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EcoPinion Survey, “Consumers and Climate Challenge,” Points to Immense Challenge Ahead for President Obama

Consensus Breaks Down on Specific Actions to Be Taken to Address Climate Change

Washington, DC ... [EcoAlign](#), a strategic marketing agency focused on energy and the environment, today released the results of the fifth EcoPinion Survey on consumers and climate change.

The [EcoPinion Survey](#) finds that consumers generally agree on the definition of climate change, the importance of reducing climate change and the role of the individual to reduce climate change. However, significant differences emerge on specific actions to be taken, questions of cost allocation and the role of government. The report is rife with seemingly contradictory findings and potential conflicts.

“To a much greater degree than other EcoPinion surveys, questions on how to manage climate change result in statistically significant differences between men and women, among income classes, and especially between Democrats and Republicans,” stated Jamie Wimberly, CEO of EcoAlign. “If not handled in a bipartisan, cost-sensitive manner, the Obama Administration could face a consumer revolt.”

EcoAlign recommends that companies and organizations activate critical audiences to promote peer-to-peer engagement to increase awareness and market transformation.

Survey findings include:

1. One half of all Americans surveyed indicated that reducing climate change was “extremely important” or “very important” to them individually. Another 22 percent indicated that it was “important.”
2. Forty-one percent of Americans are “worried” about climate change, with an 11-point difference between men and women.
3. Forty-six percent of Americans surveyed believe individual citizens have the primary responsibility to reduce climate change. However, 53 percent of Americans lack confidence that they personally can impact climate change.
4. Nearly one third of Americans believes that no utility bill increase is necessary to manage climate change, and another 44 percent say less than 10 percent. A 16-

point difference exists between Republicans and Democrats on the nation's ability to pay the costs of climate change.

5. One third of Americans (45 percent of Republicans) would be very dissatisfied if they had to pay 10 percent more for electricity to address climate change.
6. Nearly one third believe that any additional tax revenue should be spent on R&D for alternative and clean sources of energy.

A copy of the full EcoPinion report is available **at no charge** by visiting EcoAlign's website at www.ecoalign.com.