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## News Release

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**Global Warming: Are you aware of it? Is it self inflicted? Is it a serious problem? According to the Australian population, the answer is yes!**

**February 2, 2007** - Unprecedented warm winters, prolonged summers, rainstorms at an unexpected time of the year - climate change is drawing global attention like never before, with 91 percent of the world's online population aware of the issue, and over half (57%) considering it "a very serious problem", according to the latest global online survey conducted by ACNielsen, a division of The Nielsen Company, the world's leading market research and information provider.

The ACNielsen Online Consumer Opinion Survey, the largest half-yearly survey of its kind, was conducted in late October/early November, surveying 25,408 internet users in 46 markets from Europe, Asia Pacific, North America, the Baltics and Middle East.

According to the survey, over nine in 10 (93%) Australians have heard of global warming. Of those aware of global warming, a combined 92 percent consider it a very serious or fairly serious problem (refer to charts 1 and 2). When asked what their major concern is over the next six months – a quarter (24%) of Australian consumers cited global warming amongst a list of major issues including terrorism, crime and health – 17 percentage points higher than the global average and the second highest incidence among the 46 countries surveyed behind France (27%).

“The survey results indicate that consumers are now aware of and concerned about global warming, and acknowledge that it may be more than just a long-term concern,” noted Darin Williams, Director Retailer Services, ACNielsen Australia, The Nielsen Company. “The recent exposure that this issue has received in the media will no doubt be a driving factor behind the high level of consumer awareness and corresponding level of concern. “

Across the world there is a strong consensus that human activities like vehicle emissions and the burning of fossil fuels contribute to global warming. In Australia, 43 percent of respondents cite human activities alone as a contributing factor, while another 49 percent mention the combination of both human activities and natural climate as the driving factor (refer to chart 3).

“Interestingly, nearly three out of four of the online Chinese population see human activities as being the main cause of global warming, while in contrast only one out of three New Zealanders feel the same way”, noted Williams. “We may be seeing a correlation between those that view human activity as primarily responsible for global warming and the extent of industrial pollution in their country of residence.”

**Chart 1 - Have you heard or read anything about the issue of global warming?**

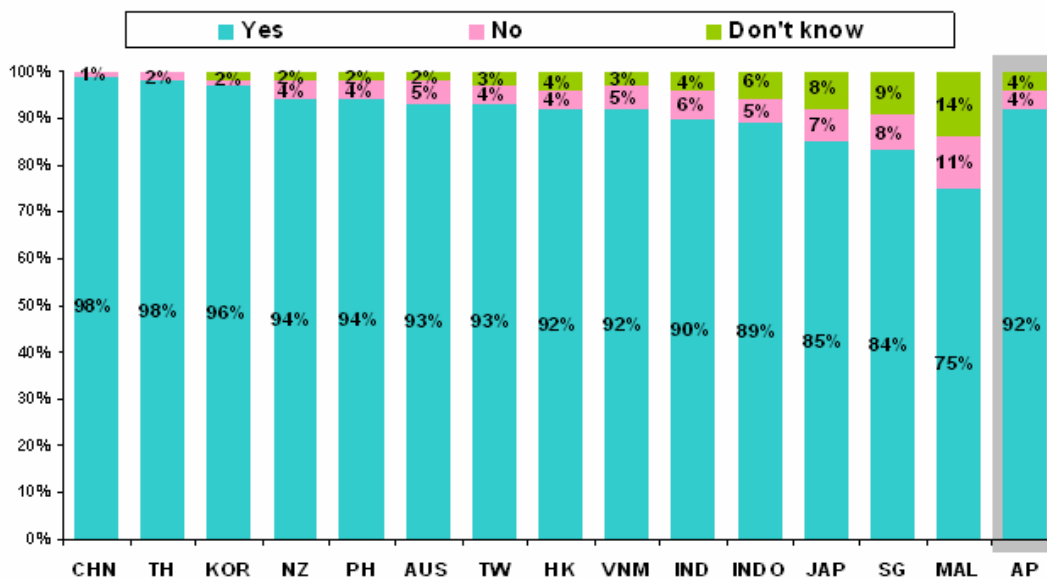


Chart 2 - Do you think global warming is:

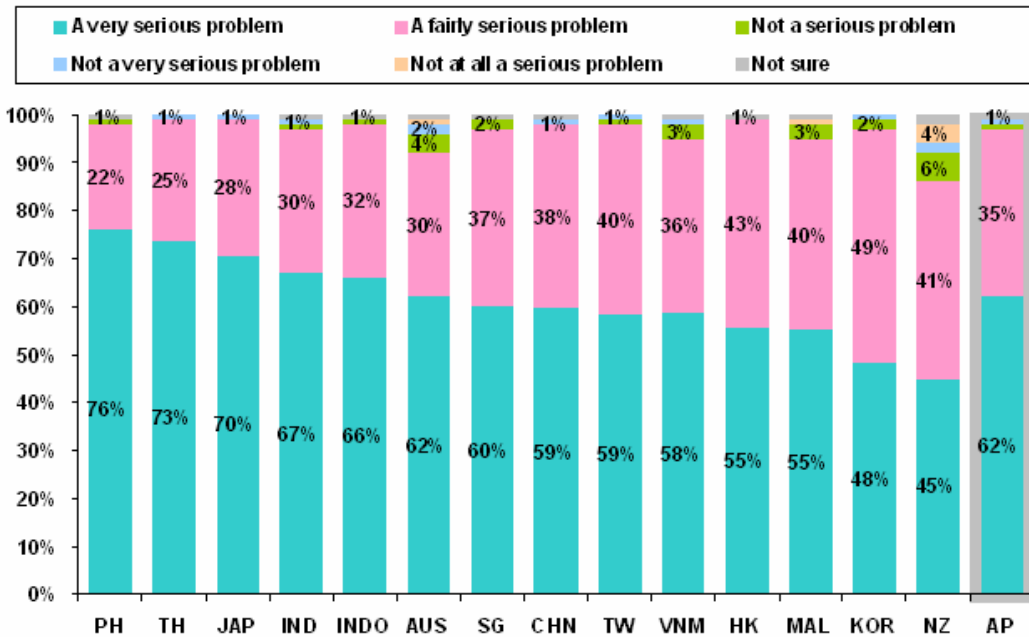
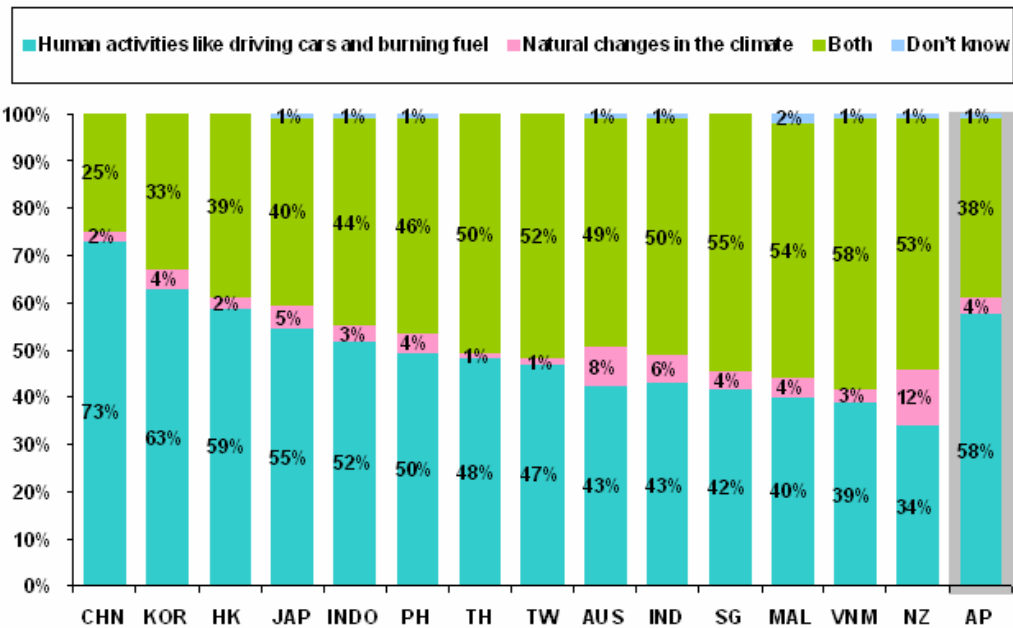


Chart 3 - From what you have heard or read about global warming, what do you think is causing it?



**About ACNielsen**

ACNielsen, a division of the Nielsen Company, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns. To learn more, visit [www.acnielsen.com](http://www.acnielsen.com).



**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately held company has more than 42,000 employees and is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA.

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