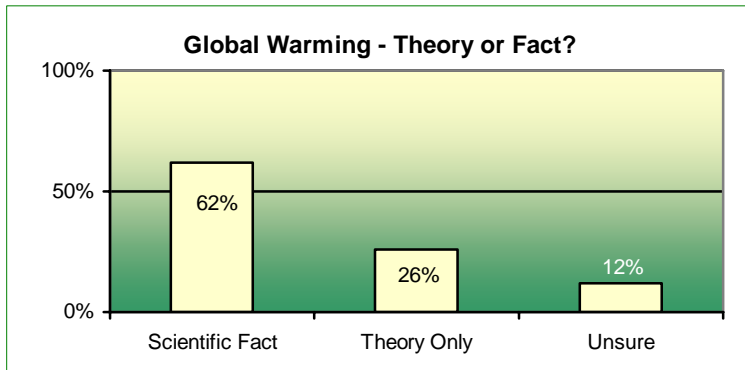


Resolution Research, a full-service market research company based in Denver, Colorado, conducted an online survey of over 800 members of its consumer research panel to assess their perceptions of global warming and the extent of their “green” activities. Below are some of the more interesting findings.

1. Among the 811 respondents, 62% feel global warming is a proven scientific fact, one-quarter (26%) feel it is merely a theory, and the remaining 12% said they did not know enough about the issue to conclude one way or the other.
 2. Interestingly, nearly half (47%) of those who feel global warming is a scientific fact are Democrats while slightly more than half (51%) of those who feel it is a theory are Republicans. The vast majority (80%) of the Democrats in the sample said they feel global warming is a fact. There is less consensus, however, among the Republicans – 38% of whom feel global warming is a fact while 49% feel it is a theory. Among Independents, nearly two-thirds (64%) feel it is a fact while 22% feel it is a theory.
 3. The youngest respondents in the sample – those between the ages of 19-24 – are most inclined to regard global warming as a scientific fact. In all, 77% of these respondents feel it is a fact, while only 17% regard it as a theory and only 6% were ‘unsure’. This compares to about two-thirds in the other age categories who regard global warming as a fact, and roughly one-quarter who feel it is a theory – with one exception. Only 53% of those in the 35-44 age category said they feel global warming is a scientific fact; and, about one-quarter of them feel it is a theory. And, while 10% (or less) of those in the other age categories said they were ‘unsure’, 20% of the respondents in the 35-44 age category said they did not know enough about the topic to conclude one way or the other.
 4. More than half (59%) of those who feel global warming is a scientific fact feel the government should be regulating green practices among **businesses** (compared to 24% among those who feel it is a theory and 41% among those who are ‘unsure’). While fewer respondents feel the government should be regulating green practices among **consumers**, a larger percentage of those who feel global warming is a fact (40%) think the government should do so (compared to 13% of those who feel global warming is a theory and 30% of those who are ‘unsure’). As we would expect given the findings of Item 2 (above), Republicans are most likely to oppose regulation of either businesses or consumers. In all, 29% of the Republicans felt the government should not regulate green practices among businesses (compared to 9% of the Democrats and 15% of the Independents), and 43% of Republicans felt the government should not regulate these practices among consumers (compared to 22% of the Democrats and 26% of the Independents).
 5. More than half of the 811 respondents feel current efforts to curb the effects of global warming are either headed in the right direction or will eventually prove effective despite the environmental damage that has already been done. Perhaps more significantly, only 6% of the respondents feel too much damage has already been done for any effort to be effective. However, slightly more than one-third (36%) are concerned that not enough is currently being done to curb the effects of global warming.
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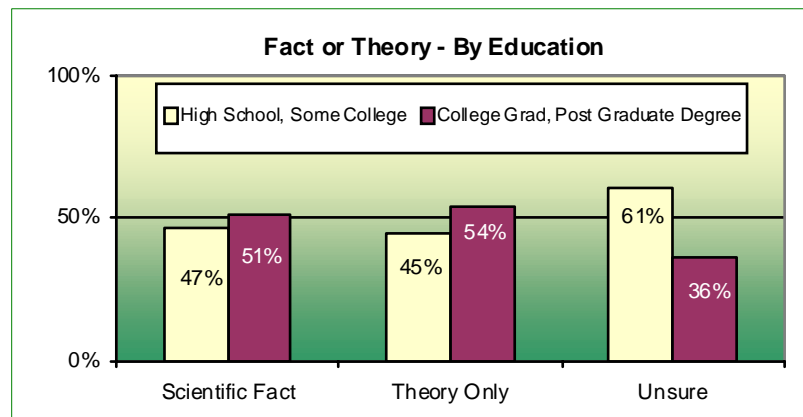
What follows is a detailed presentation of these and other findings.

Nearly Two-Thirds Regard Global Warming as a Proven Scientific Fact



When asked whether global warming is a “scientifically proven fact” or “a theory,” 62% of the 811 respondents said global warming is a scientific fact while 26% feel it is merely a theory. Another 12% indicated they didn’t know enough about the topic to conclude one way or the other.

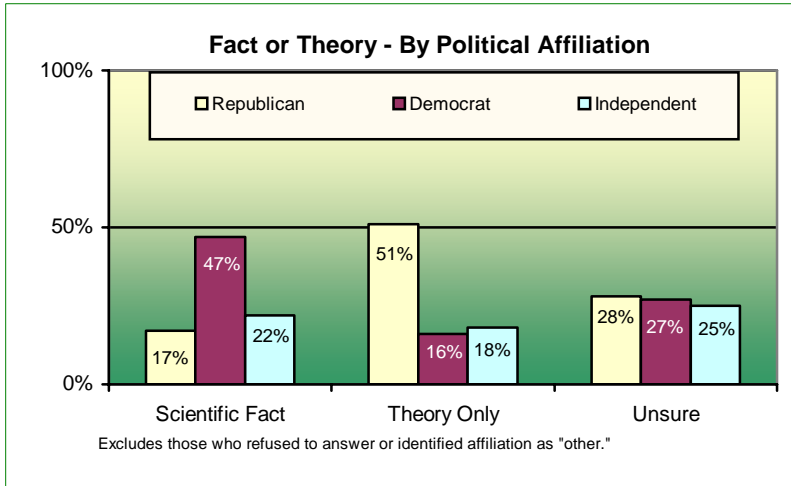
Education Level. Interestingly, when we look at the educational level of the respondents, we find no significant differences among those who regard global warming either as a scientific fact or as a theory. Among those who regard it as a scientific fact, 51% reported having obtained a graduate or post-graduate degree, while 47% said their education included “some” college or high-school only.



Among those who regard global warming as a theory, 54% reported having obtained a college degree or post-graduate degree, while 45% said their education included “some” college or high-school only.

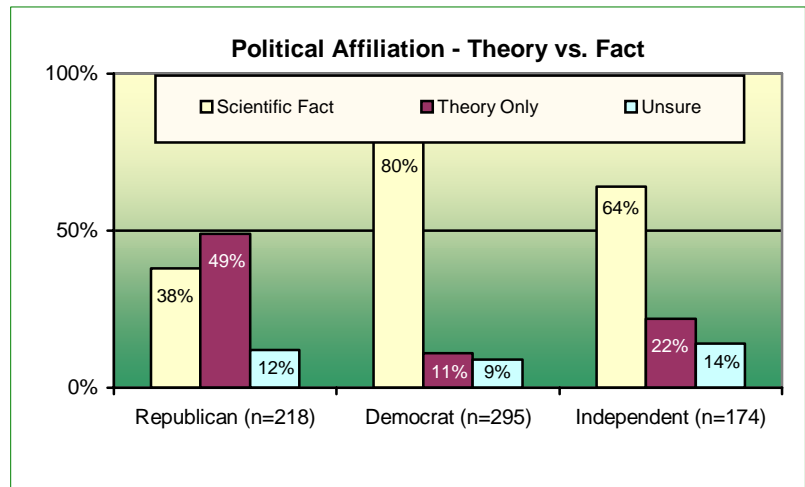
We do, however, notice that only 36% of those who indicated they didn’t know enough about global warming to determine if it was fact or theory reported having obtained a college or post-graduate degree, and, that 61% of these respondents indicated their education included “some” college or high-school only.

Political Affiliation. All the more interesting is the finding that reveals a particularly strong alignment between political affiliation and attitudes about global warming. As we see in the accompanying Graph, roughly half of those who regard global warming as a scientific fact said they were Democrats, while just over half of those who regard it as a theory said they were Republicans. What's more, while 17%

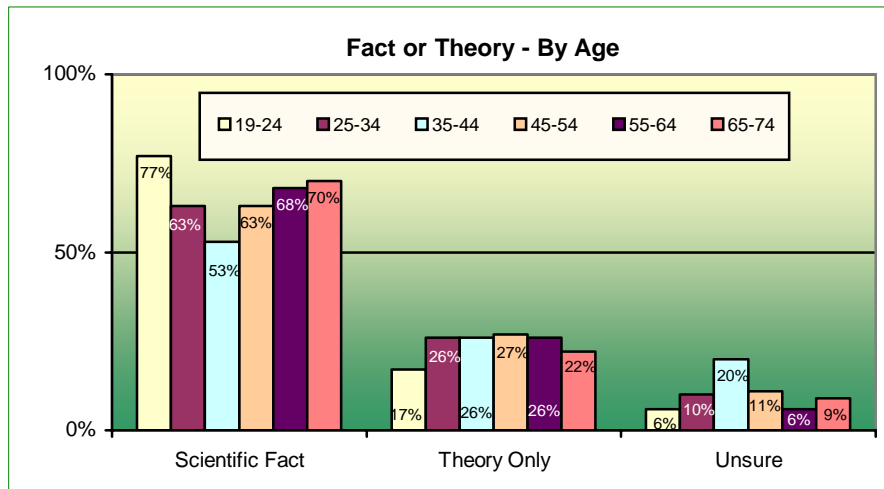


of those who feel global warming is a scientific fact said they were Republicans; 16% of those who feel it is a theory said they were Democrats. As we see, those who described themselves as "Independents" make-up roughly comparable percentages of each group.

Overall, of the 295 Democrats in the sample, fully 80% feel global warming is a scientific fact; only 11% feel it is a theory, and only 9% said they were 'unsure' as to whether it was a fact or a theory. In contrast, only 38% of the 218 Republicans feel global warming is a scientific fact, 49% said it is a theory, and 12% said they were 'unsure'. Among the 174 Independents, 64% feel it is a fact, 22% feel it is a theory, and 14% said they were 'unsure' whether global warming is a fact or a theory.



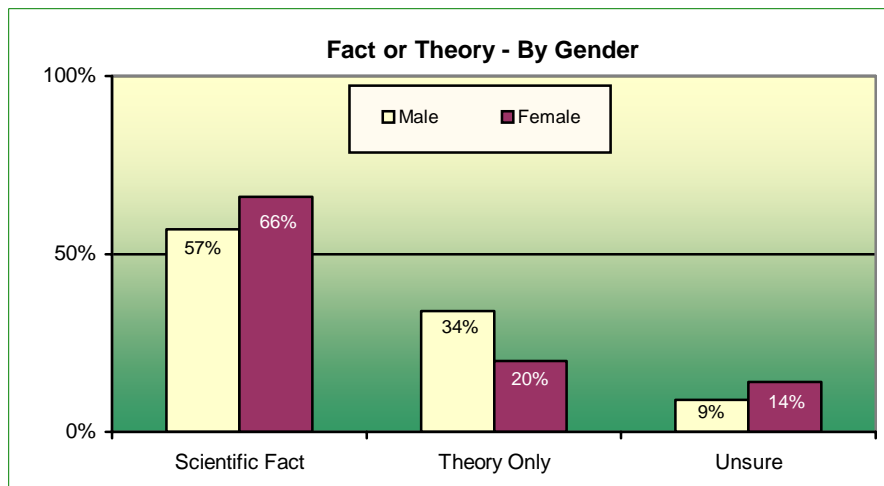
Age. When we look at the findings based on the respondent's age, we find that over three-quarters (77%) of the 64 respondents between the ages of 19-24 feel global warming is a scientific fact; that 17% feel it is a theory, and, that only 6% said they were unsure as to whether it is theory or fact. Otherwise, we see a slight increase in the percentage of those who regard global warming as a scientific fact as age increases, with the exception of those in the



(77%) of the 64 respondents between the ages of 19-24 feel global warming is a scientific fact; that 17% feel it is a theory, and, that only 6% said they were unsure as to whether it is theory or fact. Otherwise, we see a slight increase in the percentage of those who regard global warming as a scientific fact as age increases, with the exception of those in the

age range of 35-44 (a much larger percentage of whom reported being "unsure"). Interestingly, roughly one-quarter of the respondents in each age category (excluding the youngest) feel global warming is a theory.

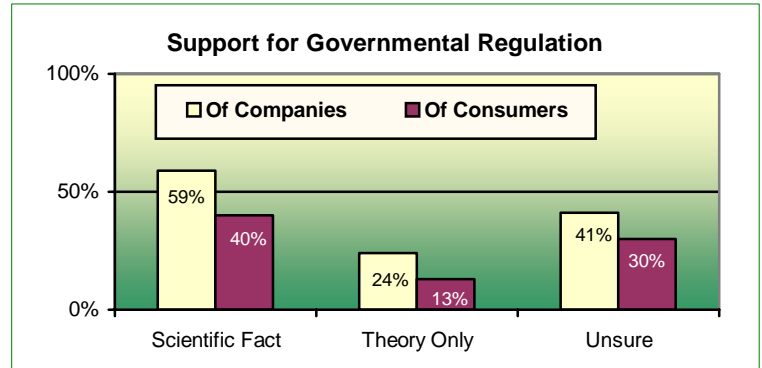
Gender. While two-thirds (66%) of the female respondents said they felt global warming was a scientific fact, 57% of the male respondents did so. As we see in the accompanying graph, one-third (34%) of the male respondents feel global warming is a theory; compared to only 20% of the female respondents.



(34%) of the male respondents feel global warming is a theory; compared to only 20% of the female respondents. We also see a somewhat larger percentage of female respondents who said they were unsure as to whether it is a fact or a theory (14% vs. 9% of males).

As we would expect based on the findings regarding political affiliation, a larger percentage of the female respondents said they were Democrats (40% vs. 31% of males); and fewer said they were Republicans (23% vs. 33% of males). Relatively comparable percentages said they were Independents (23% of females, 20% of males).

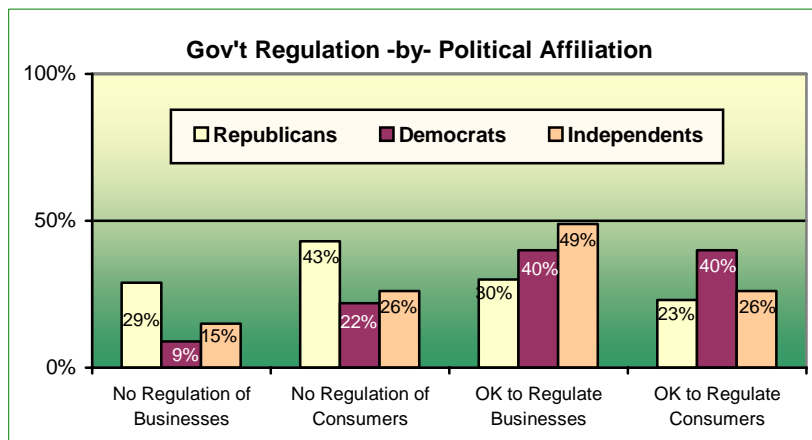
Those who view Global Warming as Fact are more Likely to favor Governmental Regulation.



When asked how much involvement the government should have in regulating green behaviors among both companies and individuals, a significantly larger percentage of those who feel global warming is a scientific fact

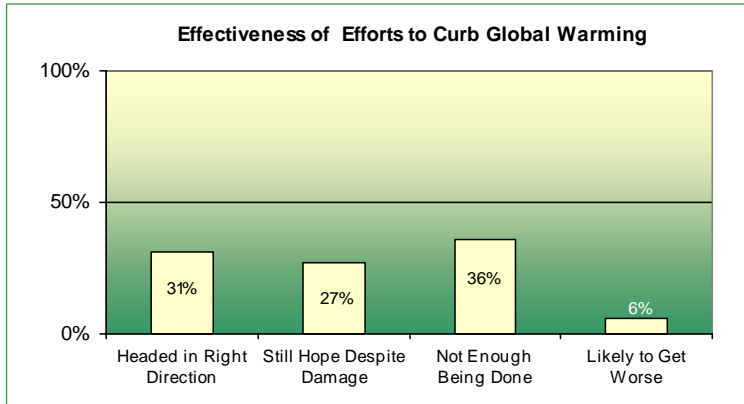
said the government should be substantially involved in regulating green practices among both companies and consumers, although support for consumer regulation is weaker. As we see in the Graph, more than twice as many of those who feel global warming is a scientific fact versus a theory feel the government should be regulating green practices among companies (59% vs. 24%); and, more than three times as many feel the government should be involved in regulating these practices among individual consumers (40% vs. 13%). Among those who said they were unsure whether global warming is a fact or a theory, 41% feel the government should be involved in regulating green practices among businesses and 30% feel the government should be regulating green practices among consumers.

A somewhat closer look at these data reveals that 23% of those who feel global warming is a scientific fact feel the government should be “heavily” involved in regulating green practices among businesses. This compares to only 6% of those who feel global warming is a theory, and to 15% of those who are “unsure” whether it is a theory or a fact. When it comes to consumers, 13% of those who feel global warming is a fact think the government should be “heavily” involved in regulating consumer practices; compared to 2% of those who feel it is a theory; and 9% of those who are “unsure.”



When we look at these findings based on political affiliation, we find that Republicans are most likely to oppose governmental regulation of either businesses or consumers. In all, 29% of the Republicans felt the government should not regulate green practices among businesses (compared to 9% of the Democrats and 15% of the Independents); and, 43% felt the government should not be involved in regulating these

practices among consumers (compared to 22% of the Democrats and 26% of the Independents). Interestingly, Independents were more likely to endorse governmental regulation of businesses (49%) while Democrats were most likely to endorse regulation of consumers (40%).

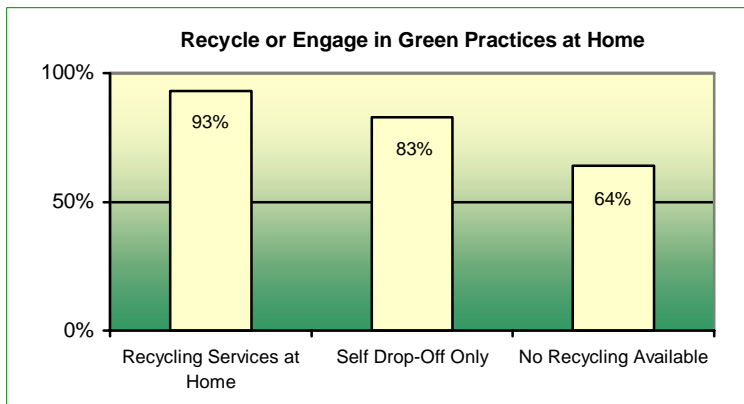


Majority are positive about prospects for curbing Global Warming

More than half (58%) of the 811 respondents feel that current efforts to curb global warming are 'headed in the right direction' or are likely to prove effective despite the damage already done. In contrast, slightly more than one-third (36%) remain concerned that not enough is being done, while a small handful of respondents (6%) feel too much damage has already been done and that the situation will simply

grow worse. Interestingly, among the 108 respondents who do not recycle at home, a significantly larger percentage (18%) feel the situation will simply grow worse (this compares to only 4% of those who said they do recycle).

Availability of Recycling Services encourages Green Practices

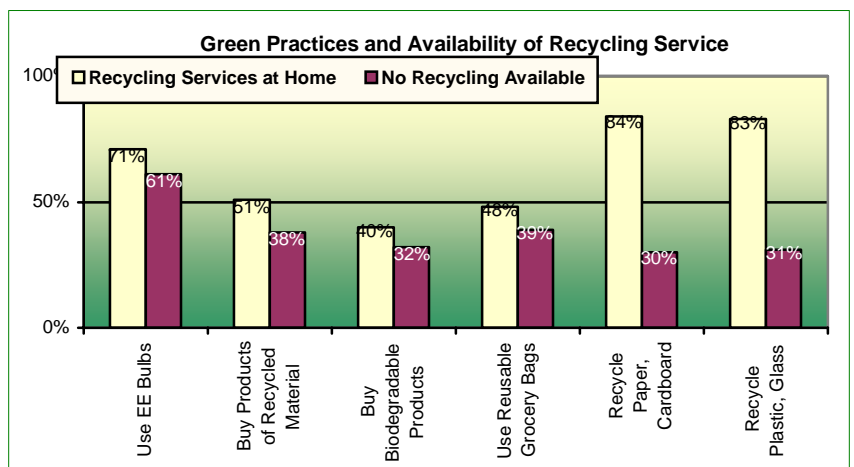


While over 90% of those whose homes are provided with recycling services said they either recycle or engage in green practices at home, the percentage falls to 83% among those who only have access to self drop-off recycling, and it falls further to 64% among those who have no recycling services available at or near their homes.

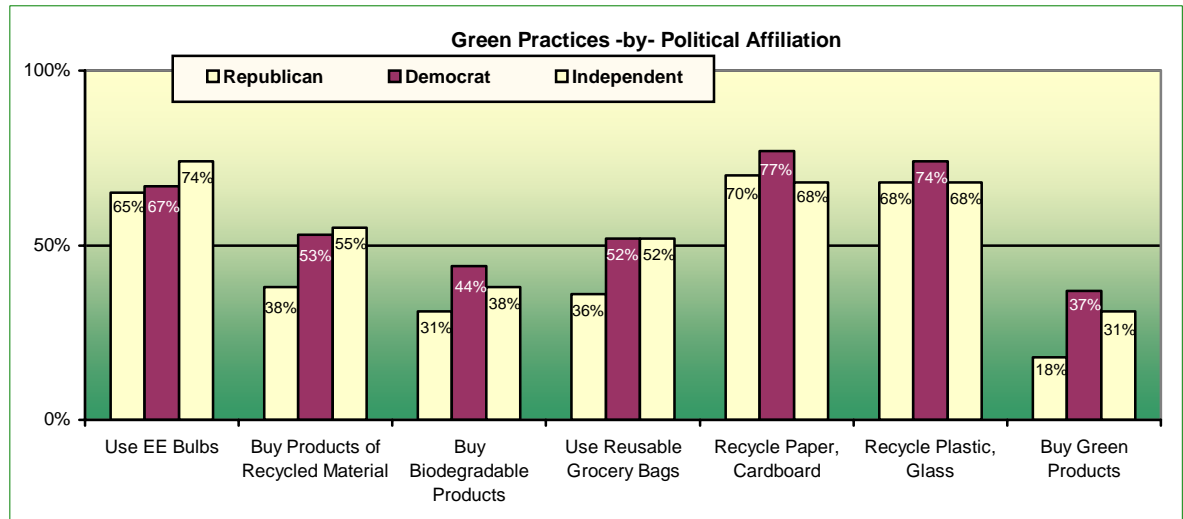
Interestingly, the respondents who reported not having recycling services

available at or near their homes appear to be less likely to engage in other so-called 'green practices'. As example, while 71% of those who have recycling services at their homes report using energy efficient light bulbs, the percentage falls to 61% among those who do not have recycling services at or near their homes. Similarly, while 51% of those with recycling service said they buy products manufactured with recycled materials, only 38% of those without recycling services said they did so.

We find similar differences regarding the purchase of biodegradable products (40% vs. 32%); and relative to using reusable grocery bags (48% vs. 39%). Not surprisingly, the most dramatic differences are found relative to recycling common household items made of paper, cardboard, plastic, or glass. While over 80% of those with recycling services at home said they recycled these items, only 30% or so of those without these services said they did so.



Lastly, when we look at various green practices by political affiliation, we see that Republican respondents are somewhat less likely to engage in these practices at home. This is most pronounced relative to buying products manufactured with recycled materials, buying biodegradable products, using reusable grocery bags, and buying green products.



The findings also show that a smaller percentage of the Republican respondents (37%) feel that green practices save them money when compared to the Democrats (50%) or Independents (47%). Conversely, a larger percentage of the Republicans (26%) feel these practices cost them money when compared to the Democrats (16%) or Independents (19%).

About Resolution Research

Resolution Research is an independent, full service market research firm conducting studies in the high-tech, medical, education, and utilities industries & more. Study types include telephone & online surveys, in-depth interviews, clinical trials, focus groups, taste tests, mock juries, and online bulletin boards. Resolution Research is committed to providing its clients actionable solutions to improve their ROI by aiding decision-making abilities in the boardroom. For more information, go to www.ResolutionResearch.com.

Resolution Research hosts three panels: consumer, medical professionals, & IT/business execs. Persons interested in joining – or participating in studies like this – are welcome to visit www.ResolutionPanel.com to learn more.