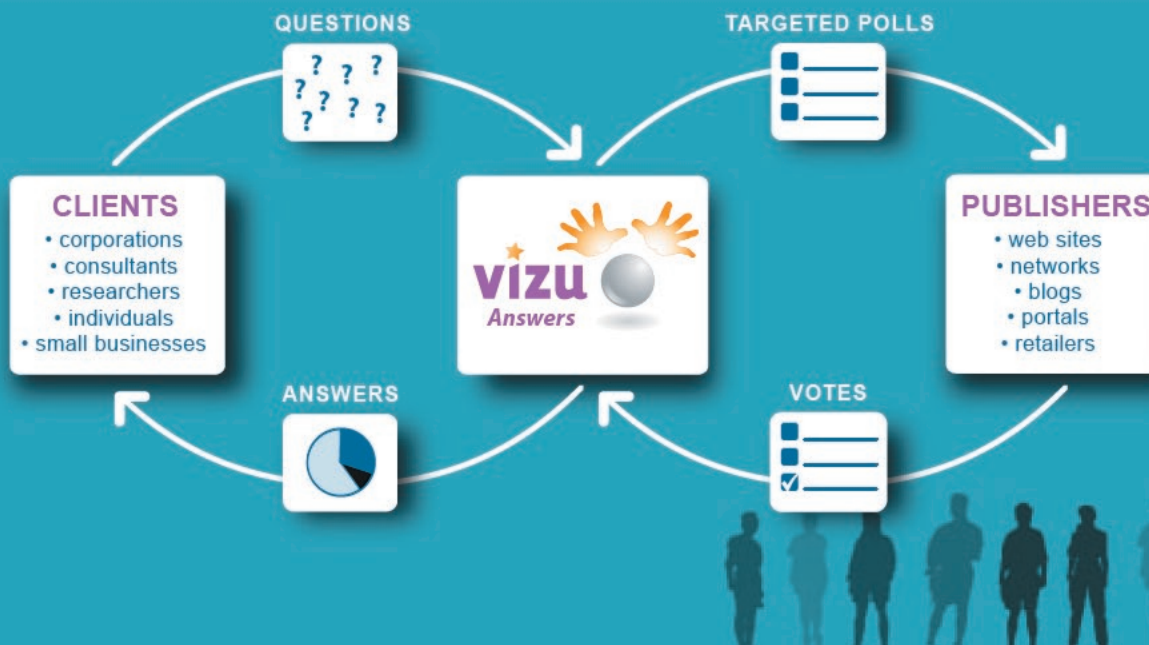


The Spanish respondents do not hesitate then to point out that “nada,” and suggest that the United States needs to do more to act on the issue.



# RESEARCH NETWORK OVERVIEW

“UNTIL NOW, MOST RESEARCH HAS BEEN LIMITED BY A LACK OF TIME, MONEY, OR KNOW HOW”



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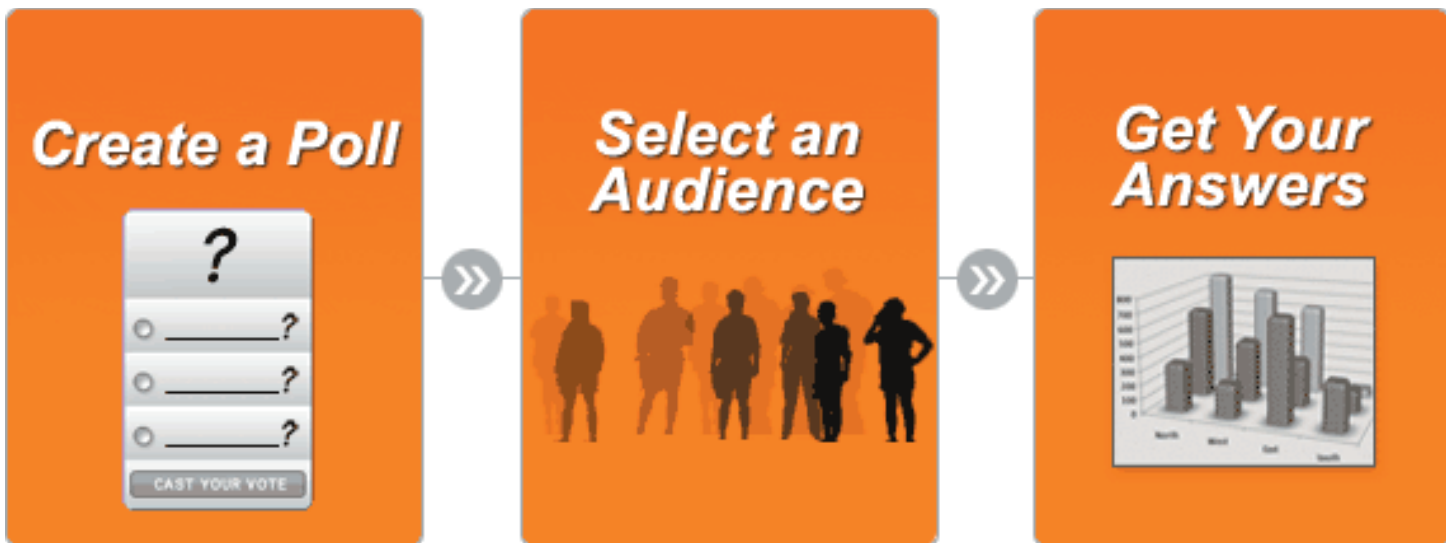
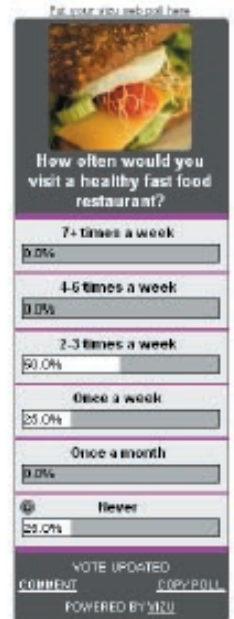
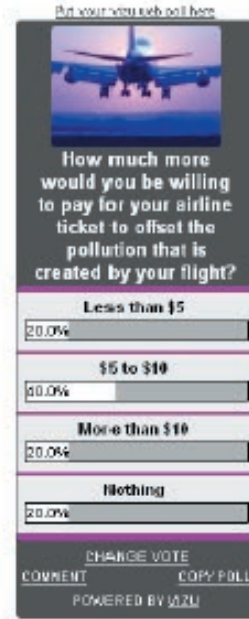
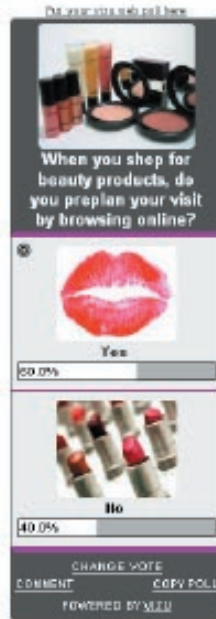
- Conduct preliminary fact finding
- Test concepts for inclusion in bigger research projects
- Differentiate sales pitches
- Test nagging questions and hunches
- Answer questions left out of research budgets

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— Geoff Hamm, VP  
Western Region, Orbitz Worldwide

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- Betty Chen, Institutional Research, Cowen & Company

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2. **Design** your Poll template(s) and set your pricing
3. **Paste** the Vizu Answers Poll Zone code into your site(s)



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Green Home is your source for environmentally superior goods, services, and information. We're an on-line department store and resource for all your green living needs - a place to find up-to-date, credible information to help you make decisions about how to improve the quality of your life.

In addition to environmentally preferable products, Green Home offers a range of services that satisfy the same criteria of promoting resource conservation and minimizing toxic output. Services in a way are even more important than products, as they connect people with their local communities.

For every household service you are familiar with, there is a green alternative. There are green plumbers, floor refinishers, gardeners, carpet cleaners, house painters, exterminators, etc. And these businesses have a hard time finding their local business, just as people have a hard time locating these services in their community.

Green Home's Service Center is the first step in the direction of creating a comprehensive ZIP code-based lookup of local green services - that is our true goal. We want to create a "green filter" to drive dollars back into local communities and help grow these fledgling markets. Today, we offer information and links in the following areas:

- EcoTourism
- Energy Use
- Dry Cleaning
- Long Distance
- Organic Food
- Baubiologie

Our aim is to expand this list to include all the categories listed above, as well as home inspections for toxicity, detoxification programs, access to local rebates in combination with green appliance sales, and more. In the meantime, always try to find the greenest version of whatever service you are seeking out. Try the pest abatement service that uses freezing or sound rather than harsh chemicals. Find out if there's a local guide to green merchants, and use it.

