

The 2007 Climate Change Monitor

An international survey on people's attitudes toward energy and climate change

GlobeScan is pleased to announce its 2007 global public opinion survey on society's attitudes toward climate change and how it should be addressed. We have reached the tipping point on climate change. The general public is increasingly concerned and will have significant influence on government policies, regulations, technology choices, and markets.

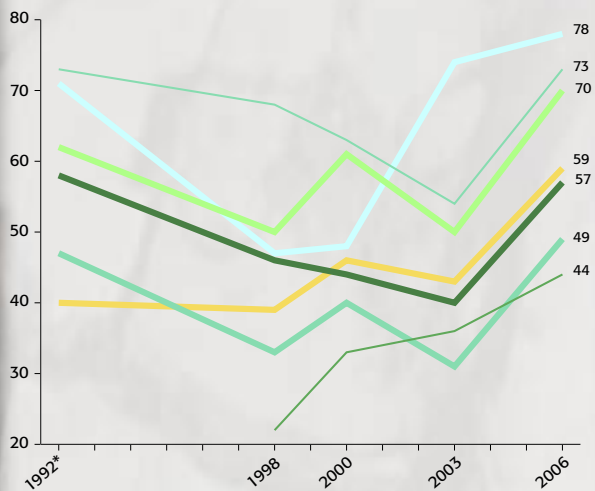
GlobeScan's Climate Change Monitor will be based on robust, trackable public opinion research conducted in 20 key markets around the world. Having conducted international public opinion research on energy and climate change issues for over a decade, GlobeScan is the foremost research provider and source of counsel in this area. Findings will be released to clients in the fall of 2007.

Survey Topics include • *Awareness of Climate Change* • *Cause of Climate Change / Role of Humans* • *Greatest Concern about Climate Change* • *The Need to Act* • *Sense of Personal Threat* • *Expected Roles of Developed and Developing Countries* • *Economic Implications* • *Rating 14 Industry Sectors on Impact on Climate Change* • *Rating 14 Industry Sectors on Efforts to Address Climate Change* • *Individual Empowerment* • *Role of Technology Innovation* • *Climate Change Segmentation Analysis* • *Necessity and Readiness for Behavioral Change* • *Individuals' Recent Actions to Address Climate Change* • *Climate Policy: Carbon Taxes and Emission Limits*

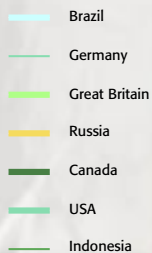
Recent Finding

Seriousness of Climate Change

"Very Serious," Trends: 1992–2006



*Source: Gallup International Institute's Health of the Planet survey



Participating Countries

- Australia • Brazil • Canada • Chile • China • France
- Germany • Great Britain • India • Indonesia • Italy
- Kenya • Mexico • Nigeria • Philippines • Russia
- South Korea • Spain • Turkey • USA

Benefits and Deliverables

The principal benefit of this research is a competitive advantage based on a comprehensive understanding of how the climate change agenda will unfold. Companies that deeply understand the public's attitudes on climate change can leverage these insights into making smart and timely decisions on risk management, energy issues, products, and communications.

Clients will receive a range of deliverables from this research program, including: a topline report, an interpretive Executive Report, a PowerPoint Report, and a customized briefing that will inform their climate strategy.

Methodology and Timing

The 2007 Climate Change survey is being conducted in June-July of 2007 using face-to-face or telephone interviews with representative samples of approximately 1,000 citizens in each of the 20 countries. The topline report will be available in September, followed by a complete report package and presentations in November.

Subscription Price

The total cost of the complete report package and presentation is US\$20,000.

For more information

on the Climate Change Monitor please contact:

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GLOBESCAN

GlobeScan conducts custom research and annual tracking studies on global issues. With a research network spanning 50+ countries on six continents, we provide insightful research to global companies, multilateral organizations, NGOs, and governments.

Areas of particular expertise include corporate reputation, issues management, corporate social responsibility, stakeholder engagement, communications, and sustainable development.