



Climate Change & Influential Spokespeople

a global Nielsen
online survey

July
2007

nielsen
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Environmental
Change Institute
UNIVERSITY OF OXFORD

Global Consumers Vote Al Gore, Oprah Winfrey and Kofi Annan Most Influential to Champion Global Warming Cause: Nielsen Survey

Bill Clinton and Nelson Mandela also make it into top five ranking

Former US vice-president and recent environmental celebrity Al Gore has topped the list of most influential people to champion the cause of global warming in a 47 country Internet survey conducted by The Nielsen Company and Oxford University.

Nearly one in five global consumers (18%) picked Al Gore as the most influential spokesperson to champion the global warming debate, ahead of former United Nations head, Kofi Annan (15%), with Oprah Winfrey and Bill Clinton tying as third choice (14% each). Ranked fifth with eleven percent of global votes was former South African president, Nelson Mandela. A 'dream ticket' for climate ambassadors would include Al Gore and Kofi Annan, who polled as first or second choices in the most countries, together covering 34 of the 47 countries in Nielsen's Internet survey.

While Al Gore and Kofi Annan won the overall global vote, there were some notable differences between regions and countries. Moreover, among global respondents under age 25, actress Angelina Jolie (14%) joined Oprah (15%) and Kofi (16%) as the most influential.

"Consumers clearly relate to national identities they admire and are familiar with. Our survey also identified potential spokespeople from actresses to sports stars that would also make effective global warming champions, especially influential among certain age groups," commented Patrick Dodd, President of ACNielsen Europe, The Nielsen Company.

The online Nielsen survey, the largest of its kind to be conducted globally on the topic of consumer attitudes to climate change, was conducted in April 2007 in conjunction with the Environmental Change Institute of Oxford University and polled 26,486 internet users across *47 countries in North America, Europe, Asia Pacific and the Middle East.

The survey also found that the film, *An Inconvenient Truth*, had had a significant influence on those that have seen it - in their awareness of the issues and their stated changes in habits and behaviors.

"*An Inconvenient Truth* has pushed Al Gore and the message of concern for climate change up the public agenda. This has been combined with UN scientific reports and the Stern Review as well as increased media coverage over the last months to shift the focus for many people from whether there is a problem to what to do about it," said Max Boykoff, James Martin Fellow at the University of Oxford.

"*Live Earth* - the 24 hour, seven continent concert series taking place on 7th July - represents an opportunity for a broader group of people to hear about the issue of climate change, and this study was a chance to identify who might be an effective messenger. The challenge that remains is to determine which messages move people from concern to positive action," said Timmons Roberts, James Martin Fellow at the University of Oxford.

*47 Markets Covered:

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Latvia, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Thailand, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, United Kingdom, US and Vietnam.

Margin of error - +/- 4% for n=500 and +/- 3% for n=1000.

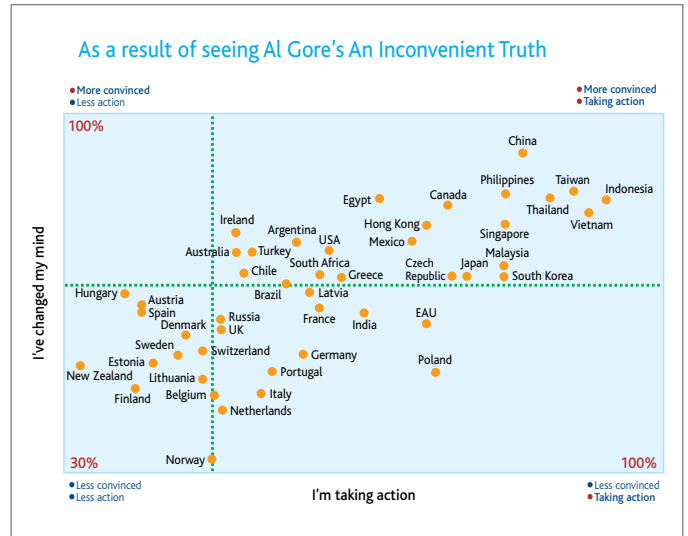


Not surprisingly, nearly half of South Africans choose Nelson Mandela as their top choice to champion the cause of global warming, while twenty eight percent of Austrians chose fellow countryman turned Governor of California, Arnold Schwarzenegger, who has championed climate change legislation.

In the UK, twenty-three percent of consumers voted British entrepreneur and environmental campaigner Richard Branson as their number one choice, followed by Bob Geldof. Twenty three percent of South Africans also voted Richard Branson as their top choice, according to the Nielsen Internet Survey.

In Asia Pacific, Kofi Annan was clearly consumers' leading choice with 21 percent of the votes, followed secondly by Al Gore and Bill Clinton – while in Europe (19%) and North America (29%), Al Gore was the number one choice, according to the Nielsen Internet Survey.

In the Middle East /Africa, actress and roving UNICEF ambassador Angelina Jolie was the number one choice (17%), slightly ahead of Kofi Annan and Oprah Winfrey. In Latin America, rock star Bono won 28% of consumers' votes followed by Angelina Jolie (22%) and Nelson Mandela (18%).



Twelve percent (one in eight) of global online consumers polled at the end of April this year said they had seen Al Gore's *An Inconvenient Truth*. More North Americans (17% - one in six consumers) watched this film than any other global region.

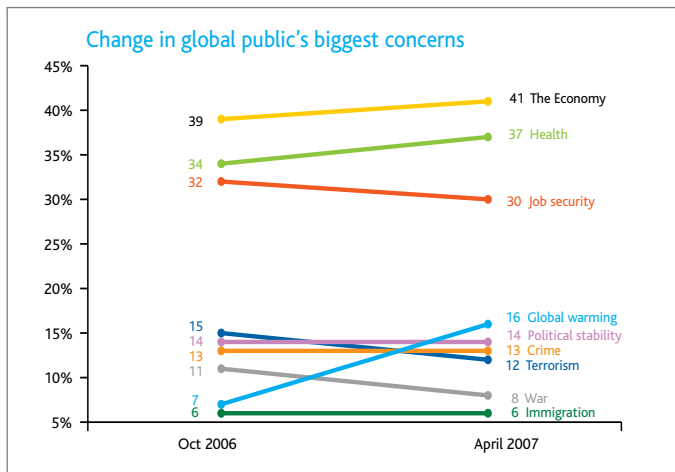
Sixty six percent of viewers who claimed to have seen *An Inconvenient Truth* said the film had “changed their mind” about global warming and eighty nine percent said watching the movie made them more aware of the problem. More importantly, three out of four (74%) viewers said they changed some of their habits as a result of seeing the film.

“When consumers are impacted enough to actually change some of their daily habits as a result of watching a film, it’s the surest sign that the message has gotten through,” said Dodd.

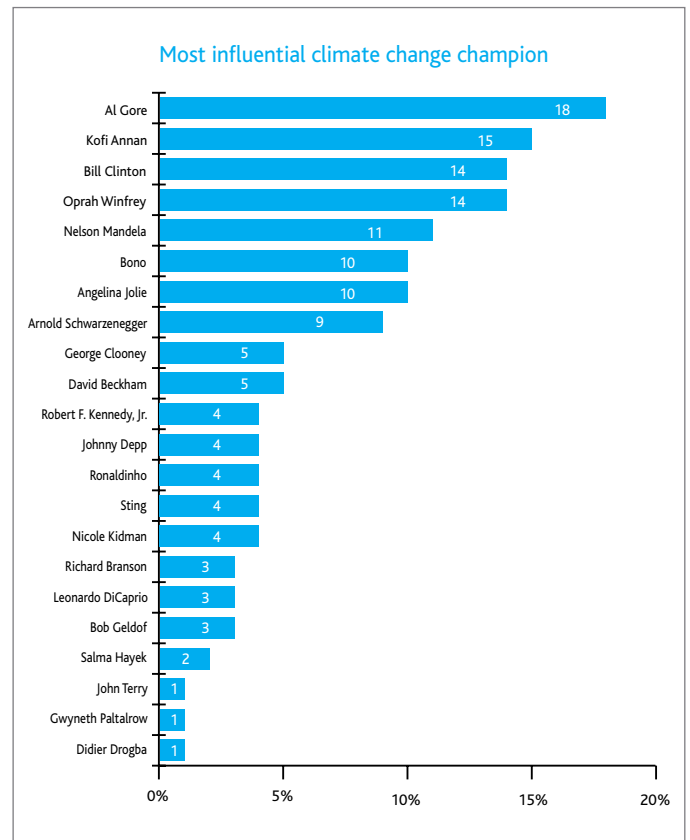
Climate Change

Who is concerned? How concerned are they?

From the 47 countries surveyed in April 2007, the concern of climate change ranked 4th amongst respondents. In a similar survey in October 2006, climate change ranked 8th; the level of concern has risen more than two-fold over the 6 month period.



The below graph depicts globally the respondents' views on 'Who would be the most influential person/people to champion the efforts to combat global warming/climate change?' Respondents selected up to 3 options.

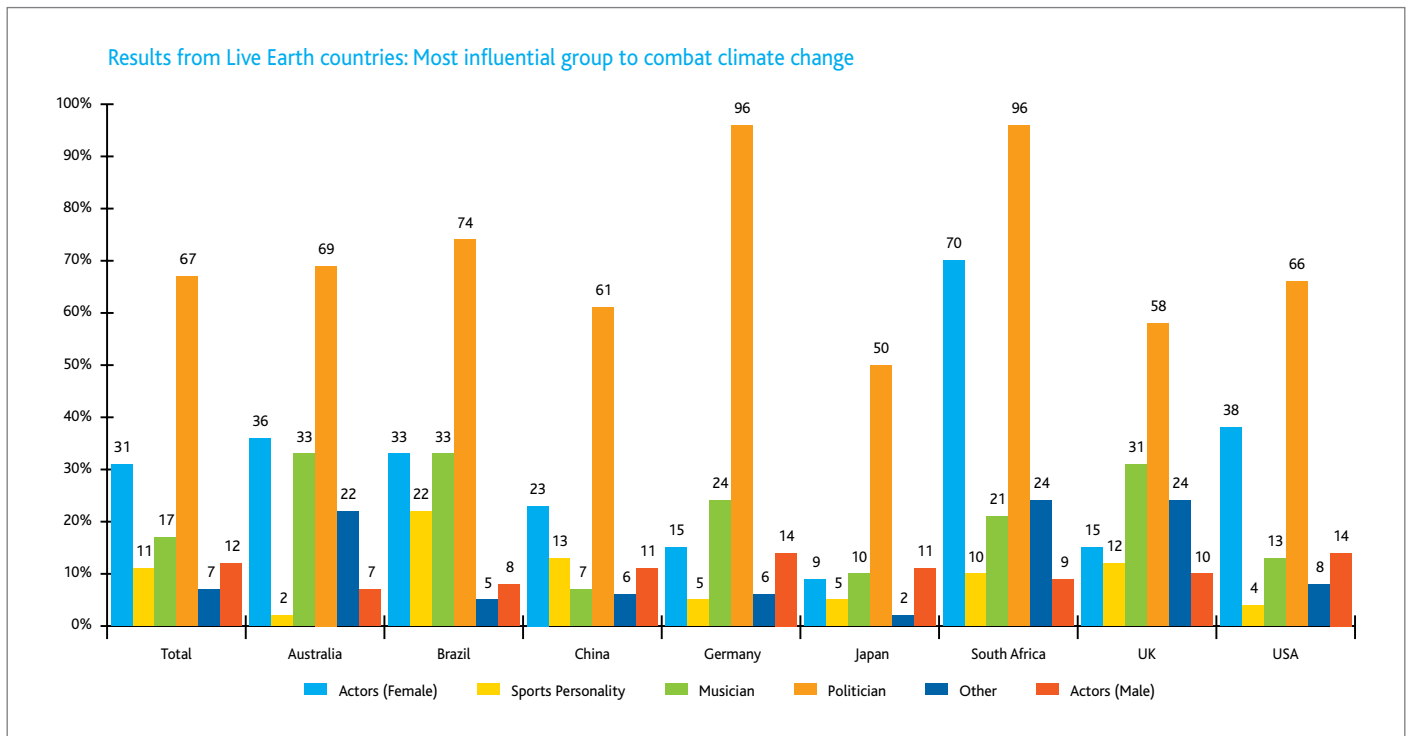


Live Earth

Concerts for climate change

The Live Earth countries are some of the world’s largest economies. Amongst Live Earth countries, politicians rank highest as the most influential people to champion the efforts to combat global warming, followed by actors, activists and sports personalities.

- Top Male: Al Gore
- Top Female: Oprah Winfrey
- In the UK, the under 20s chose David Beckham (21%) as their top choice
- Angelina Jolie scores top female in Germany, Brazil and China
- Respondents in some countries may not be aware of all of the celebrities listed, there are consistent responses to ‘none of the above’.



Celebrity Categories

Actor (females):

Oprah Winfrey, Angelina Jolie, Gwyneth Paltrow, Nicole Kidman, Salma Hayek.

Actor (males):

Johnny Depp, Leonardo DiCaprio, George Clooney.

Politicians:

Al Gore, Nelson Mandela, Kofi Annan, Arnold Schwarzenegger, Bill Clinton.

Sports Personalities:

David Beckham, Didier Drogba, Ronaldinho, John Terry.

Musicians:

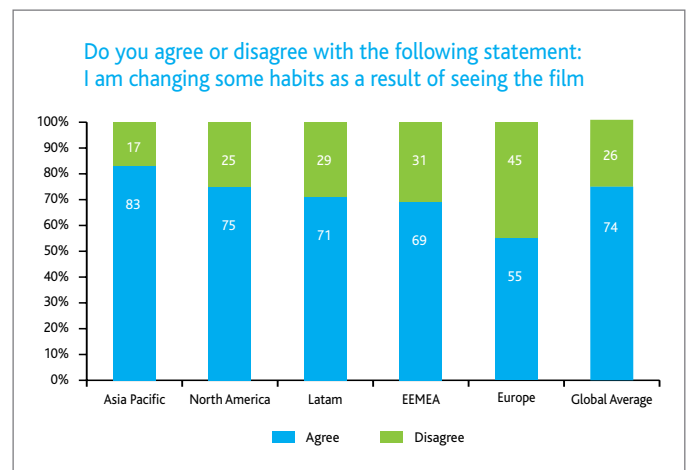
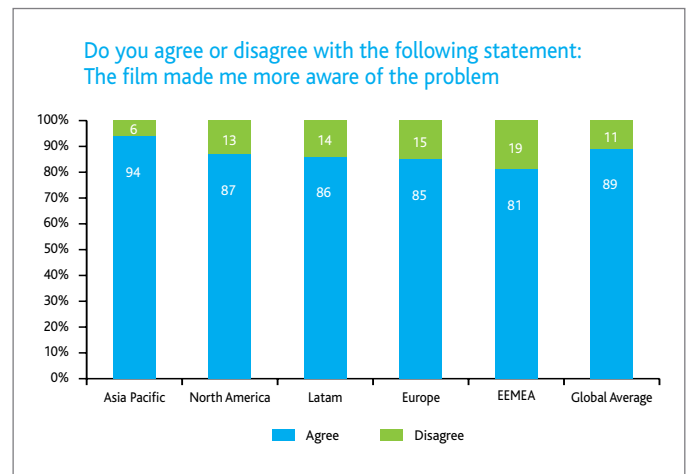
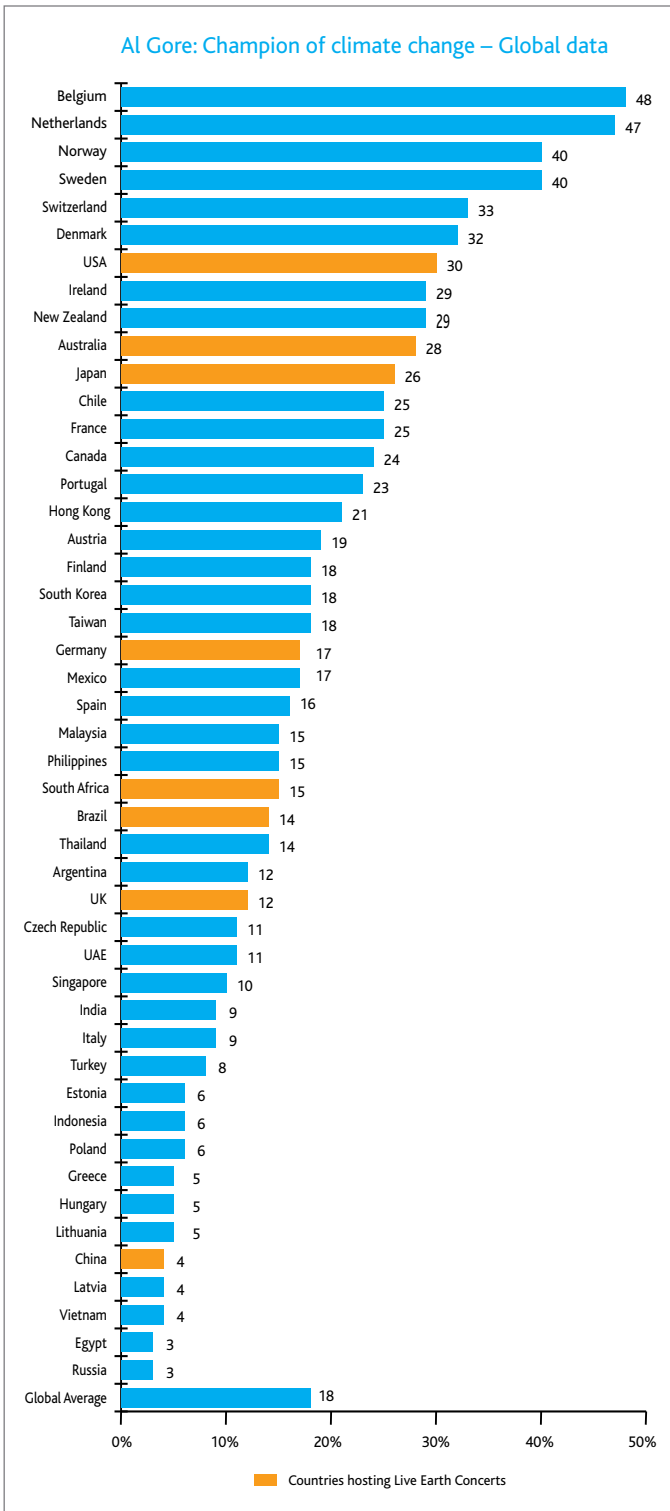
Bono, Bob Geldof, Sting.

Other:

Richard Branson, Robert F. Kennedy, Jr.

AI Gore:

An Inconvenient Truth

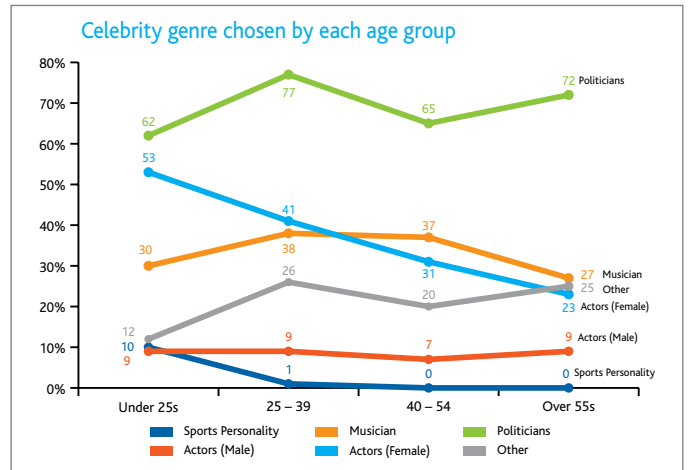
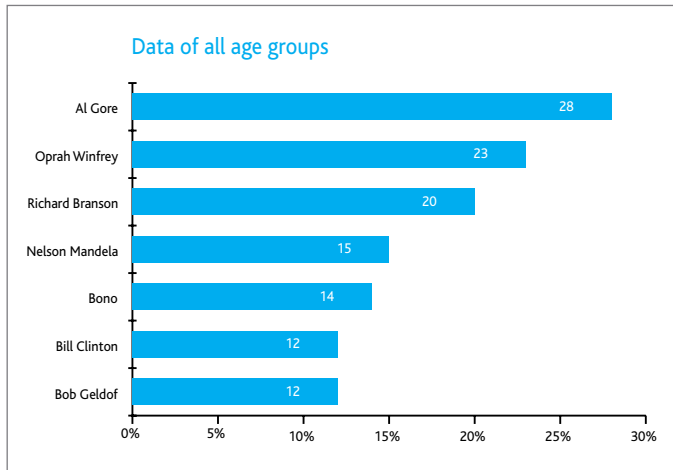


Australia

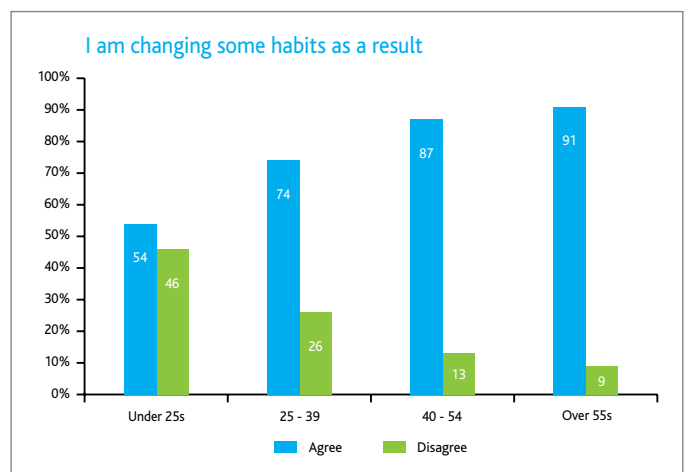
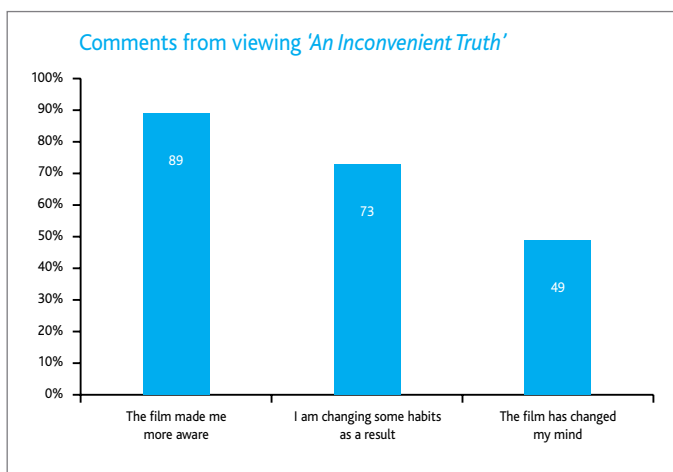
Celebrity Climate Champions

- Overall, males surveyed chose Al Gore, females chose Oprah Winfrey
- Bono scored highly with the under 40s, Bob Geldof was higher with the over 40s
- 55s & over: Richard Branson was second choice after Al Gore
- Under 25s placed higher emphasis on female actors than other age groups.

	Under 25s	25-39	40-54	Over 55s
Angelina Jolie	13%	7%	1%	0%
David Beckham	5%	1%	0%	0%
Bob Geldof	7%	8%	18%	14%
Bono	20%	20%	11%	6%
Nicole Kidman	9%	6%	6%	8%
Sting	2%	9%	8%	8%
Ronaldinho	3%	1%	0%	0%
Johnny Depp	6%	4%	3%	2%
Al Gore	21%	32%	25%	32%
Nelson Mandela	17%	15%	14%	16%
Kofi Annan	7%	10%	10%	6%
Richard Branson	12%	24%	18%	23%
Arnold Schwarzenegger	7%	7%	7%	4%
Oprah Winfrey	30%	25%	23%	15%
Bill Clinton	10%	13%	10%	15%
None of above	20%	19%	32%	33%



Al Gore: An Inconvenient Truth

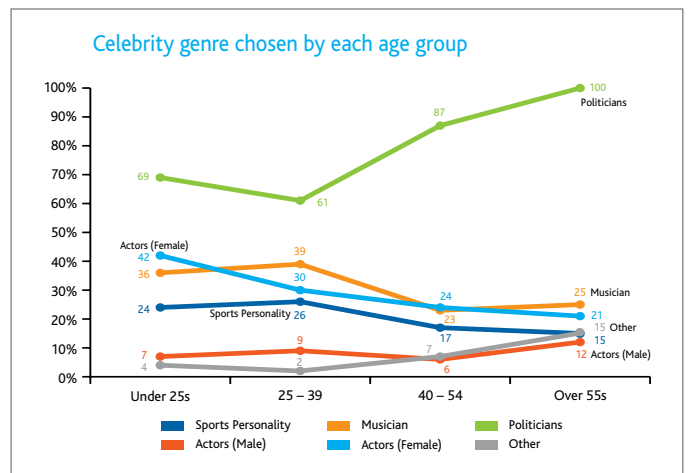
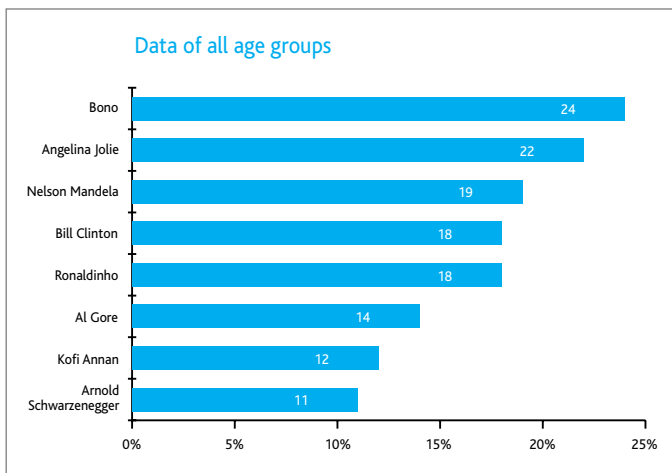


Brazil

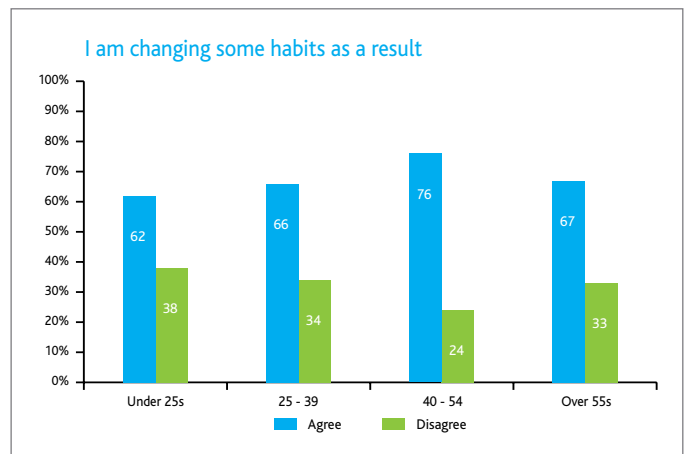
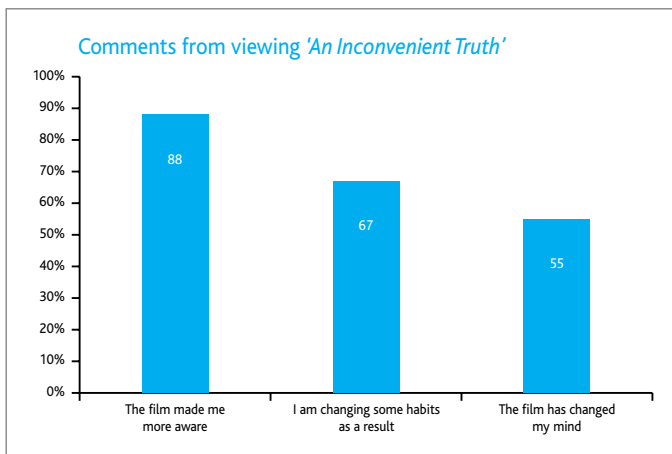
Celebrity Climate Champions

- Under 40s chose Bono as top male climate champion
- Sports personalities such as Brazilian footballer Ronaldinho received particularly strong support
- The over 40s voted mainly for politicians
- All males surveyed chose fellow men as influential people, whilst female respondents consistently chose Angelina Jolie.

	Under 25s	25-39	40-54	Over 55s
Angelina Jolie	28%	21%	17%	18%
David Beckham	3%	2%	4%	6%
Bono	30%	30%	13%	12%
Sting	2%	7%	10%	12%
Ronaldinho	21%	22%	12%	9%
Al Gore	13%	12%	16%	21%
Nelson Mandela	21%	15%	18%	27%
Kofi Annan	10%	9%	17%	6%
George Clooney	1%	4%	1%	6%
Robert F. Kennedy, Jr.	3%	1%	6%	15%
Leonardo DiCaprio	4%	2%	1%	6%
Arnold Schwarzenegger	9%	11%	15%	12%
Oprah Winfrey	11%	8%	4%	3%
Bill Clinton	16%	15%	20%	33%
None of above	20%	22%	30%	24%



Al Gore: An Inconvenient Truth

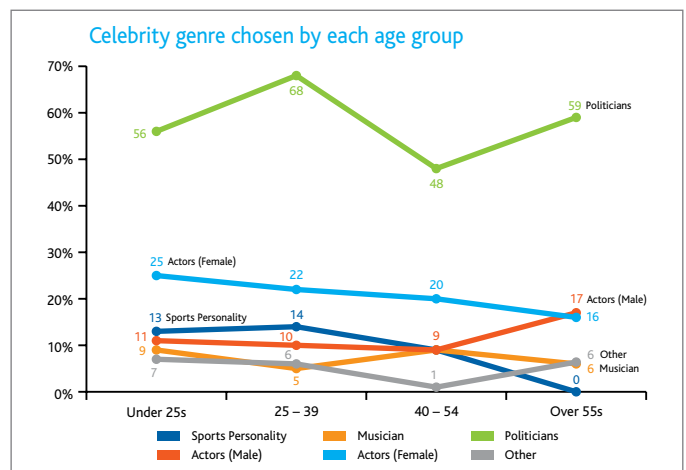
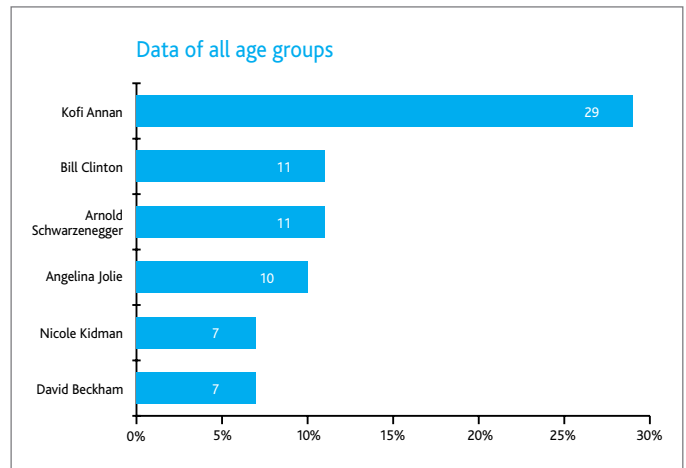


China

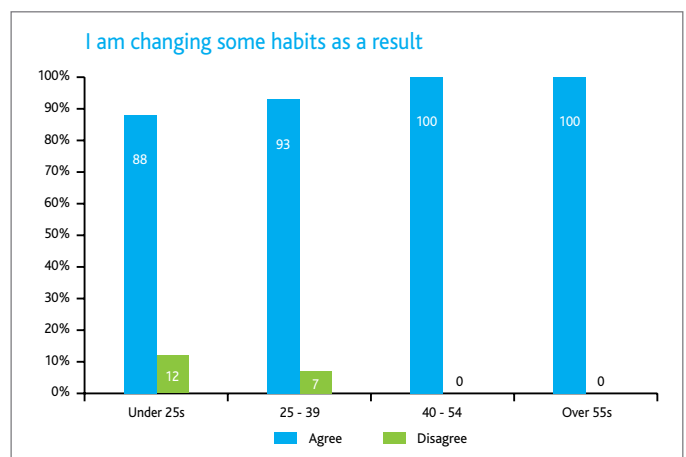
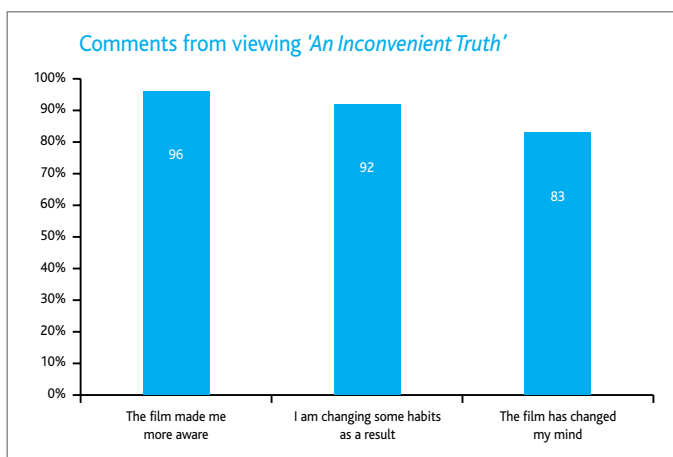
Celebrity Climate Champions

- Kofi Annan was top in every age group, and was most popular choice of both male and female respondents
- Politicians scored most highly with 25-39s
- Male actors were more popular with older age groups
- Musicians and sports personalities in the list generally scored lower.

	Under 25s	25-39	40-54	Over 55s
Angelina Jolie	11%	10%	8%	3%
David Beckham	8%	7%	3%	0%
Bob Geldof	3%	1%	7%	0%
Bono	3%	2%	2%	3%
Didier Drogba	1%	2%	0%	0%
Nicole Kidman	8%	7%	7%	7%
Sting	3%	2%	0%	3%
Ronaldinho	3%	4%	2%	0%
Johnny Depp	3%	3%	4%	0%
Gwyneth Paltrow	1%	2%	2%	0%
Al Gore	2%	6%	4%	3%
Nelson Mandela	6%	6%	4%	3%
Kofi Annan	28%	31%	25%	23%
George Clooney	5%	5%	3%	7%
Robert F. Kennedy, Jr.	4%	3%	0%	3%
Leonardo DiCaprio	3%	3%	2%	10%
Richard Branson	3%	3%	1%	3%
Salma Hayek	3%	2%	2%	3%
John Terry	1%	2%	4%	0%
Arnold Schwarzenegger	10%	13%	7%	13%
Oprah Winfrey	2%	1%	1%	3%
Bill Clinton	11%	11%	8%	16%
None of above	31%	30%	42%	40%



Al Gore: An Inconvenient Truth

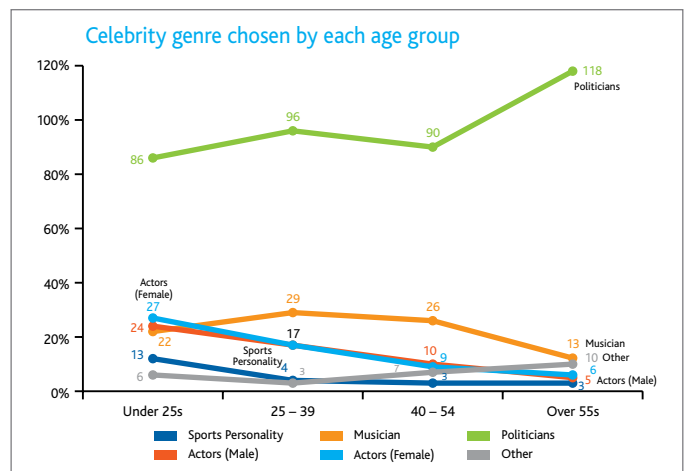
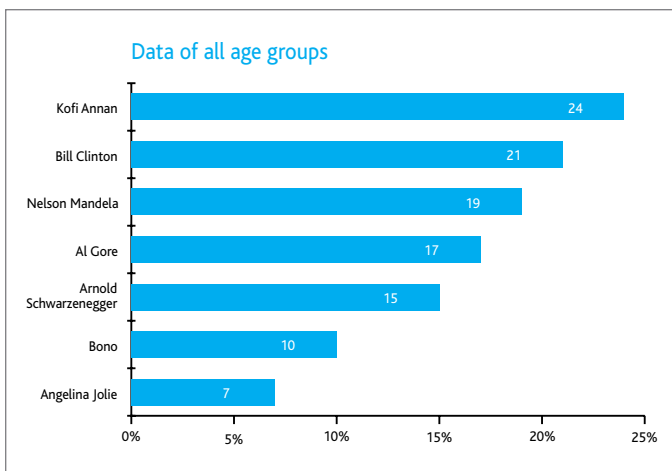


Germany

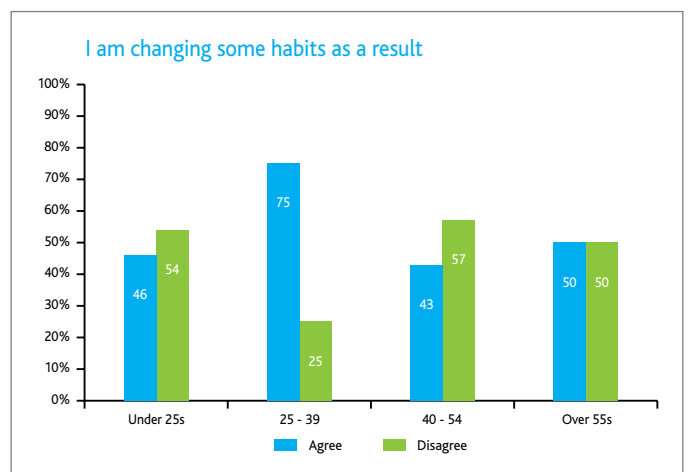
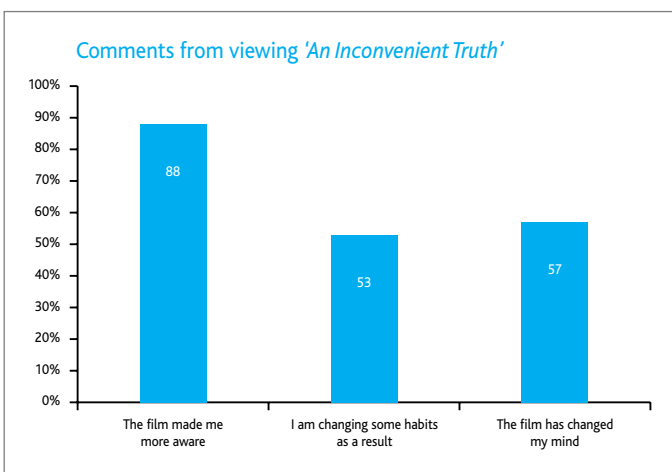
Celebrity Climate Champions

- Respondents consistently chose politicians
- Actors Angelina Jolie and Johnny Depp scored highly in the under 25s age group
- Musicians comprised the second most popular choice for 25 + age groups
- Bono was most popular with the under 40s, Bob Geldof was more popular with the over 40s.

	Under 25s	25 - 39	40 - 54	Over 55s
Angelina Jolie	14%	10%	4%	2%
David Beckham	6%	2%	2%	1%
Bob Geldof	4%	7%	9%	7%
Bono	13%	13%	9%	5%
Nicole Kidman	4%	2%	3%	3%
Sting	5%	9%	7%	1%
Ronaldinho	6%	1%	1%	1%
Johnny Depp	13%	6%	4%	1%
Al Gore	12%	16%	17%	24%
Nelson Mandela	18%	18%	20%	23%
Kofi Annan	25%	26%	21%	26%
George Clooney	8%	9%	5%	3%
Robert F. Kennedy, Jr.	5%	2%	7%	10%
Arnold Schwarzenegger	12%	15%	14%	19%
Oprah Winfrey	6%	3%	2%	2%
Bill Clinton	20%	21%	18%	27%
None of above	28%	28%	36%	32%



Al Gore: *An Inconvenient Truth*

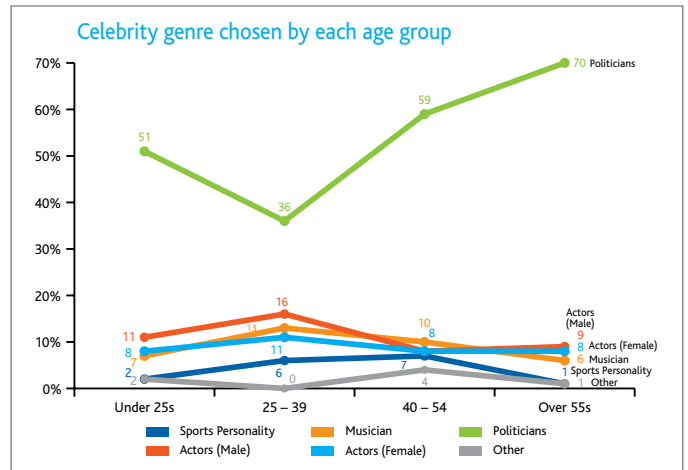
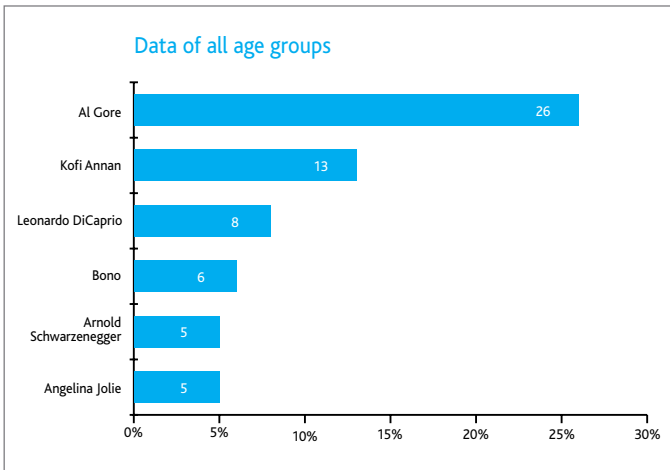


Japan

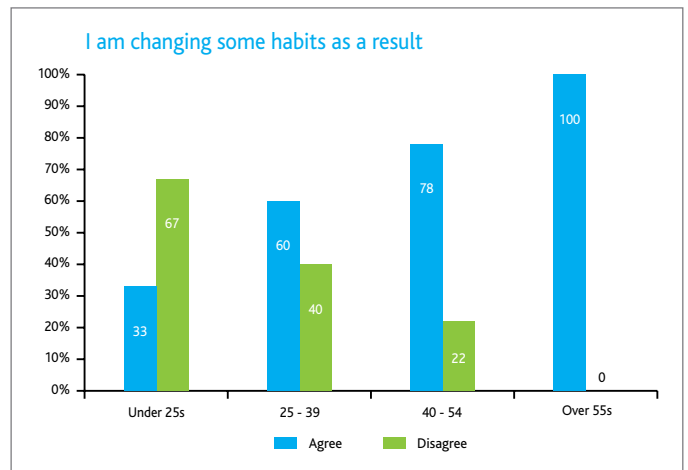
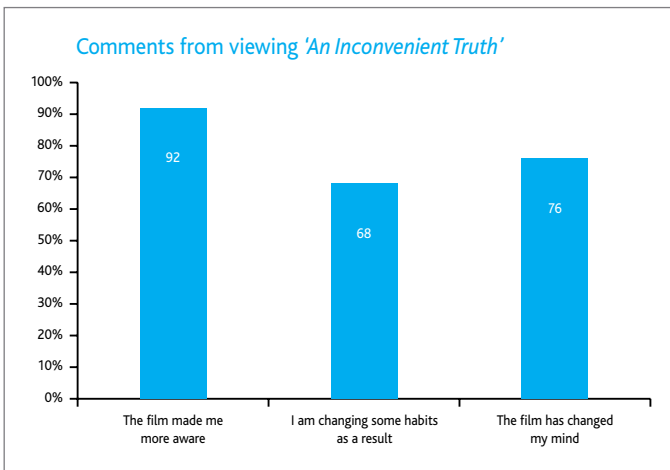
Celebrity Climate Champions

- Respondents from 40 yrs + heavily favoured politicians
- Male actors scored higher in Japan than any other Live Earth country
- Both male and female respondents chose Al Gore
- Support for Al Gore increased as age groups increased.

	Under 25s	25 - 39	40 - 54	Over 55s
Angelina Jolie	3%	7%	4%	7%
David Beckham	0%	3%	2%	1%
Bono	4%	8%	6%	4%
Nicole Kidman	3%	2%	3%	1%
Sting	3%	4%	4%	1%
Ronaldinho	2%	2%	5%	0%
Johnny Depp	5%	2%	2%	1%
Al Gore	18%	20%	32%	38%
Nelson Mandela	3%	3%	4%	5%
Kofi Annan	14%	11%	15%	15%
Leonardo DiCaprio	6%	12%	6%	4%
Arnold Schwarzenegger	13%	1%	5%	6%
Oprah Winfrey	1%	1%	0%	0%
Bill Clinton	3%	2%	2%	6%
None of above	59%	53%	46%	45%



Al Gore: An Inconvenient Truth

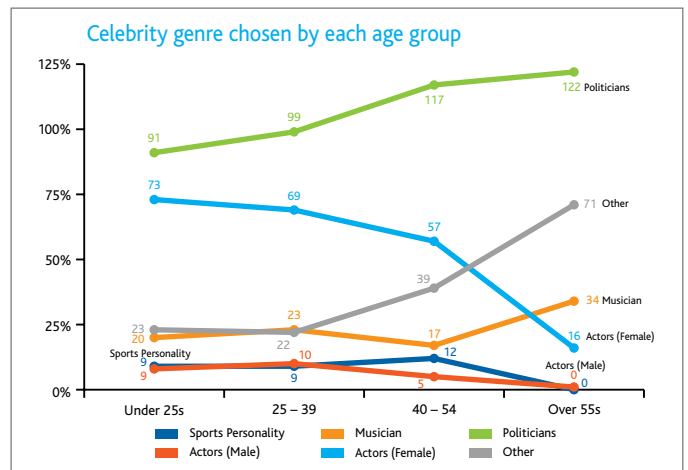
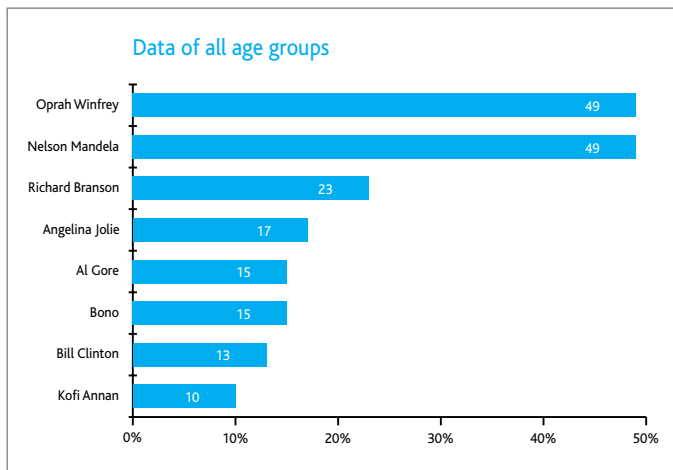


South Africa

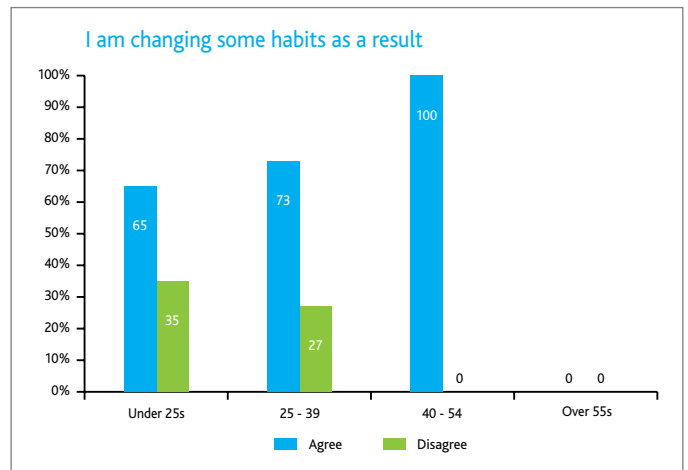
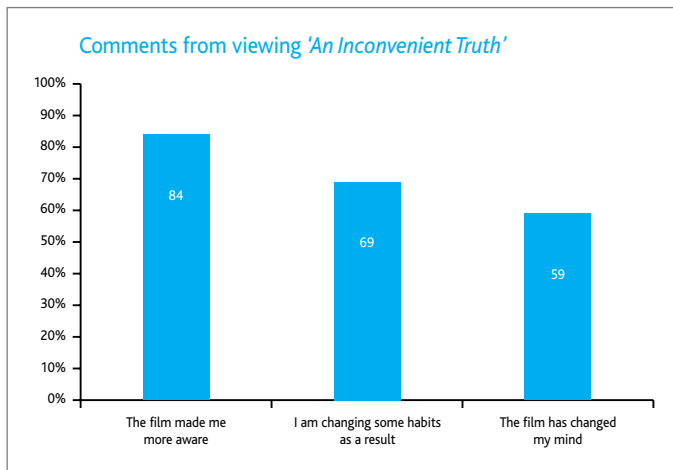
Celebrity Climate Champions

- Male respondents chose Nelson Mandela, female respondents chose Oprah Winfrey
- Richard Branson scored highly throughout, and is the third most popular choice across all age groups
- Bill Clinton was very popular with the over 40s
- Oprah Winfrey is most popular with the under 25s.

	Under 25s	25-39	40-54	Over 55s
Angelina Jolie	20%	16%	3%	0%
David Beckham	4%	7%	5%	0%
Bob Geldof	2%	2%	6%	16%
Bono	17%	15%	7%	18%
Sting	2%	6%	5%	0%
Ronaldinho	4%	1%	2%	0%
Johnny Depp	5%	2%	2%	0%
Al Gore	16%	15%	7%	38%
Nelson Mandela	47%	47%	67%	12%
Kofi Annan	8%	14%	14%	0%
George Clooney	2%	4%	2%	0%
Robert F. Kennedy, Jr.	2%	0%	0%	12%
Richard Branson	21%	22%	39%	59%
Arnold Schwarzenegger	10%	8%	5%	0%
Oprah Winfrey	51%	46%	55%	16%
Bill Clinton	11%	14%	24%	72%
None of above	11%	10%	6%	0%



Al Gore: *An Inconvenient Truth*

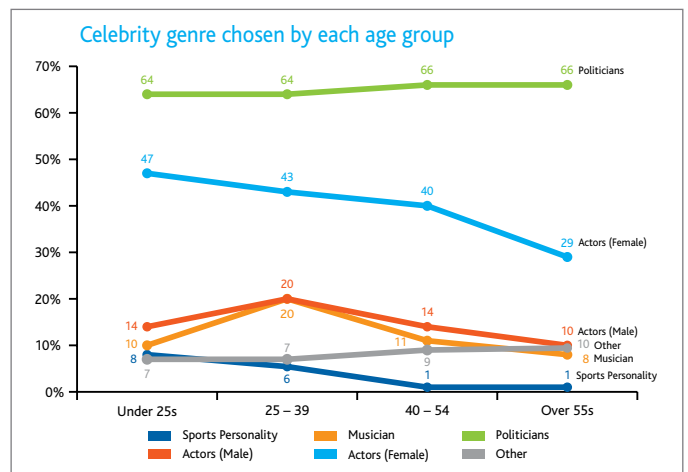
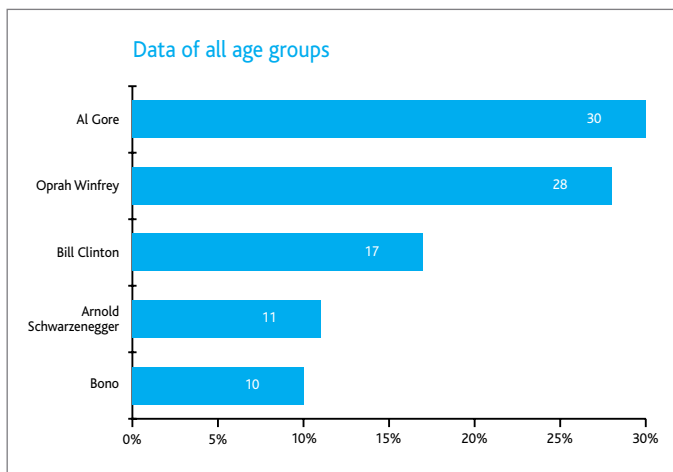


United States

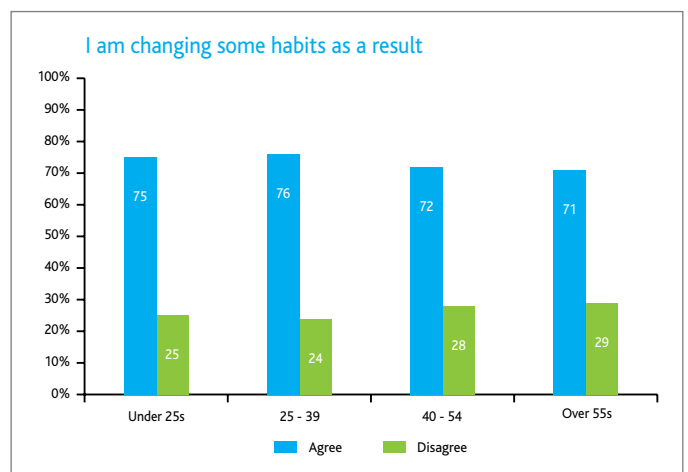
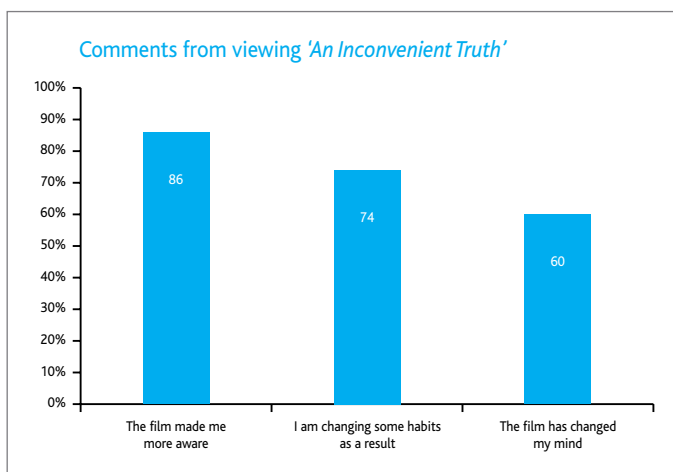
Celebrity Climate Champions

- Male respondents chose Al Gore, females chose Oprah Winfrey
- Oprah Winfrey was the most popular choice with the under 40s
- Al Gore was the most popular choice with the over 40s
- Bono was popular with 25-39 age group.

	Under 25s	25-39	40-54	Over 55s
Angelina Jolie	8%	10%	6%	1%
David Beckham	5%	4%	0%	0%
Bono	8%	16%	8%	7%
Johnny Depp	5%	5%	3%	0%
Al Gore	25%	27%	32%	33%
Nelson Mandela	6%	8%	3%	2%
Kofi Annan	4%	4%	1%	2%
George Clooney	5%	10%	6%	8%
Robert F. Kennedy, Jr.	4%	5%	8%	8%
Leonardo DiCaprio	4%	6%	5%	1%
Arnold Schwarzenegger	13%	10%	13%	10%
Oprah Winfrey	30%	28%	29%	27%
Bill Clinton	14%	15%	17%	19%
None of above	29%	26%	36%	43%



Al Gore: An Inconvenient Truth

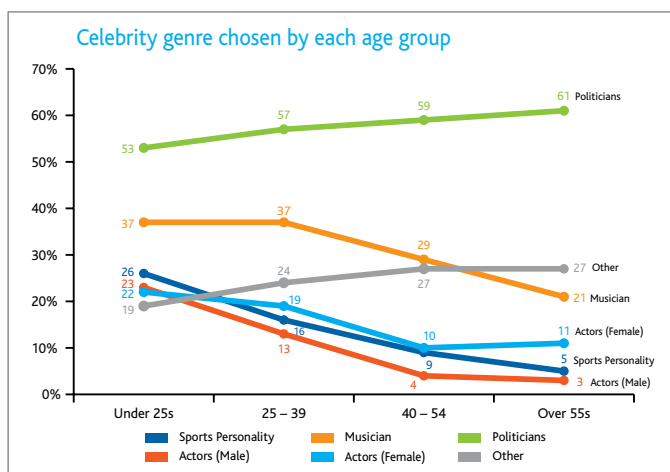
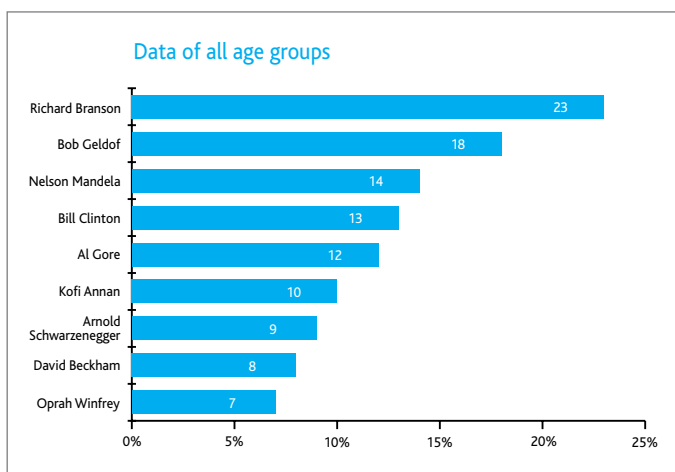


United Kingdom

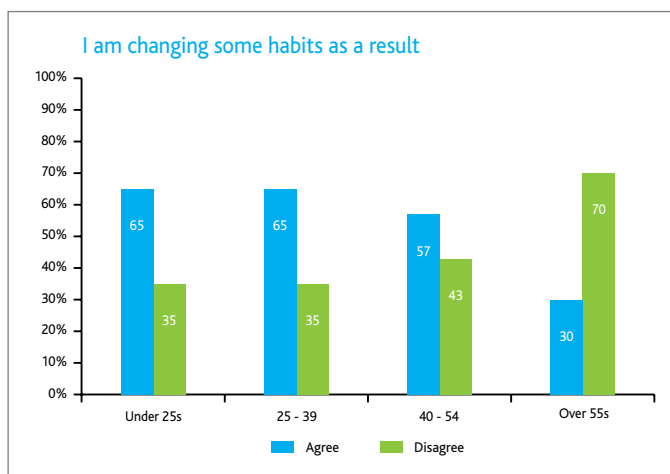
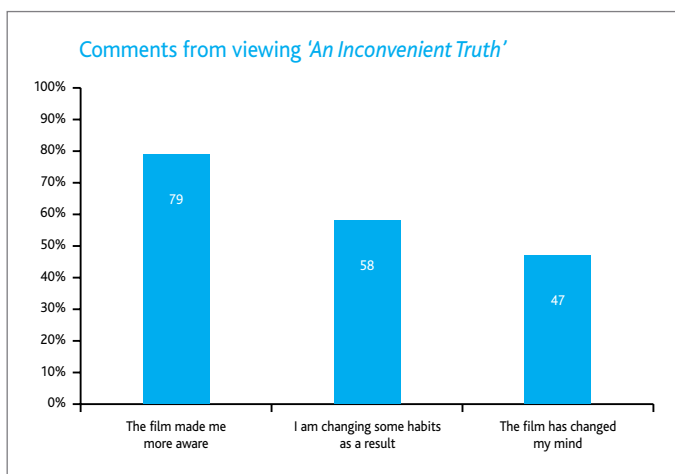
Celebrity Climate Champions

- Male respondents consistently chose Richard Branson
- Female respondents consistently chose Bob Geldof
- Under 25s age group is the most diverse with a range of support for Johnny Depp and David Beckham
- The UK under 25s were the only Live Earth country group to choose a sports personality as one of their top choices (David Beckham).

	Under 25s	25 - 39	40 - 54	Over 55s
Angelina Jolie	9%	7%	2%	2%
David Beckham	14%	10%	6%	4%
Bob Geldof	19%	20%	19%	15%
Bono	12%	9%	4%	4%
Sting	6%	8%	6%	2%
Ronaldinho	5%	3%	2%	0%
Johnny Depp	15%	6%	2%	1%
Al Gore	9%	13%	12%	15%
Nelson Mandela	11%	14%	16%	15%
Kofi Annan	8%	9%	11%	10%
George Clooney	6%	5%	2%	2%
Richard Branson	18%	23%	26%	26%
John Terry	5%	2%	0%	1%
Arnold Schwarzenegger	10%	8%	7%	10%
Oprah Winfrey	7%	6%	7%	7%
Bill Clinton	14%	13%	13%	12%
None of above	25%	27%	34%	40%



Al Gore: *An Inconvenient Truth*



Climate Change

The climate on planet Earth is moderated by input from energy of the sun and the loss of this back into space.

Incoming solar radiation enters the earth's atmosphere, and is partly absorbed or trapped, while being partly reflected back to space. The composition of the atmosphere dictates the balance between these forces, and this is called the 'planetary energy budget'. Certain atmospheric gases are critical to this balance and are known as greenhouse gases (GHGs). These GHGs include Carbon Dioxide (CO₂), Methane (CH₄), Nitrous Oxide (N₂O), tropospheric ozone (O₃), halocarbons (CFCs, HFCs, HCFCs) and water vapor (H₂Ov). Emissions of GHGs into the atmosphere cause climate changes, which include increases in temperature. There is both a 'natural greenhouse effect' and an 'enhanced greenhouse effect'. The natural greenhouse effect makes the world habitable. Without it, the Earth would on average be much cooler and the planet would be covered with ice. With this natural greenhouse effect, humans have been able to enjoy the benefits such as a liveable climate, and forest and food growth.

'Climate change,' is a broader term which accounts for changes in many climate characteristics, such as rainfall, ice extent and sea levels. 'Global warming' refers to a more specific facet of climate change: the increase in temperature over time. Clearly, temperature increases do not occur in isolation from other climate characteristics. Rather, many other sources and feedback processes contribute to changes across time and space. Partly due to these tightly bound connections, these terms have become commonly used synonymously in policy and popular discourse, despite global warming being a much more specific term. Temperature, (particularly temperature

increases) is seen as the most clear and distinguishable climate characteristic that indicates more general climate change. Moreover, many consider temperature to be climate change's 'fingerprint'.

Human activities comprise the 'enhanced greenhouse effect'. These are also called 'anthropogenic': *anthropo* referring to humans, and *genic* referring to the generating of GHGs (meaning human created). In the climate science community, there is overwhelming consensus that human activity has largely driven climate changes in past two centuries, and not merely the result of natural fluctuations. Climate research has shown that roughly three quarters of atmospheric warming since 1850 – the beginning of the Industrial Revolution – has been attributed to anthropogenic sources. CO₂ is the principle GHG that contributes to climate change and global warming. Anthropogenic sources of CO₂ are primarily attributed to 1) transportation, 2) industry, 3) household use/infrastructure, and 4) land use and land-cover changes. Thus, increases in concentrations of atmospheric CO₂ and associated climate changes critically permeate economic, environmental, political, cultural and societal aspects of life on the planet.

Current heavy reliance on carbon-based sources for energy in industry and society has led to significant human contributions of CO₂, and thus further changes in the climate, such as increases in temperature as well as sea level rise. This particular period of time has been referred to as the 'Anthropocene Era', or the 'Age of the Hydrocarbon Human'. Measurements of CO₂ concentrations in the atmosphere have been aggregated with other climate proxy data – such as ice cores, tree rings and archaeological information – that help to understand past atmospheric GHG concentrations. Together, these have shown that the recent increase in atmospheric CO₂ exceeds the bounds of natural variability experienced during the preceding 650,000 years.

About The Nielsen Company

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About Environmental Change Institute www.eci.ox.ac.uk

Environmental Change Institute (ECI) plays a leading role in the UK Government's three main climate research initiatives. ECI hosts the internationally acclaimed UK Climate Impacts Programme; is a core partner in the national Tyndall Centre for Climate Change; and a lead player in the UK Energy Research Centre. It runs a world-class Masters in Environmental Change & Management with students from all over the world. Oxford University has over 150 climate researchers covering all aspects of climate science, including hosting the world's largest climate computer modelling experiment across 150 countries (www.climateprediction.net).