

For immediate release:

71% think Global Warming has nothing to do with Man's actions – says Pocket Issue/ AOL survey

Pocket Issue and AOL have been running a survey on the AOL *Go Green* channel this month that is already producing some grim findings. Despite huge media attention focussing how we can each reduce our carbon footprint, a staggering 71% of voters still think that Global Warming is a “natural occurrence”, rather than something caused by Man's actions, and 65% think that scientists' predictions are “far fetched”.

Nearly 4,000 votes have been cast to date on the survey located on the *Open to Debate* feature, taken from *Pocket Issue, Global Warming. The feature* looks at the climate change debate or what scientists and sceptics currently differ over. Contrary to the poll results however, Pocket Issue are keen to point out that the IPCC, which represents the vast majority of scientists, stated earlier this year that the increase in global temperatures is “*very likely due to the observed increase of anthropogenic [man-made] greenhouse gas concentrations.*”, with “*very likely*” defined in the same statement as more than a 90% certainty.

Pocket Issue feel that the poll highlights the need for government and influential bodies to concentrate on getting the public to understand the facts about global warming and ‘why’ rather than ‘how’ they should reduce their carbon footprint.

“If 71% of people feel that Man has nothing to do with the recent change in our climate then those same people are not going to buy into any movement to reduce their carbon footprint” says Emma Hardcastle, publisher at *Pocket Issue*. *“We need to make it clear that there is nothing natural about the significant rise in both carbon emissions and global temperatures since the industrial revolution. Pocket Issue's brief is to help people to understand the facts, encouraging them to click through to a carbon counter as a result!”*

Those interested can still have their say and vote online - visit the poll at “*Open to debate*” taken from *Pocket Issue, Global Warming* on <http://lifestyle.aol.co.uk/go-green/global-warming-open-to-debate/article/20070514111009990010>. Visit www.pocketissue.com for more details and new title information. ENDS-





Contact: For a review copy of *Pocket Issue, Global Warming* or for information on other Pocket Issue titles please contact Emma Hardcastle, press@pocketissue.com, **020 8741 7641**.

About Pocket Issue – Small briefs for a big world, www.pocketissue.com

Pocket Issue, Global Warming brings the climate change debate to life with information on the science, the sceptics and the possible future scenarios if we don't act on the evidence. Priced at £4.99 and weighing in at under a hundred pages, the publisher is building a reputation for short and accessible backgrounders aimed at the everyday reader. With a brief to educate the reader in 20-minutes the books are independent, pithy and short, concentrating on an easy-to-read format and clear, accurate facts.

Founded in 2006, Pocket issue launched its first titles this year: *Pocket Issue, Global Warming* and *Pocket Issue, The Energy Crisis*. Titles coming soon: *Pocket Issue, The Middle East Conflict*, *Pocket Issue, Food* and *Pocket Issue, War on Terror*.



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