

“GREEN” IS MAINSTREAM

--Majority of Americans Say Preserving Environment is a Guiding Principle--

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**NEW YORK, NY, FEBRUARY 26, 2007**—More than half of U.S. adults say that preserving the environment is a very important guiding principle in their lives, a sentiment that cuts almost evenly across the political spectrum, according to newly-released data from Mediamark Research Inc. (MRI).

Asked to rate the importance of preserving the environment, 63.5% of adults indicate that it is “very important,” while 22.3% say it is of “average importance” and only 12.3% consider it “not important.” The responses in each category are closely aligned for both genders.

Of those adults who describe their political outlook as “very or somewhat conservative,” 61.1% believe preserving the environment is very important. This compares to the 64.1% of adults who consider themselves middle-of-the-road politically and to the 75.2% who describe themselves as liberal who cite preserving the environment as very important.

<b>“Green” is Mainstream</b>							
<i>Question: Please rate how important Preserving the Environment is as a guiding principle in your life.</i>							
	<b>% Adults</b>	<b>% Men</b>	<b>% Women</b>	<b>Political Outlook % Adults Very/Somewhat CONSERVATIVE</b>	<b>Political Outlook % Adults Very/Somewhat MIDDLE OF THE ROAD</b>	<b>Political Outlook % Adults Very/Somewhat LIBERAL</b>	<b>Voted Federal, State Local Election in Past Year % Adults</b>
<i>Very Important</i>	<b>63.5</b>	<b>62.6</b>	<b>64.3</b>	<b>61.1</b>	<b>64.1</b>	<b>75.2</b>	<b>65.9</b>
<i>Average Importance</i>	22.3	22.4	22.3	24.2	22.6	16.3	21.2
<i>Not Important</i>	12.3	13.0	11.7	13.0	11.8	7.3	10.9
<b>Source: Fall 2006 MRI Survey of the American Consumer</b> (Field Dates: September 2005 to October 2006)							

Among U.S. adults who voted in a federal, local or state election within the last 12 months, 65.9% say that preserving the environment is very important.

“Awareness of potential threats to the environment is probably at its highest level ever, so it’s not surprising to see that more than 60% of adults consider the environment a high priority,” said Anne Marie Kelly, Vice President of Marketing and Strategic Planning at MRI. “What’s interesting is that conservatives, liberals and those somewhere in the middle politically are pretty much in agreement. As far as election issues are concerned, the fact that the majority of voters are environmentally friendly means any candidate running for political office may be well served to have a clear environmental plan”.

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### ***About MRI....***

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI is part of GfK Group AG, Nuremberg, Germany.